

# Competition for Adults

Make time to Stop **Poisoning**

## LEAVE A NASTY TASTE IN THEIR MOUTH!

One of the main ways toddlers find out about the world around them is to put things in their mouth. And they're curious to taste every new thing they come across. So what could be more fascinating than the lemony smell of your washing up liquid or the flowery fragrance of the toilet cleaner? And doesn't the pretty blue colour of the anti-freeze look tempting – and it has a lovely sweet taste too....

Your home, garden and car are full of dangerous chemicals which small children

can't wait to put in their mouths. Which is why every week around 500 under 5s are rushed to A&E because it's suspected they have swallowed something poisonous.



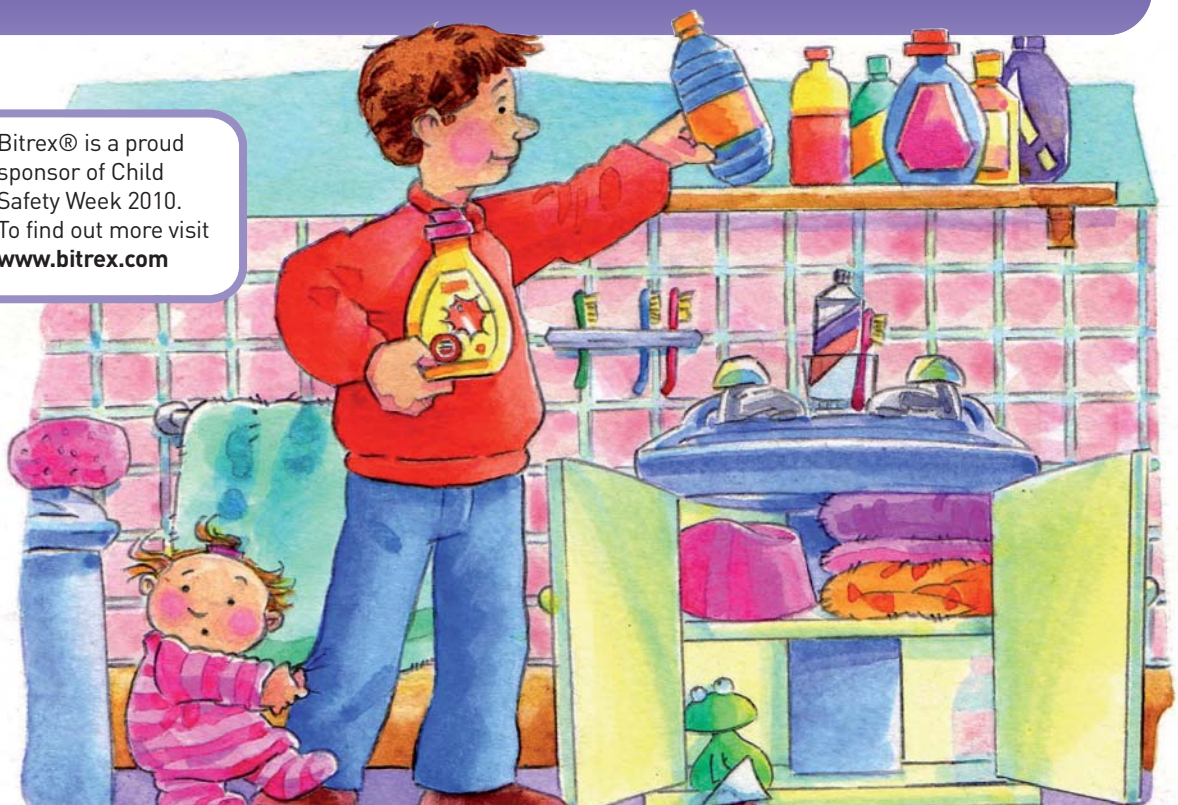
Test your knowledge of poisons in the quiz on the next page – then enter our wordsearch competition to win a prize.

Thank goodness that these days many products contain **Bitrex®** – the bitterest substance yet discovered. When added to household products it makes them taste so horrible that children just want to spit them out!

**Top tip:** Keep all house, garden and garage products in their original bottle. Never transfer them into old soft drinks bottles.



Bitrex® is a proud sponsor of Child Safety Week 2010. To find out more visit [www.bitrex.com](http://www.bitrex.com)



# Poisons Quiz

1. Child resistant bottle tops can be a good thing. But they are not child 'proof' and some little fingers can open them in seconds! What percentage of 3-4 year olds do you think can open a child resistant top?

- A: About 1 in 5
- B: About 1 in 10
- C: About 1 in 100

2. Where is the best place to keep products like toilet cleaner and bath cleaner?

- A: Beside the toilet
- B: On the side of the bath or sink
- C: In a locked cupboard - or on a really high shelf

3. Which of the following is a very common reason for children being poisoned:

- A: Bags of sweets left in handbags or on bedside tables
- B: Packets of painkillers left in handbags or on bedside tables
- C: Fizzy kids' sweets that are shaped like bottles of soft drinks

4. Which of the following can poison a child:

- A: Diet banana milkshakes
- B: Iron tablets left beside the bed
- C: Anything in a bottle or wrapper with bright colours on it

5. Which of these car products isn't potentially poisonous to children:

- A: A tin of butterscotch-flavoured travel sweets
- B: A container of anti-freeze
- C: A bottle of screenwash

6. Why is Bitrex added to many household products?

- A: It has a very sweet taste which makes children sick
- B: It has a very bitter taste that children will want to spit out
- C: It's a pretty colour and makes products look nice on the shelves

7. Pampering products are very nice for tired mums but which of the following could poison a child:

- A: Bubblebath, shampoo, scented soap and aromatherapy oils
- B: A long cold glass of homemade lemonade
- C: Watching soap operas with your mouth open

