

EPBA's awareness raising campaign on button batteries safety

Raquel Ponte Costa, European Affairs Manager, EPBA



Introduction



EPBA is the European Portable Battery Association gathering manufacturers of primary and **rechargeable portable battery** manufacturers in Europe

Visit:

<https://www.epba.europa.net>



Activities



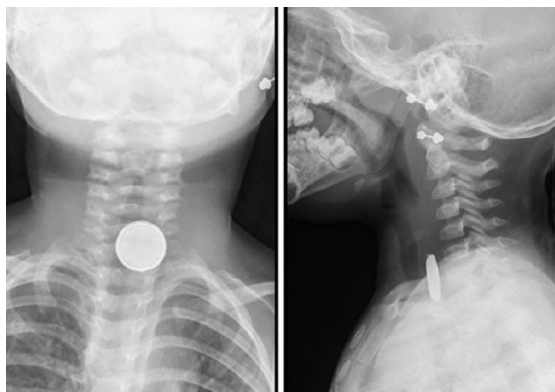
Methodology

Collateral material used to establish a **constructive dialogue on the potential risks** of button cells with various stakeholders, such as doctors, enforcement authorities, toy industry, national authorities and the European Commission
Awareness the best prevention and it involves **battery manufacturers, appliance manufacturers, parents, doctors** as well as **authorities**

Objective

The association launched an **awareness raising campaign** to educate parents, doctors, caregivers and general society about **preventing button cell ingestion by children**

If a **child swallows a button cell** and if it gets stuck in the food pipe, an electric current can be generated with the tissue fluids in the food pipe. This **might cause severe damage** and **requires urgent medical attention**



Video



Partnership with **Child Accident Prevention Trust (UK Charity)**
Child Safety Week – button batteries coverage



Animated video targeting parents: **how to prevent accidents and what to do when accidents happen**

Voice-over in EN, ES, FR, DE. Subtitles available in all EU languages (apart from Maltese and Gaelic) + Norwegian

Conclusion

The safe use of button cells has been identified as one of the **key-strategic goals of the association**. Since the use of Lithium button cells will only increase, EPBA and its members will continue to **work on awareness raising activities with the ultimate goal to reduce the number of incidents**

