

Calling on Parents and Paediatrics to “Power Safely”

The European Academy of Paediatrics (EAP) and Duracell launch a joint campaign to drive awareness of the dangers of button battery ingestion for children.

March 07, 2023 – From covering sharp corners to plugging in electrical sockets, we go to great lengths to make our homes safer and protect our young ones. Still, more attention needs to be drawn to button batteries, and notably Lithium coin batteries. If not stored or applied safely, young children may swallow them, with potentially devastating consequences that may lead to severe disease and in some instances, even death. Due to the increasing use of Lithium coin batteries in everyday products such as scales, key fobs, remote controls and flameless candles, the number of serious child ingestion accidents is on the rise. The number of related ingestion accidents in households across the globe has more than quadrupled since 2002 to an estimated total of 10,000 cases in 2020. More than 50% of all cases occur in Europe.

If a child manages to get access to one of those small Lithium coin batteries and swallows it, this may get stuck in the oesophagus. The consequences can be very serious: saliva may close an electrical circuit and the cell may release its current, damaging the surrounding tissue up to perforation of the oesophagus. If not detected and treated early enough, internal bleeding and serious infections may occur, potentially leading to child death.

That is why the European Academy of Paediatrics, and Duracell are partnering to launch the ‘Power Safely’ initiative, with the aim to significantly minimise the risk of battery ingestion across Europe by driving awareness of the topic with parents, paediatricians and other health care professionals. They will share information on promising preventive strategies through informative and educational videos and materials which are being distributed across the EAP’s network via paediatric offices and hospital departments, maternity programmes, and conventions. Moreover, EAP and Duracell will enhance preventive action by addressing public decision makers and other key stakeholders.

Dr. Adamos Hadjipanayis, EAP President, says: *“Small batteries pose a huge, potentially fatal, risk to infants and young children who get access to devices and batteries lying around the home. We are partnering with Duracell to encourage parents and the broader public to take time to check these devices, close the button compartments with strong tape, and keep them strictly out of the reach of children, thereby aiming to decrease the number of children that are harmed across Europe. If you suspect a child has swallowed a button battery, it needs to be taken to a paediatric emergency department as quickly as possible. Don’t hesitate to call an emergency ambulance, since time is critical”.*

Javier Hernandez Reta, President Duracell Europe and Africa, says: *“For many years we have been working with experts in the field to not only to deliver superior performing products, but also improve the child safety features on our lithium coin cell batteries and related packaging. We are delighted to partner with the EAP to raise the awareness of parents, paediatricians, and political decision makers across Europe. Awareness of the issue and early detection are critical to prevent battery ingestion. Therefore, we will together disseminate educative content to EAP members across Europe on how to detect and treat an ingestion accident.”*

An easy way parents, grandparents and caregivers can ensure they ‘power safely’ in the home is to check that the most common household devices that contain button cells, and particularly Lithium coin batteries are secure. These include digital measuring cups, digital scales and luggage scales, digital thermometers and glucometers, GPS trackers and fitness trackers, heart rate monitors, key fobs, pet monitors, small toys and lighting devices (lights, flameless candles, bike lamps), smoke detectors, smartwatches, TV remotes, wireless headphones, wireless doorbells, motion sensors and garage openers.

ENDS

About the European Academy of Paediatrics

The European Academy of Paediatrics (EAP / formerly Council of European Specialists in Paediatrics, CESP) was founded in 1961. Its members include national paediatric societies from over 41 countries across Europe (28 European Union (EU) countries, 4 European Economic Area (EEA) countries and 9 non-EU countries) as well as all 14 UEMS recognised European paediatric subspecialty societies and observer Countries.

EAP/EBP- European Board of Paediatrics also is the official Section of the [European Union of Medical Specialists](#) that is formally linked with the European Commission and Member States Institutions and is responsible for developing European training standards in paediatrics and paediatric subspecialties and the EAP-EBP Exam.

The European Academy of Paediatrics coordinates the only European Research Network in paediatric primary care since 2008. With over 2000 members and several papers published the EAPRASnet (European Academy of Paediatrics Research in Ambulatory Settings network) is a practice-based research network that was established in 2009. It consists of paediatric practitioners in European and Mediterranean countries and research consultants from Europe in collaboration with the EAP and AAP PROS.

EAP has two Permanent Councils (Primary, Secondary - Tertiary Care) and six Strategic Advisory Groups:

- Ethics established in 1997 with over 30 papers published on ethical issues,
- Rare diseases - already involved in the EU Commission Expert Group on Rare Disease,
- Vaccination - strongly supporting harmonization among national immunization programmes in Europe as well as optimization of vaccination coverage in collaboration with ECDC, EU Commission, DG Santé and other stakeholders,
- Adolescent medicine and Medicines for children producing evidence-based documents and up to date information on relevant aspects of paediatrics,
- Medicines for Children, established several years ago, restarted in 2018,
- Choosing Wisely has been established in December 2018.

The Young EAP is by far the largest network of national junior paediatric representatives: twenty-four countries are currently represented within Young EAP. EAP represents the European Geographic region within the International Pediatric Academy- IPA world.

<https://www.eapaediatrics.eu/>

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About Duracell Europe & Africa

Duracell is the world's number one consumer battery company by market share and the leading manufacturer of high-performance alkaline batteries. The company employs in total over 3,300 people, one third of them in Europe. It operates the European operations hub out of Belgium, i.e., the Aarschot production plant, which was recently awarded as 'Factory of the Future 4.0', and the adjacent distribution centre in Heist-op-den-Berg, which packages the batteries for markets in Europe and Africa.

Since the 1940s, the Duracell brand is renowned for ongoing cutting-edge innovation, including the first alkaline AA and AAA batteries, the first hearing aid cell button and most recently the Duracell Optimum unique formula that helps to improve device performance. The company is committed to offer highest quality and long-term value to consumers and trade partners, along with driving positive impact on environment and the communities the business operates in.

For more information please [visit our website](#).