



Organisation for Economic Co-operation and Development

DSTI/CP/CPS(2018)2/FINAL

Unclassified

English - Or. English

27 July 2018

**DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INNOVATION
COMMITTEE ON CONSUMER POLICY**

Cancels & replaces the same document of 26 July 2018

Working Party on Consumer Product Safety

**2017 OECD GLOBAL AWARENESS CAMPAIGN ON FURNITURE TIP-OVERS
SUMMARY REPORT**

JT03434803

Foreword

From 6 to 10 November 2017, on behalf of the OECD's Working Party on Consumer Product Safety (WPCPS), Health Canada, with support from the Australian Competition and Consumer Commission, co-ordinated an OECD global awareness campaign on the dangers associated with television, furniture and appliance tip-overs, particularly for children.

This report, which was prepared by Health Canada, provides a summary of the activities carried out by the 29 jurisdictions that participated in the event.

At its 16th meeting held in April 2018, the WPCPS approved the submission of the report to the Committee on Consumer Policy (CCP), which agreed to its written declassification on 4 June 2018.

The document is published under the responsibility of the Secretary-General of the OECD.

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1. Introduction

1. From 6 to 10 November 2017, the OECD Working Party on Consumer Product Safety (WPCPS) conducted a global awareness campaign on the dangers associated with television, furniture and appliance tip-overs, particularly for children. The event, which was co-ordinated by Health Canada with assistance from the Australian Competition and Consumer Commission (ACCC), stressed the need for parents, caregivers and consumers to secure furniture to a wall or another structure if it is prone to tip, and to encourage other preventative actions in homes, particularly where young children live or visit. It also called on industry, retail associations, and suppliers of furniture and televisions to ensure that the products they supply are safe and fit for the purpose.

2. The campaign proved to be successful through the active participation of the following 29 jurisdictions: Australia, Belgium, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cyprus¹, the Dominican Republic, Ecuador, Estonia, the European Commission, Finland, France, Greece, Iceland, Israel², Japan, Korea, Latvia, Mexico, Peru, Portugal, Russian Federation, Sweden, Turkey, the United States and Uruguay. Participation in the campaign has benefited from information from the European Commission's Consumer Safety Network and the Consumer Safety and Health Network of the Organization of American States.

3. The event focused on reaching consumers through both traditional and social media. While in many cases, national media highlighted the campaign, measurement of its impact, including the number of consumers reached worldwide, has been difficult. This is due to the differences in how the number of consumer reactions to the campaign's messaging have been counted and reported in the participating jurisdictions.

4. This report, which was prepared by Health Canada, provides a summary of the results and impact of the campaign. It contains three Annexes providing an overview of: the campaign materials that were prepared for the OECD's dedicated webpage³ and for each participating jurisdiction (Annex A); the communication channels used to run the event

¹ Note by Turkey:

The information in this document with reference to "Cyprus" relates to the southern part of the Island. There is no single authority representing both Turkish and Greek Cypriot people on the Island. Turkey recognises the Turkish Republic of Northern Cyprus (TRNC). Until a lasting and equitable solution is found within the context of the United Nations, Turkey shall preserve its position concerning the "Cyprus issue".

Note by all the European Union Member States of the OECD and the European Union:

The Republic of Cyprus is recognised by all members of the United Nations with the exception of Turkey. The information in this document relates to the area under the effective control of the Government of the Republic of Cyprus.

² The statistical data for Israel are supplied by and under the responsibility of the relevant Israeli authorities. The use of such data by the OECD is without prejudice to the status of the Golan Heights, East Jerusalem and Israeli settlements in the West Bank under the terms of international law.

³ Information on the campaign is available on the OECD's website, at: www.oecd.org/sti/consumer/furniture-tipovers/.

(Annex B); as well as injury information gathered from jurisdictions in advance of the event (Annex C).

