

# Safety is for sharing

Katrina Phillips OBE, Chief Executive  
Child Accident Prevention Trust



# Our cause

“All paediatricians dread breaking bad news: telling parents that their child requires emergency surgery or intensive care, or that resuscitation has been unsuccessful. When illness or death is the result of a preventable accident, the emotional toll is compounded by the avoidable nature of the tragedy.”

# The problem

“Injury can be a devastating life-changing event for the injured person and their family and friends.”

“As well as the healthcare costs of injury there may be huge social care costs that can exceed £tens of million in the remaining lifetime of just one severely injured person.” Public Health Scotland

<https://publichealthscotland.scot/media/29687/2024-10-29-ui-2024-report-final.pdf>



# The problem

Statistics are people with the tears wiped away

13

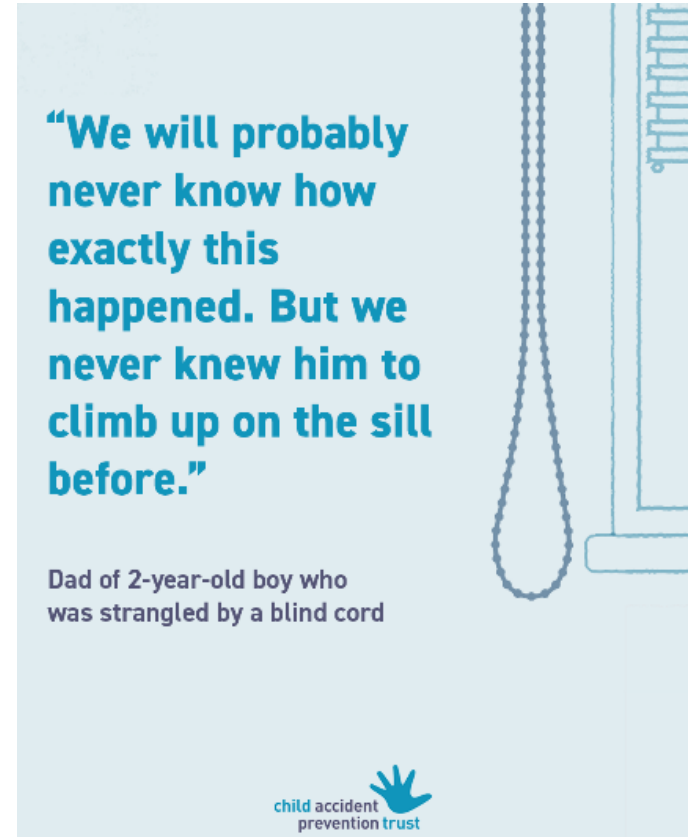
1 in 27

5,746

1 in 12

# Child development

- ✎ Younger children – in the home
- ✎ Older children – roads & drowning
- ✎ Boys over-represented



# Social justice

“Children from more deprived areas are disproportionately impacted by accidents and unintentional injury and it is that which drove me to advocate for better safety outcomes. It is a matter of basic social justice.”

Clare Adamson MSP

# Barriers to safety

- ✎ Poverty
- ✎ Poor literacy
- ✎ Digital exclusion
- ✎ English as an additional language



# Our work

- ✎ Educating and empowering parents and carers
- ✎ Mobilising and resourcing our local networks
- ✎ Advising and influencing on child accident prevention



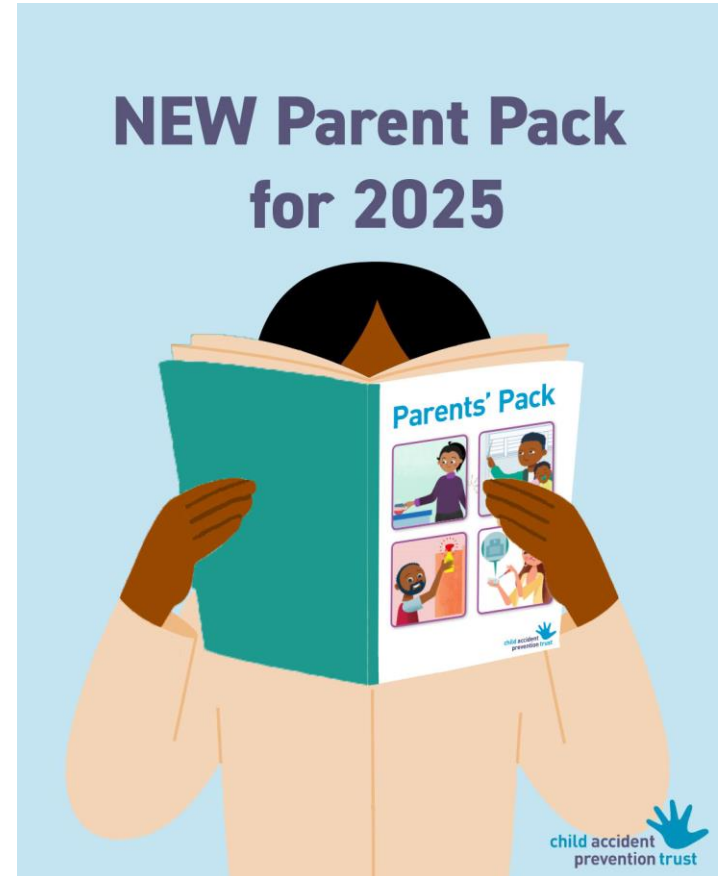
# Safety is for sharing

“I shared your alert about water beads with my neighbours and one responded by saying: ‘Thank you, my son has these and his baby sister keeps trying to eat them. I never realised how dangerous they were. They are going in the bin now’.”

