EPBA’s awareness raising campaign on button batteries safety

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

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.

Activities

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.

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.

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