2. Campaign messaging

5. All participating jurisdictions agreed to use the general OECD-approved campaign messaging contained in Box 1.

Box 1. Safety Alert

A global consumer awareness campaign aimed at informing consumers about the dangers of television, furniture and appliance tip-overs, urging them to secure furniture to a wall or other structure if it is prone to tip, and encouraging other preventative action in homes, particularly where young children live or visit.

Furniture or television tip-overs, particularly for children between one and three years of age, cause numerous serious head and internal injuries, suffocation, and even death every year. It is common for children to require urgent medical attention for these injuries, which can include immediate resuscitation or emergency treatment for head and chest trauma.

6. Specific OECD safety messages were also developed for parents, caregivers and consumers (Box 2), as well as for industry, retail associations, and suppliers (Box 3).

Box 2. Key Safety Messages For Parents, Caregivers, Consumers

The Dangers

It is natural for children to want to reach, climb, and pull themselves up onto furniture and explore. Furniture, appliances, and televisions can easily tip-over in an instant, causing serious injuries to children and even death.

The Problem

Certain types of furniture, such as tall bookcases and tallboys, can be particularly unstable especially if they are heavily loaded with typical household items like books, televisions or other appliances. Cupboards, free-standing mirrors, and chests of drawers can also become unstable if climbed on or tipped-over. Every year, children also pull large televisions onto themselves and are crushed.

The Solutions

Anchoring Devices

- Furniture and televisions that are prone to tip should be attached to the wall or other sturdy structure using angle braces, anchors or safety straps particularly in households where young children may be present.
- If anchors are provided by a supplier to stabilise an article of furniture, follow the installation instructions carefully.
- If you have an older piece of furniture, visit your local hardware store to purchase restraints or anchors. If possible, secure them to a wall stud with strong screws. Consult your hardware store specialist about appropriate hardware to attach your furniture anchoring devices.
- Anchor bolts with spring toggles or other similar features can be used to secure furniture to plasterboard or drywall. Wedge anchors or plastic wall plugs can be used in masonry (concrete) walls or brickwork.

Consumer Choices

- Select furniture and televisions that are designed to resist tipping and look for information that indicates that the furniture complies with relevant safety standards for stability.
- Choose storage furniture (bookcases, cabinets, Television (TV) stands and dressers) with wide and/or deep and stable bases that sit directly on the floor and/or have a low centre of gravity.
- Check the warning labels on your furniture, TVs and appliances and look-out for in-store signage or information bulletins about how to prevent tip-overs. Find out about safety features by visiting the manufacturer's website or talking to your retailer.

Safety In The Home

- Install child-resistant locking devices on drawers to prevent children from opening them and using them to climb up.
- Do not put heavy items and items that are attractive to children, such as toys or candy, on top of TVs.
- Put TVs on low, stable furniture that is made for their weight and size. Attach your TV to the stand if possible. Place heavier items—like books—in lower drawers or shelves to reduce the risk of tip-overs.
- Parents and caregivers should supervise children and teach them not to climb or hang from furniture or appliances.
- Open only one drawer at a time. Close all drawers that you are not using.

If you are renting a home, talk to your landlord or agent to get permission to install anchor devices to the wall. Explain why you want to secure your furniture and assure them that you will repair damage caused by the installation when the tenancy ends. Make sure you get the landlord or agent's approval in writing.

Box 3. Messages For Industry, Retail Associations, And Suppliers

Suppliers of furniture and televisions should ensure the products they supply are safe and fit for the purpose. The following safety initiatives will help to ensure such products do not cause serious injuries or death due to being unstable and/or unsecured.

Suppliers should:

- Sell products that are stable.
- Affix to the products (or supply with them) anchor devices that are fit for the purpose.
- Provide consumer information about tip-over hazards and prevention that includes warning labels in user / assembly instructions, on any packaging, including for flat-packed furniture, and on the product.
- Develop a company policy that outlines systems to address tip-over hazards associated with their products and states their commitment to support the policy.
- Develop and maintain staff training programs and manuals about furniture and television consumer safety initiatives.
- Provide consumer literature illustrating the various means of anchoring furniture and televisions.
- Display warnings in the vicinity of tall furniture and television displays strongly advising consumers to use anchors to secure them to a wall or other building structure.

