



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

June 8th, 2015

Meeting Orientation Slide



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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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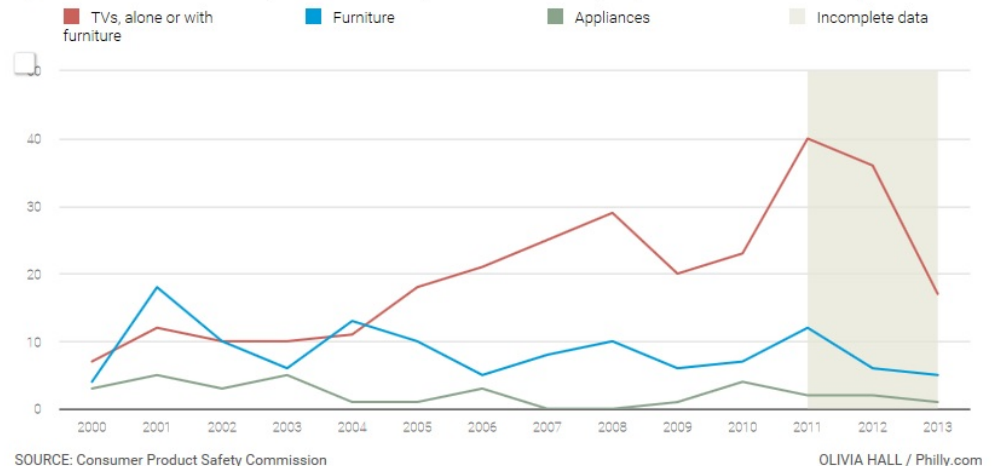
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Why This Campaign?

- 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.

Deaths From Tip-Over Accidents

At least 430 deaths have been attributed to tip-over accidents from 2000 to 2013, according to the Consumer Product Safety Commission. About two-thirds involved falling televisions or furniture with televisions on them. Figures from 2011 to 2013 are incomplete because of the lapse in time in accident reporting to the Consumer Product Safety Commission.



Poll Question

How frequently does a child in the United States die due to a TV or furniture tip-over tragedy?

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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**.

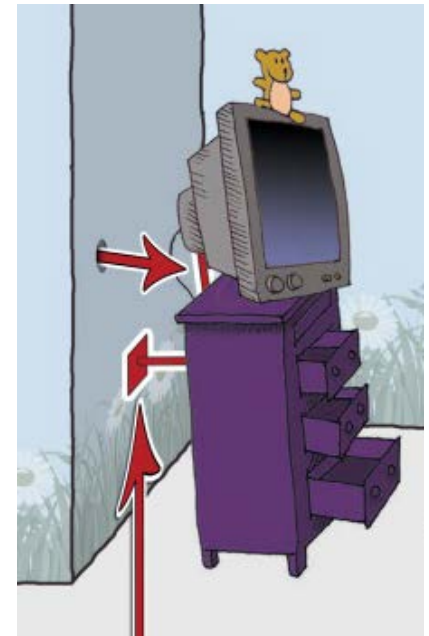


The Threat is Serious...



...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.