# Child Safety Week 2025

## Free resources to download:

- 👉 Parents pack
- 👉 Display pack
- 👉 Session plans
- 👉 Translated fact sheets
- 👉 Social media pack



# Your support

- 👉 Share, like, tag, comment
- 👉 Download, share, display
- 👉 Read, discuss, ask questions
- 👉 [Sign up](#)



# “If I can buy it, it must be safe”

- ✎ More than half of parents mistakenly believe that all sellers on online platforms are checking the safety of their products.
- ✎ Almost three-quarters of parents mistakenly believe that any product aimed at children under 5 has to be fully tested and certified safe by an independent body before it can be sold online.

# 'Cute doesn't equal safe'



# Super strong magnets



“The damage they did is absolutely unreal. They burned holes in the intestines. Whenever they opened him up some of his intestines already leaked out.”

Mum of a three-year-old boy

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# Super strong magnets

- ✎ First-ever UK study on magnets
- ✎ Over 300 hospital cases

“One in 10 of these young patients had surgery with most ending up with serious problems, like needing part of their bowel removed or requiring a stoma.”

<https://capt.org.uk/doctors-warn-of-magnetic-toy-dangers/>



# Super strong magnets

- ✎ Super strong magnets can be 17 times stronger than UK safety limits
- ✎ We've found magnets with a flux of 850 when the limit is 50
- ✎ Online marketplaces aren't yet required to vet the safety of the products sold on their platforms





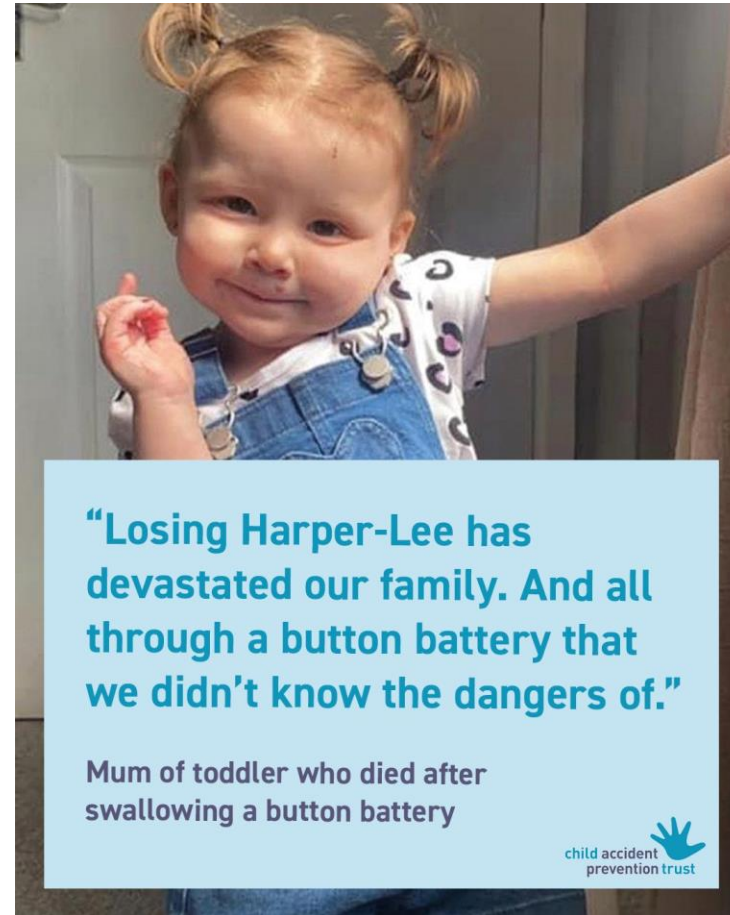
# Super strong magnets

- ✎ Only buy magnets from reputable retailers or brand names you know
- ✎ Beware if buying magnets from overseas sellers on online marketplaces – there's no way of knowing if they're safe
- ✎ Avoid small, loose magnets if you have small children
- ✎ Teach older children to never put magnets in their mouths
- ✎ If you think your child may have swallowed magnets, go straight to A&E or call an ambulance

<https://capt.org.uk/magnet-safety/>



# Button batteries



**“Losing Harper-Lee has devastated our family. And all through a button battery that we didn’t know the dangers of.”**

Mum of toddler who died after swallowing a button battery

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# Button batteries

## Safety requirements:

- 👉 Labelling, instructions and packaging
- 👉 Warnings
- 👉 Secured battery compartments
- 👉 Merchandising
- 👉 Information for consumers
- 👉 Safe disposal/recycling

<https://knowledge.bsigroup.com/products/button-and-coin-batteries-safety-requirements-specification-1>



# Moving on from 1987





# Stay in touch

👉 Sign up <https://www.capt.org.uk/sign-up>

👉 Facebook <https://www.facebook.com/ChildAccidentPreventionTrust/>

👉 Instagram [https://www.instagram.com/capt\\_charity/](https://www.instagram.com/capt_charity/)

👉 X <https://X.com/captcharity>

👉 LinkedIn <https://uk.linkedin.com/company/child-accident-prevention-trust>

👉 Website [www.capt.org.uk](http://www.capt.org.uk)