3. OECD and country-level campaign materials

7. The preparation of the campaign messaging and materials benefited from the experience of the **AnchorIt!** campaign launched in the United States in 2015, videos and other promotional material of which were adapted by a number of the 2017 campaign participants for their own use. The OECD used a video from the ACCC to create a campaign poster, which was posted on the OECD's webpage dedicated to the event, and was made available to participating jurisdictions for their own use and translation in their respective languages (Figure 1).

Figure 1. OECD campaign official poster



Source: oe.cd/tipovers

8. As reflected in Annex A, the ACCC produced an infographic made up of surveillance data provided by each country that was adapted for use by the DGCCRF in France. Korea developed its own infographic for the campaign, while Mexico used a Spanish language version of an infographic previously developed by the United States for their **AnchorIt!** campaign.

9. Several jurisdictions translated the material or created their own campaign materials for use domestically, which increased the campaign's reach. Original posters were for example created by Belgium in both French and Dutch. The European Commission produced two images that were translated into nine languages and used by several jurisdictions.

10. As shown in Annex B, most participants produced press releases, including Australia, Brazil, Canada, Costa Rica, Cyprus, the European Commission, France, Iceland, Japan, Korea, Latvia and Turkey. Several jurisdictions also created campaign sites or dedicated web pages including Australia, Belgium, Brazil, Canada, Chile, Colombia,

Cyprus, Greece, Iceland, Japan, Korea, Latvia, Peru, Portugal the United States and Uruguay.

11. Additionally, a number of national authorities shared press releases and other campaign information with relevant institutions and organisations in their respective jurisdiction.

12. Belgium sent a newsletter to furniture federations and child-related organizations to inform them about their participation to the awareness campaign, requesting their participation and inform their members.

13. Canada sent a message to all Health Canada and Public Health Agency staff about furniture tip-overs. A Statement from Canada's Health Minister⁴ was also issued no 6 November 2017.

14. Colombia partnered with the Colombian Consumers Confederation to air campaign videos during prime-time programming space on national television and also on its Twitter account.

15. Iceland worked to share the campaign through different platforms. Information was sent to every kindergarten school in Reykjavík with the intention of having the message passed on to parents. A meeting with furniture importers, furniture retailers and furniture designers was also scheduled.

16. The Japanese authorities requested that furniture industry associations develop safety measures for furniture and shared the data of the furniture tip-over related injuries with both the international standard section of the Ministry of International Trade and Industry and the Japanese Standard Association. The injury data was also shared during a meeting of the committee for standardization of test methods of furniture.

17. Japan requested 47 prefectures, 20 government-designated cities and 67 autonomous communities to alert the public of the potential dangers, accidents and safety recommendations.

18. Portugal informed their local authorities.

19. Korea organised a campaign with five retailers to provide furniture-tipping restraints to consumers who had previously bought dressers or other furniture. Korea also posted the official poster in furniture stores and major retail stores.

20. In the United States, the Consumer Product Safety Commission's network of over 60 community leaders and advocates has been vital to their messaging and outreach around the issue.

⁴ The Ministerial Statement is available at: https://www.canada.ca/en/health-canada/news/2017/11/statement_from_theministerofhealthonraisingawarenessoffurniturea.html?wbdisable=true.

4. Campaign activities on traditional and social media

21. As shown in Annex B, the campaign reached its audience through a mix of traditional media, such as newspapers, television, radio and online news, as well as via social media, including YouTube videos and posts on Twitter, and Facebook.

Traditional media

22. At least 29 confirmed press articles about the campaign were reported by jurisdictions. Several national and regional newspapers promoted the event in countries such as Canada, Costa Rica, France, Japan, Korea and Turkey. The newspapers in Japan that featured the campaign have a circulation of over 11.5 million.

23. Additionally, the campaign featured on several television programs in Brazil, Colombia, Korea, Latvia, Peru, and the United States. The campaign was also promoted on the radio in Australia, Cyprus, Latvia, Peru and the United States. In Latvia, one of the radio interviews was for the Russian-speaking minority.

