



**PRESS RELEASE**  
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## **Portable battery industry launches new online safety video to raise awareness around button battery safety**

The portable battery industry has today launched a new Europe-wide online safety video and campaign. It is aimed at parents and families to highlight the risks associated with small button batteries if they are swallowed by children.

Hyperlink: <https://www.youtube.com/watch?v=nwLLFJUcphw>

Button batteries or 'coin cells' are specially designed to power small appliances and a range of portable devices such as watches, toys – such as fidget spinners, musical cards, or hearing aids. These batteries are instrumental to power the appliances we use in our everyday lives, yet due to their small size and shape, can be accidentally swallowed by children.

As the festive season is always a busy time, the portable battery industry is reminding parents to store button batteries out of sight and reach of young children, and to ensure electronic devices have a secure, child-proof battery compartment.

In the UK, the British and Irish Portable Battery Association (BIPBA) has partnered with the Child Accident Prevention Trust to raise awareness of the issue and provide safety tips and advice.

Frank Imbescheid, BIPBA's Chair, said:

**“In the UK and indeed across Europe, the portable battery industry takes the safety of consumers very seriously. We are continuously working to reduce the risk of button batteries being swallowed by children through various initiatives, including the introduction of tamper-proof packaging, and educational campaigns.**

**“At this busy time of year, with new toys and gadgets, decorations, and musical cards entering the home, we encourage families to watch the new video and take steps to keep button batteries securely away from children. We invite all concerned parties to spread our advice to make sure that all families have a wonderful holiday season.**

**“We will continue to work with our partners to ensure that families and healthcare professionals have the right information to keep children safe.”**

Katrina Phillips, Chief Executive of CAPT - the UK's leading charity specialising in preventing childhood accidents, said:

**“We're pleased to partner with BIPBA to raise awareness of button battery safety. Working together, we can reach more families and keep more children safe.**

**“This animation is a great way for busy parents to learn more. It shows how we rely on button batteries to keep our homes running. And it offers simple safety tips, so we can make sure children's natural curiosity doesn't put them in harm's way. Be sure to watch it and please take a moment to share with family and friends.”**

## **Advice to parents**

### **Safe battery handling tips:**

- Keep all spare batteries out of children's reach and sight, ideally in a sealed container in a high-up, lockable cupboard.
- Keep products with batteries well out of reach if the battery compartment isn't secured.
- Put 'flat' or 'dead' batteries out of reach straight away and recycle them safely.
- Avoid toys from markets, discount stores or temporary shops as they may not comply with safety regulations, and take care when buying online or from overseas.
- Teach older children that button batteries are dangerous and not to play with them or give them to younger brothers and sisters.

### **What to do if you suspect a child has swallowed a button battery:**

- Act fast. Take them straight to the A&E department at your local hospital or dial 999 for an ambulance.
- Tell the doctor there that you think your child has swallowed a button battery.
- If you have the battery packaging or the product powered by the battery, take it with you. This will help the doctor identify the type and chemistry of battery, making treatment easier.
- Do not let your child eat or drink.
- Do not make them sick.
- Trust your instincts and act fast – do not wait to see if any symptoms develop.

### **Further info:**

For advice on button battery safety, go to <http://buttonbatterysafety.com/>.

Alternatively, visit [CAPT's website](#) or the [British and Irish Portable Battery Association](#).

More dedicated advice for the medical sector can be found here:

<http://buttonbatterysafety.com/advice-for-medical-sector/>