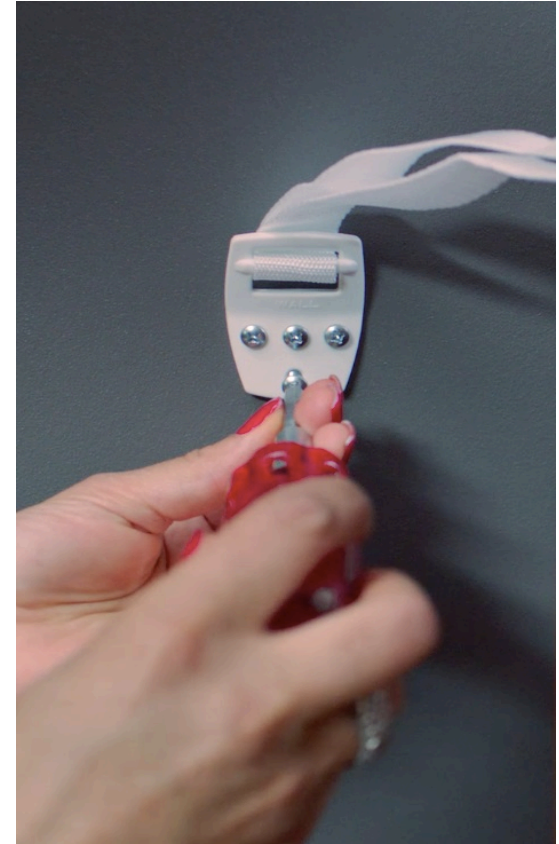


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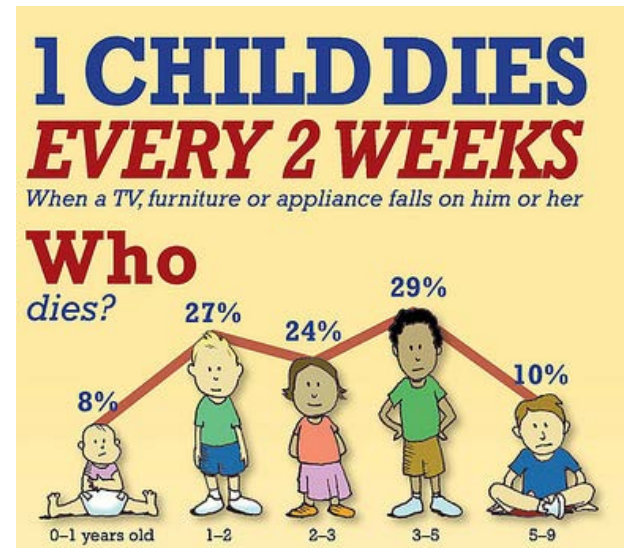
Campaign Overview

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.



Campaign Activities

- This campaign will:
 - engage advocates
 - harness celebrity star power
 - be interactive
 - AnchorIt.gov
 - connect with media
 - be a resource

The screenshot displays the Anchor It! website with an orange header. The main banner features a child climbing on a desk with the text: "GET ON TOP OF IT BEFORE THEY DO. EVERY 24 MINUTES TIPPED FURNITURE OR A TV SENDS AN INJURED CHILD TO THE EMERGENCY ROOM." Below this are statistics: 1 child dies every two weeks, 42% of fatalities occur in bedrooms, 81% of fatalities occur in playrooms, and 38,000 associated injuries. A "LEARN MORE" button is present. Three safety tips are listed: "REMOVE TEMPTING OBJECTS" (remove toys from top of TV), "ANCHOR TOP HEAVY FURNITURE" (anchor to wall with brackets), and "SECURE YOUR TV" (secure with straps). The footer includes a call to action "GET INVOLVED" and a navigation bar with News, Resources, Contact, and Connect links.

Anchor It!
Secure Furniture and TVs:
Protect Children

HOME WHY ANCHOR IT HOW TO ANCHOR IT GET INVOLVED NEWSROOM

GET ON TOP OF IT BEFORE THEY DO
EVERY 24 MINUTES TIPPED FURNITURE OR A TV SENDS AN INJURED CHILD TO THE EMERGENCY ROOM

SEE WHY LEARN HOW

1
on average, one child dies every two weeks when a TV topples on someone

42
percent of tip-over fatalities occur in bedrooms

81
percent of tip-over fatalities occur in playrooms

38000
the annual number of tip-over associated emergency department medical visits

LEARN MORE

REMOVE TEMPTING OBJECTS
Remove items that might tempt kids to climb, such as toys and remote controls, from the top of the TV and furniture

ANCHOR TOP HEAVY FURNITURE
Anchor top-heavy furniture to the wall with brackets, braces, or wall straps.

SECURE YOUR TV
Securing a TV to the furniture with straps, brackets, or braces to prevents the TV from sliding.

The threat is serious, but the solution is simple. Find out how to take the knowledge you've gained to empower your community to keep kids safe.

GET INVOLVED

News
The Philadelphia Inquirer
Tens of thousands of times a year, falling furniture and TVs injure or kill. Experts say

Resources
Tip Over Dangers
2014 Tip Over Report
Recently Recalled Products

Contact
Media Inquiries
(801) 504-7058
Email

Connect
Twitter YouTube Google+

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.