Social Media

24. Social media played a valuable role in this international campaign as it has in previous campaigns. A single OECD-approved hashtag in English (#AnchorIt) was translated into multiple languages as follows:

- #FixezLes (French);
- #MaakZeVast (Dutch);
- #FíjaloBien (Spanish); and
- #Fixaí and #FixeOs (Portuguese).

25. Each participating country was able to use the one or more hashtags in their social media campaign. A number of sample tweets were also developed (Box 4).

Box 4. Samples Tweets Used by Campaign Participants

- Do you have a climber in your house? Keep them safe and secure your furniture. More safety tips: #AnchorIt.
- Each year there are thousands of reports globally of furniture & TVs tipping over onto kids: #AnchorIt.
- Toppling furniture can kill. Join the campaign to prevent furniture falling & crushing kids. It's easy to #AnchorIt.
- If kids visit or live in your house, take steps to prevent furniture & TVs from falling & causing injuries: #AnchorIt.
- Unstable furniture & TVs can fall & crush children causing injuries or death. Don't take the chance: #AnchorIt.
- When the furniture you assemble well, less injury risk your children will take.
- Did you know that worldwide thousands of children are injured for tip-over furniture? Take the necessary precautions!
- Children's imagination has no end and furniture it's a fun complement. Take precautions to prevent injuries by tipping furniture.
- With drawers, children recreate ladders. To avoid tip-over furniture accidents, install safety devices to keep them closed.
- When the TVs are anchored to the walls, less injury risk your children will take.
- Your children's life is invaluable! Don't spare in safety devices that prevent furniture and TVs tip-overs.
- Tip-over furniture are a source of risk in your home, they cause serious injuries and even your children's death!
- To prevent furniture tip-over accidents. For your children's life, don't leave toys on them.

Twitter

26. The following activities were conducted on Twitter:

- The OECD posted two tweets on the [@OECDInnovation](#) account, which were seen nearly 12,500 times.
- The European Commission tweeted 5 times receiving 14 likes, 28 shares and being seen 17,875 times.
- In Australia, the authorities sent 4 tweets which received 13 likes, were retweeted 17 times and were seen 7,099 times.
- The Belgian authorities tweeted twice, receiving 6 likes and 6 shares. Their tweets were seen 6,271 times and the videos contained in the tweets were viewed 565 times.
- Brazil issued two tweets which were shared 180 times and seen 2188 times.
- Canada tweeted six times in both English and French resulting in 20 likes, 16 shares and being seen 9,764 times.
- Chile tweeted five times, once with a video. The tweets were liked 54 times, retweeted 52 times and reached 1,087 users.
- In Colombia the 11 tweets received 180 likes, 241 shares and were seen 3948 times.
- The 11 tweets issued in Costa Rica were liked 16 times and shared 21 times.

- Cyprus issued 2 tweets. These were liked 4 times and shared 3 times. They were seen by a total audience of 1,038.
- Finland released 3 tweets. These were liked 28 times and shared 17 times being seen 6,797 times.
- France sent 5 tweets which were shared 53 times. The tweets were seen 21,109 times.
- Greece sent 1 tweet which received 1 like and was seen 926 times.
- Japan sent 2 tweets which were liked 168 times and retweeted 206 times.
- The 2 tweets issued by Korea were liked 5 times and retweeted 5 times.
- Latvia released 1 tweet that was liked 3 times, shared twice and seen 7,690 times.
- In Peru there were 3 tweets. They were liked 16 times, shared 13 times and reached a total audience of 3,209.
- Turkey tweeted 4 times receiving 10 likes and being shared 10 times. The tweets were seen 2,277 times.

27. The US Consumer Product Safety Commission (CPSC) and Anchor It! has garnered over 490,000 Twitter impressions from posts supporting the Anchor It! campaign. They average about 8-10 Facebook and Twitter posts per month. Their highest performing tweets during 2017 reached over 25,000 users.

