



KEEPING BABY SAFE

One of the ACCC's most popular publications Keeping baby safe is now also its most accessible.

The ACCC is developing a *Keeping baby safe* iPhone and iPad app to help parents quickly and easily check what they need to look for when they're out buying children's products.

It's no wonder that parents are keen to seek product safety advice: many Australian babies and toddlers require hospital treatment each year because of hazardous or misused products, with some even dying.

Also, a lot of new parents are surprised to hear that the most common place for babies to be injured is in and around the home.

Keeping baby safe was developed by the ACCC in partnership with state and territory

consumer agencies to provide parents and others who care for children with safety information in a format that's easy to read and refer to.

It can help parents when they're choosing and using infant and nursery products. It can also help parents-to-be with planning their nursery and making sure the baby products they're buying are safe.

Keeping baby safe contains detailed, specific safety tips, highlights the common hazards, and outlines what to look for in 30 types of products used for and by small children.

It also gives useful tips on things like how to reduce common home hazards and using second-hand products, as well as relevant

information on mandatory standards and bans for regulated products.

Infant and nursery products

Everyday products such as dummies, cots and strollers can be dangerous if made or used unsafely. For instance, babies and small children can choke on broken-off dummy pieces, suffocate from cot bedding or cut their fingers on stroller parts that aren't properly covered.

Luckily, there are things parents can look out for and do when choosing these products to help ensure their kids stay safe.

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Toys

Toys are the other major product group for babies and small kids—and because they come in all shapes, sizes, colours, forms and uses, it's sometimes tricky to tell whether they're safe or not.

Choking and ingestion hazards, and exposure to toxic elements such as lead, are the most significant considerations in toy safety.

A baby could choke on a button that's come off their favourite soft toy; a toddler could suffer serious intestinal injuries from swallowing colourful toy magnets; and small children could be inhaling, swallowing or absorbing dangerous amounts of lead from the finger paints they're playing with.

With *Keeping baby safe*, parents will be able to read about the possible hazards related to various toys and what they can do to help ensure their little ones are safe when playing.

Keeping baby safe—ways to connect

Keeping baby safe comes in a range of formats—hard and soft copy—and they're all free, so it's easy for parents and child carers to access safety information.

You can get *Keeping baby safe*:

- as a booklet: call the ACCC Infocentre on 1300 302 502 or visit www.productsafety.gov.au/keepingbabysafe to order your copy
- as a booklet in electronic (PDF) format: download from www.productsafety.gov.au/keepingbabysafe
- as an eBook: download from the Apple iTunes store <http://itunes.apple.com/au/book/keeping-baby-safe/id490084812>
- on video: check out our videos on our YouTube channel www.youtube.com/ACCCProductSafety and stay tuned for more
- as an app—coming soon.

Keep in touch

You can find out when the new app will be available or keep up to date with product safety information in the following ways:

- Product Safety Australia website: www.productsafety.gov.au—subscribe to email alerts
- Twitter: follow @ProductSafetyAU
- Facebook: 'like' our page www.facebook.com/ACCCProductSafety
- Recalls Australia website: www.recalls.gov.au—subscribe to email alerts and RSS feeds on kids' product recalls
- Recalls Australia iPhone app: <http://itunes.apple.com/us/app/accc-recalls-australia/id468885287>

BABY SLINGS

It may seem surprising, but there have been instances where babies have suffocated while being carried in a sling. Baby slings can pose a suffocation hazard if they're not used with the right care.

If a baby is placed in a position that blocks their airways, they don't have the strength to get out of it. Here are some tips you can follow to help ensure your baby's safety while using slings.

- Take your baby with you when you buy a sling to ensure a safe fit.
- Never use products such as bag or pouch slings—babies must sit upright.
- Follow the instructions for safe use.
- Have someone assist you the first time you use a sling.
- Ensure the baby's chin is up and away from their body, as any pressure on the chin can close their airway.

- Ensure you can see the baby's face at all times and that their face remains uncovered by the sling or your body.
- Hold the baby with at least one arm.
- Regularly check your baby for any signs of discomfort.
- Be alert to your own safety, your activity and your surroundings.

For more tips and information and to download the consumer safety alert brochure on baby slings, visit www.productsafety.gov.au or refer to the *Keeping baby safe* booklet.

For more information about safe sleeping for babies, visit:

- www.sidsandkids.org/safe-sleeping
- www.kidshealth.org.nz
- www.slingbabies.co.nz