## Answers:

1. A. About 1 in 5 toddlers can open child resistant tops
2. C. The only place to store toilet cleaner, bath cleaner and household chemicals is well out of children's reach
3. B. Medicine is a major cause of poisoning in young children and painkillers can look like sweets to little eyes
4. B. Iron tablets are not safe for children and can cause poisoning if several are swallowed. C is a bit of a trick answer because lots of products are packaged in bright colours and some are poisonous and some are quite safe for children – so it's very important to keep the harmful ones out of children's way
5. A. Travel sweets aren't poisonous – but their hard round shape means they can stick in little throats and choke young children
6. B. Bitrex is added to many household products – because it's the most bitter substance yet discovered so children don't want to swallow it
7. A. Bubblebath, shampoo, scented soap and aromatherapy oils can all poison children – so keep them out of children's reach



The Child Accident Prevention Trust is a national charity committed to reducing the numbers of children killed, disabled or seriously injured in accidents. Each year, the charity organises Child Safety Week to pass on safety messages to parents and children. To find out more about keeping children safe visit [www.childsafetyweek.org.uk/parents](http://www.childsafetyweek.org.uk/parents)

# COMPETITION

## Win £30 worth of vouchers for your favourite store.

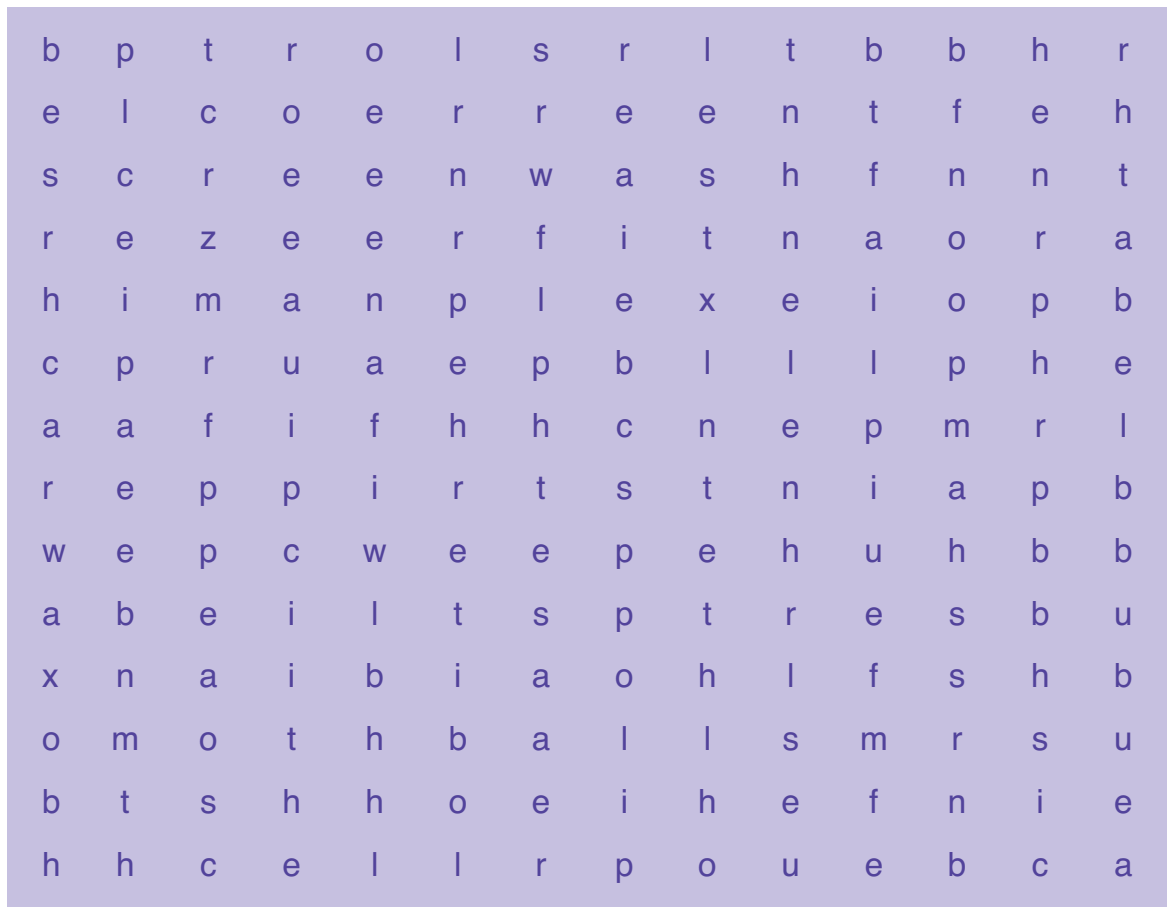
Become a safety detective in your own home – by looking out for harmful products and putting them out of children’s sight and reach. You can also buy household, car and garden products which contain Bitrex® – just in case someone leaves them out by mistake.



Bitrex® can be found in the following types of products – so look out for the Bitrex® logo to make sure it’s there.

- shampoo
- antifreeze
- toilet cleaner
- paint stripper
- moth balls
- screenwash
- car wax
- bubble bath
- perfume
- air freshener

Find these products and circle them in the wordsearch grid below then send it with your completed entry form in an envelope to the address below.



Please print clearly in BLOCK CAPITALS

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode

Telephone \_\_\_\_\_

### Bitrex Wordsearch Competition

Child Accident Prevention Trust

Canterbury Court (1.09)

1-3 Brixton Road

London SW9 6DE

Closing date: 10 September 2010

Winners will be notified by 1st October 2010

Please tick your choice of voucher:

WH Smith  Amazon  Boots