Facebook

28. While gauging the exact reach of posts on Facebook has proved difficult, the following activities and results have been reported by participating jurisdictions on the social media platform:

- The ACCC posted 4 messages on Facebook with a reach of 219,289 users. The posts garnered 363 likes and 219 shares.
- Belgium posted 6 times to Facebook, twice with videos and 4 times with images. The videos were liked 4 times, shared five times and reached 1553 users. The videos were viewed 545 times. The other image posts were liked 9 times, shared 7 times and reached 2827 users.
- Brazil made 6 posts, twice with videos and once with the infographic developed by the US CPSC. Their posts received 753 likes, 451 shares and reached 20956 users.
- Canada posted images to Facebook with messaging in both French and English. These posts received 27 likes, 31 shares and reached 2,700 consumers.
- Chile posted once to Facebook. Their post was liked 839 times, was shared 759 times and reached 112,381 consumers.
- Colombia posted 8 times receiving 199 likes, 283 shares and with a reach of 14,307.
- The 12 posts from Costa Rica received 101 likes, 76 shares and reached 17,919.
- Cyprus made 2 posts, receiving 16 likes, 1 share and reached 1,795 users.
- In Finland, the authorities posted twice, and got 54 shares, 100 likes with a total reach of 14,504.
- In Iceland, the Consumer Agency posted 3 times on Facebook. Their posts reached 1,225 users receiving 6 likes and were shared 3 times.
- Korea made 3 posts which were liked 20 times and shared 18 times.
- Latvia posted once to Facebook. Their post was liked 20 times, shared 25 times and reached 1,200 users.
- In Peru the 7 posts garnered 189 likes, 37 shares with a reach of 51,467.
- Portugal made 5 posts receiving 86 likes, 37 shares with a reach of 6,698.

- Turkey made four posts receiving 34 likes and 11 shares. Their posts reached 3,144 users.
- The US CPSC has garnered over 60,000,000 Facebook impressions from posts supporting the Anchor It! Campaign. They average about 8 to 10 Facebook and Twitter posts per month. The two largest posts during 2017 had a reach of 59,043,935.

YouTube

29. The Colombian authorities used their YouTube channel to highlight the campaign posting three videos they had produced themselves. A fourth video that they had made was posted to the Organisation of American States' Consumer Safety and Health Network.
30. Canada also promoted their video on YouTube by linking it to the OECD homepage and using social media channels to drive traffic to the video.

5. Lessons Learned

31. At a WPCPS teleconference meeting held on 30 January 2018, the campaign participants reflected on the various aspects of the event that worked well, and the elements to reconsider for future campaigns.

Social media

32. Some jurisdictions saw active engagement from consumers via social media during the campaign period. By raising awareness online in a social space, the campaign created an online dialogue where some consumers shared their stories of near-misses and accidents, raising greater awareness of the issue.

33. Delegations agreed that for future campaigns, participants consider sharing their social media calendars so that other jurisdictions can cross-promote and engage with each other's social media campaign messages.

Buy-in from jurisdiction leaders

34. Both Health Canada and the ACCC noted the importance of engaging senior government representatives of the relevant jurisdictions in the release of the messaging to enhance campaign reach. For example, ministerial statements and media releases featuring Commissioners as spokespeople can help to elevate the importance and awareness of the campaign issue.

Reusing previous videos

35. Both the ACCC and Health Canada found that recycling previous campaign videos and using them for this campaign did not result in many YouTube views. This may be due to the fact that consumers had already seen such material during previous campaigns, and thus did not revisit it.

36. For future campaigns, if multimedia elements are to be considered, jurisdictions may consider creating new content that is launched during the event.

Quantity of key messages

37. The campaign participants also discussed the number and length of OECD-approved safety messages for the event. They agreed to limit them to 7 messages per audience category with other messages featured as part of a guideline/fact sheet style document.

Visual elements

38. The campaign participants felt that the visual elements, such as an infographic, were effective tools, and that the combination of injury and other data from different jurisdictions effectively showcased the global relevance of the issue.

