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## "Safe Kids Tracking the Poisons"

### New project seeks to prevent accidental poisoning of children throughout Europe

One day Tomi wakes up in the hospital. He cannot remember what happened. But over time he finds out why his tummy hurts so much and how he ended up in the hospital by swallowing a poisonous liquid. Now Tomi is off to investigate all kinds of poisonous stuff together with his new friend Mila.



This is how the riddle and picture book begins on the topic of poisoning designed for pre-school children. It will be made available to raise poison awareness for child throughout Europe in 2014. The Bundesarbeitsgemeinschaft (BAG) Mehr Sicherheit für Kinder e.V. (Safe Kids Germany) is currently working with the support of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, in cooperation with the European Child Safety Alliance (ECSA) and Große Schützen Kleine in Austria, on this new project, which seeks to prevent household poisoning cases involving children.

Poisoning is the **third leading cause of unintentional injury** death in the WHO European Region. Each year 3,000 young children aged 0 to 14 die of acute poisoning. Children 5 years and under account for the majority of all poison exposures with children up to two years old especially vulnerable. More than 90% of all poisonings occur within the home environment and many common household products can poison children, including cleaning supplies, alcohol, plants, pesticides, medicines, and cosmetics. Cigarettes and tobacco can also cause sickness if eaten and should be kept well out of the reach of young children.

The new picture book is based on the story of "Tomi and Mila Tracking the Poisons", which was developed by the BAG in 2012 with and for the target group of migrant families in Germany. It has been conceived for parents to read together with their children and solve the riddles in a playful manner. Children by the same token learn about hazard symbols and find out about how to distinguish poisonous products from non-poisonous ones. The picture book is currently available in three language versions: German-Turkish, German-Russian and German-Arabic.

The story of Tomi and Mila was presented to the ECSA in 2012 within the framework of a major children's safety project and the European partners were very interested in the picture book at the time, which is how the idea came to offering the story outside of Germany.

The picture book is currently being modified together with the project partners to align with European cultures and standards and will then be translated into three new languages, always in combination with German: English, French and Spanish. It will then be printed and distributed at international events beginning in 2014.

The BAG is pleased that Tomi and Mila will also be looking more closely at poisoning hazards with parents and their children aged 3 to 5 years in Europe in the future, thereby making a contribution to a reduction in the number of cases of poisoning of children in households outside of Germany.

You can download the picture book in its current versions at [http://www.kindersicherheit.de/html/medien\\_download.html](http://www.kindersicherheit.de/html/medien_download.html).

***Bundesarbeitsgemeinschaft Mehr Sicherheit für Kinder e.V.***

*The Bundesarbeitsgemeinschaft (BAG) Mehr Sicherheit für Kinder e.V (Safe Kids Germany) has its head offices in Bonn and is a national association. On its website [www.kindersicherheit.de](http://www.kindersicherheit.de) the BAG provides information on children's accidents and how to prevent them, offering wide-ranging information material on child safety. With support inter alia from the German Federal Ministry of Health, the BAG works for the reduction of children's accidents, innovative prevention measures for home and leisure time while fostering cooperation at the national and international levels. Its members include health facilities, physicians and sports associations as well as rescue organisations and technical service providers.*