Preventing TV and Furniture Tip-overs: An Introduction to the Anchor It! Campaign

June 8th, 2015
Meeting Orientation Slide

- If you are having any technical problems with the webinar please contact the Adobe Connect hotline at 1-800-416-7640 or type it into the Q&A box.

- For audio, listen through computer speakers or call into the phone line at 866-835-7973.

- Type any additional questions or comments into the Q&A box on the left.
Joseph Mohorovic
Commissioner, U.S. Consumer Product Safety Commission
Raising Awareness about Tip-over Dangers
Presenter

Kim Dulic
Poll Question

How frequently does a child in the United States go to the emergency room due to injuries sustained from TV and furniture tip-overs?

A. Once every 2 weeks
B. Once every 2 days
C. Every 2 hours
D. Every 24 minutes
Poll Question

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Why This Campaign?

- CPSC reported more than **430** tip-over associated fatalities in the United States between 2000 and 2013.

- **2/3** of these victims were toddlers under the age of 5.

- Most tip-over incidents occurred in the home.
Poll Question

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The Threat is Serious...

- Every **24 minutes**, a child in the U.S. is injured from a TV or furniture tip-over incident.
- When a TV falls from an average sized dresser, it can impact a child with the force of **thousands of pounds**.
The Threat is Serious...
...But the Solution is Simple

- Preventing tip-over incidents is easy, inexpensive, and only takes 5 minutes:
  - Anchor TVs & furniture to prevent them from tipping;
  - Place TVs on a sturdy, low base;
  - Avoid keeping items, such as toys or remotes, in places where kids might be tempted to climb;
  - Store heavier items on lower shelves or in lower drawers;
  - Recycle unused TVs.
...But the Solution is Simple
Campaign Overview

The Anchor It! campaign is CPSC’s call to action to educate parents and caregivers about TV and furniture tip-over dangers in the home and to encourage simple, low-cost steps to prevent these tragedies.
Campaign Goal

To save lives by educating the public about this hidden danger in the home, and to encourage preventative action.

![Graph showing children's ages and risk of fatal injuries when a TV, furniture or appliance falls on them.](image)
Campaign Activities

• This campaign will:
  – engage advocates
  – harness celebrity star power
  – be interactive
  – AnchorIt.gov
  – connect with media
  – be a resource
Anchor It! Advocates

The campaign collaborates with a number of organizations, called Anchor It! Advocates, who help expand the reach of tip-over prevention messaging.
Celebrity Spokesperson

- Chicago-based HGTV personality Tiffany Brooks is the Anchor It! campaign spokesperson.
- She supports the campaign in various ways, including traditional and social media opportunities.
TV Anchors: Inform Our Communities

Throughout the summer, the campaign will enlist the support of local news anchors to help share the Anchor It! message. Know an anchor in your community that would be a good advocate for this issue?

Let us know!
Poll Question

Where do the majority of tip-over incidents occur?

A. Family /living room
B. Bedroom
C. Kitchen
D. Bathroom
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Anchor It! Materials

Anchor It! offers posters and a tip-card, available in English and Spanish free of charge.
PSAs

• The campaign also has print and video PSAs in :30 and :60 seconds, in English and Spanish.

• Find the video PSAs on our website and share them. Look for our print PSAs in metro areas this summer.
Play :30 PSA
A Viral Video

In January 2015, CPSC produced the video you saw earlier, and it has generated more than 1.7 million views on YouTube.
Key Results: Earned Media

Last week, CPSC officially launched the campaign in New York City by conducting interviews with media stations nationwide. Other recent media efforts has resulted in significant media coverage.
Poll Question

How many people in the United States are treated in emergency rooms annually due to TV or furniture tip-over incidents?

A. 46,000
B. 38,000
C. 29,000
D. 17,000
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Resources

• Anchor It! Campaign Manager Kim Dulic: kdulic@cpsc.gov
• To order Anchor It! materials, contact CPSC Communications: (communications@cpsc.gov)
• To download the Anchor It! PSAs contact Julie Walsh (julie.walsh@finnpartners.com)
• Follow the conversation on social media: #AnchorIt
• Visit our website: www.AnchorIt.gov
GET ON TOP OF IT BEFORE THEY DO.

WWW.ANCHORIT.GOV
Thank you!

Please fill out our brief evaluation:
https://www.surveymonkey.com/r/69KJ5CF