Campaign length

39. The campaign participants also discussed the potential of timing and whether an extended period would have been of benefit to the campaign. Taking into account OECD's resource constraints, it was agreed that a week-long campaign would be sufficient and that jurisdictions should have the flexibility to conduct their campaign independently over a longer period of time.

Annex A. OECD and jurisdictions' campaign materials

Figure 2. Posters from the European Commission



Source: European Commission

Figure 3. Posters from Belgium

Omvallende meubelen...
echt gevaarlijk!



- Bevestig de meubelen aan de muren en vloeren
- Verhinder dat kinderen op meubelen klimmen
- Vermijd zware en voor kinderen aantrekkelijke voorwerpen bovenop meubelen te plaatsen
- Plaats uw televisietoestel achterop het meubel of maak het vast aan de muur

Meubles instables...
Attention !




- Fixez vos meubles aux murs et/ou aux planchers
- Empêchez les enfants de grimper sur les meubles
- Evitez de placer des objets lourds ou attrayants pour les enfants en haut des meubles
- Placez votre télévision à l'arrière du meuble ou fixez-la au mur


Source: Belgium.

Figure 4. Posters from the Australian Competition and Consumer Commission






Toppling furniture and TVs can kill

22 children under the age of 9 have died in Australia since 2001 after furniture or televisions fell on them.



An estimated **2600 Australians** are injured by toppling furniture and televisions each year.

-  **30%** of injuries require urgent medical attention.
-  **82%** of injuries occur in the home.
-  **56%** of injuries are caused to children under 4 years old.

Types of injuries




Broken bones, fractures and dislocations	30%
Open wounds	19%
Crushing (chest)	8%
Amputation, internal, and brain	5%



Caused by

Wardrobe	28%
Television	28%
Bookcase	15%
Chests of drawers	14%

Tip-over incidents are 100% preventable.


Safety tips






-  Secure TVs and furniture with **anchoring devices**.
-  Purchase **low-set furniture** or furniture with sturdy, stable and deep bases.
-  Install **child-resistant drawer locks** to prevent drawers from being opened and climbed on.

Toppling furniture and TVs can kill




Children under the age of 10 are most at risk.



-  **Australia:** Up to **two children die every year** from furniture or TVs toppling over. An estimated **2600 consumers** are injured by toppling furniture or TVs every year.
-  **USA:** **Every 30 minutes**, tipped furniture or a falling TV sends an injured child to the emergency room. **One child dies every two weeks** due to a TV or furniture tip-over.
-  **Korea:** Over **200 injuries** have been reported to the Korea Consumer Agency relating to furniture and TV tip-overs.
-  **Canada:** In the last 6 years, Health Canada received **three reports of TV tip-over deaths**. Also, over **230 emergency visits** were linked with dresser tip-overs.
-  **Japan:** Over **40 cases** were reported relating to furniture and TV tip-over related injuries between December 2010 and August 2017.

Tip-over incidents are 100% preventable.

Safety tips

-  Secure TVs and furniture with **anchoring devices**.
-  Purchase **low-set furniture** or furniture with sturdy, stable and deep bases.
-  Install **child-resistant drawer locks** to prevent drawers from being opened and climbed on.

Source: Australia

Figure 5. Infographic from Korea

가구 넘어짐 사고 충분히 예방할 수 있습니다!

가구 넘어짐 사고 예방수칙

- 1 반드시 벽 고정장치를 부착하세요
- 2 카펫이나 불안정한 바닥에는 설치하지 마세요
- 3 무거운 물건은 서랍장의 맨 아래에 수납하세요
- 4 서랍에는 안전잠금장치를 부착하세요
- 5 어린이가 서랍에 매달리거나 올라가지 않도록 하세요