 **U.S. CPSC @USCPSC** · Apr 18
Kim Amato discusses losing her daughter Meghan to furniture tip-over, the #AnchorIt Campaign bit.ly/1Hj8y9n



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Celebrity Spokesperson

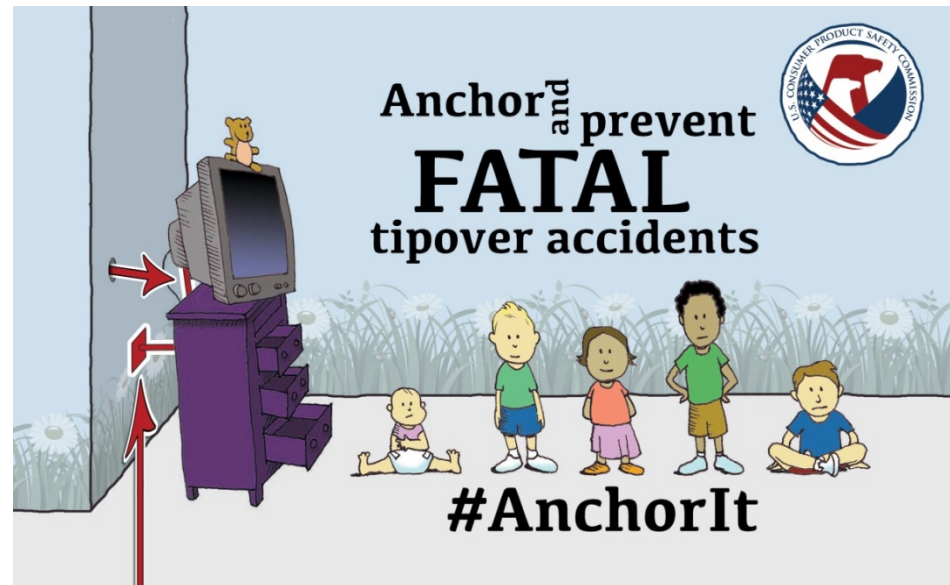
- Chicago-based HGTV personality **Tiffany Brooks** is the Anchor It! campaign spokesperson.
- She supports the campaign in various ways, including traditional and social media opportunities.



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

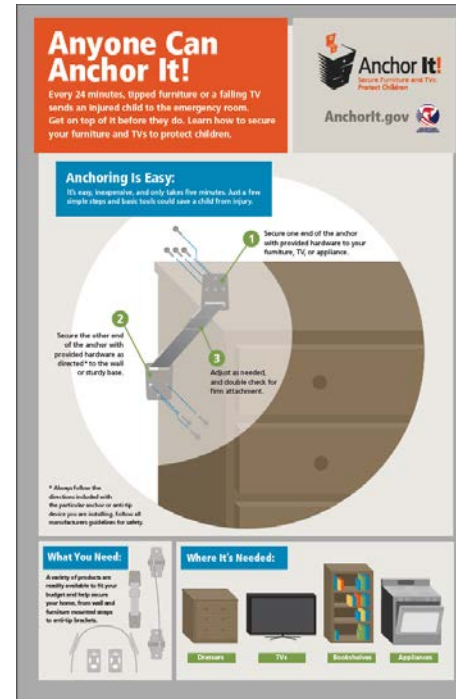
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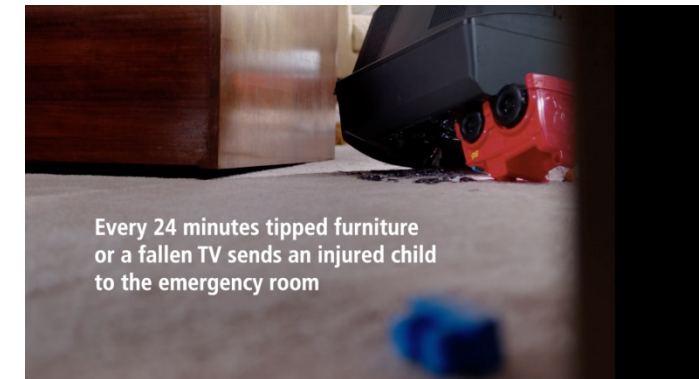
Anchor It! Materials

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.

The
Philadelphia
Inquirer

KOLD NEWS
13

The
Washington
Post

NEWS
CHANNEL 3
EMPHIS

The New York Times



THE HUFFINGTON POST



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

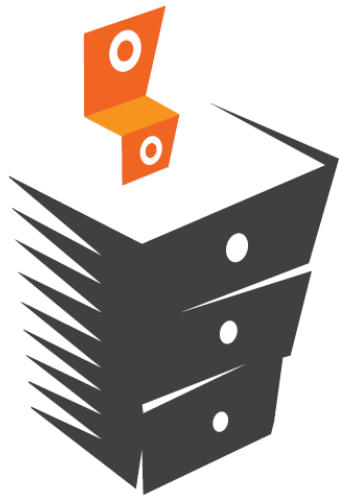
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Resources

- 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



Anchor It!

Secure Furniture and TVs:
Protect Children

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>