한국
매년 30건 이상의
가구 넘어짐 사고 발생



미국
2주에 1명 어린이 사망
30분에 1명 어린이 상해



캐나다
최근 6년간 230건의
가구 넘어짐 사고 발생



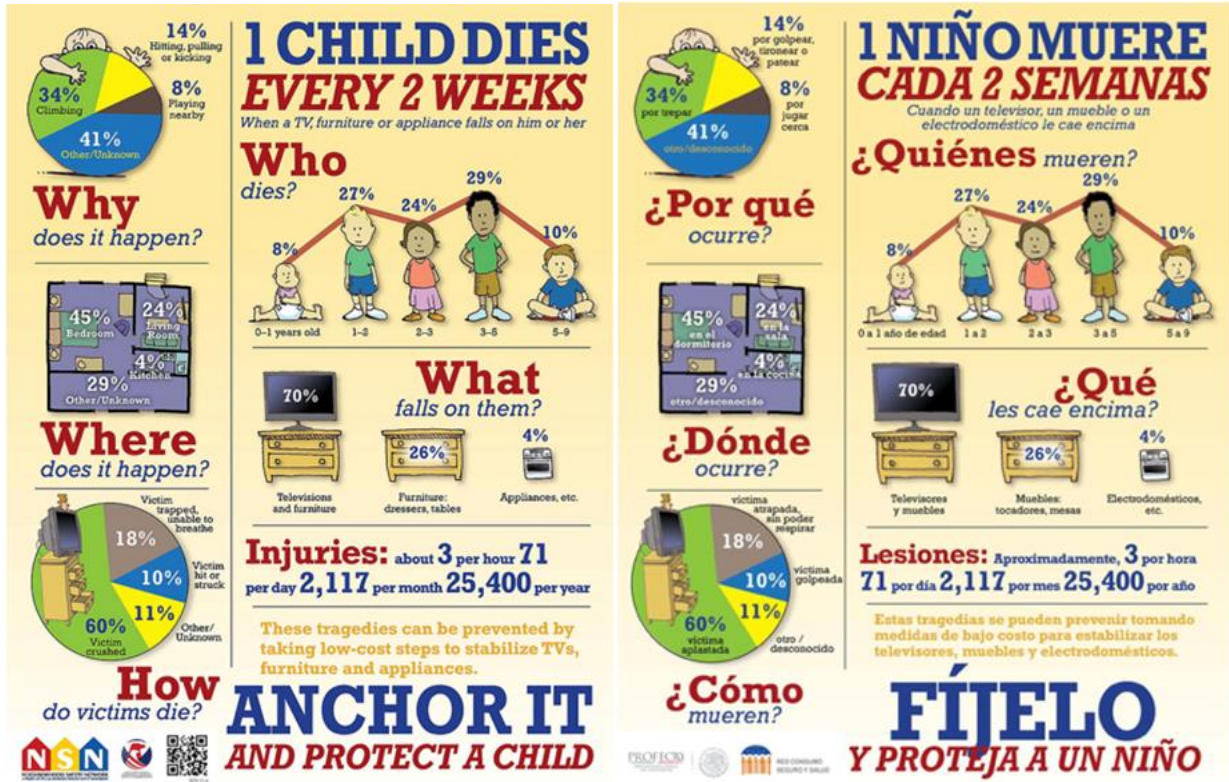
호주
가구 넘어짐 사고로
매년 1명의 어린이 사망






Source: Korea.

Figure 6. Infographics from the United States and Mexico



Source: United States and Mexico.

Figure 7. Images from Health Canada



Source: Canada.

Figure 8. Images from the US #AnchorIt campaign



Source: United States.

Figure 9. Image from Colombia



Source: Colombia.

Figure 10. Posters from Costa Rica and the Dominican Republic



Source: Costa Rica and the Dominican Republic.

Figure 11. Images from Ecuador



Source: Ecuador.

Figure 12. Posters from Bolivia



Source: Bolivia.

Figure 13. Posters from Peru



Source: Peru.

Figure 14. Posters prepared by Chile



Source: Chile.

Figure 15. Posters produced by Mexico



Source: Mexico.

Annex B. Other communication channels

Traditional newspapers/online media

Australia

- The Australian: <http://www.theaustralian.com.au/news/latest-news/anchor-tvs-to-walls-to-stop-injury-acc/news-story/0db03b17501e057549e2009205a3fe4b?nk=ef731961a29f1d7fa91b036db09c99a9-1510094548>.
- WA Today: <http://www.watoday.com.au/wa-news/deadly-danger-in-the-home-acc-leads-furniture-tipover-awareness-campaign-20171107-gzgs5.html>.
- Channel News: <https://www.channelnews.com.au/acc-leaves-safety-campaign-for-unsafe-mounted-tvs-as-injuries-rise/>.
- Kidspot: www.kidspot.com.au/parenting/real-life/in-the-news/toppling-furniture-and-tvs-can-kill-parents-urged-to-take-preventative-measures/news-story/25bebcace1f50c786b2e2d081016d79b.

Brazil

- <https://oglobo.globo.com/economia/defesa-do-consumidor/inmetro-lanca-campanha-sobre-risco-de-queda-de-moveis-sobre-criancas-22033697>.
- <https://oglobo.globo.com/economia/defesa-do-consumidor/campanha-alerta-para-risco-de-moveis-cairem-sobre-criancas-22114916>.
- <http://www.midianews.com.br/cotidiano/inmetro-alerta-sobre-risco-de-tombamentos-de-moveis-sob-criancas/311077>.
- <http://matogrossomais.com.br/2017/11/07/campanha-orienta-pais-sobre-riscos-de-tombamentos-de-moveis-e-tvs-sobre-criancas/>.

Canada

- Article by Alexandra Olson of the Associated Press was republished in several Canadian papers (see example below).

France

- <https://fr.news.yahoo.com/accidents-fixez-meubles-prot%C3%A9ger-enfants-130220479.html>.
- <https://www.ladepeche.fr/article/2017/11/06/2679398-accidents-fixez-vos-meubles-pour-protéger-vos-enfants.html>.
- <http://www.lindependant.fr/2017/11/07/accidents-fixez-vos-meubles-pour-protéger-vos-enfants,3067370.php>.
- http://www.idprive.com/Risque-de-basculement-de-meubles-Respectez-les-regles-de-securite_a1863.html.
- <https://destinationsante.com/accidents-fixez-vos-meubles-protéger-vos-enfants.html>.
- <http://www.magicmaman.com/accidents-domestiques-attention-meubles-mal-fixes,3541355.asp>.
- <http://www.parents.fr/actualites/enfant/meubles-instables-attention-danger-169699>.

- <http://www.dossierfamilial.com/famille/enfant/meubles-et-etageres-bien-les-fixer-pour-eviter-les-accidents-domestiques-85685>.

Japan

Newspapers:

- Yomiuri Shinbun (morning, 2017/11/11), national daily paper (a circulation of 8,710,000).
- Tokyo Shinbun (morning, 2017/11/30), regional newspaper (477,205).
- Chunichi Shinbun (morning, 2017/11/30), regional newspaper (2,350,000).
- Nihon Shohi Keizai Shinbun (2017/11/16), consumer journal.
- Zaikei Shinbun (2017/11/30), consumer journal.
- Nippon shohisha Shinbun(2017/12/1), consumer journal.

Latvia

- <http://nra.lv/maja/228516-ik-dienu-kritot-mebelem-berni-gust-smagus-ievainojumus-ka-pasargaties.htm>.
- <http://www.maminuklubs.lv/mazulis/kritosas-mebeles-kadel-tas-janostiprina-282666/>.
- <http://leta.lv/archive/search/?patern=%20PTAC&item=EC8C630A-A4DE-4AAD-BE38-D1A3BA1A19B6&date=0,1517263200&mode=stem>.

Turkey

- <http://aa.com.tr/tr/yasam/cocuklu-ailelere-mobilyalari-sabitleyin-uyarisi/973930>.
- <http://www.glokalhaber.com/bakanlik-uyardi-mobilyalari-sabitleyin-9387.html>.
- <http://www.sanatgibihayat.com/bakanlik-uyardi-mobilyalari-sabitleyin-9387.html>.
- <http://www.star.com.tr/yasam/cocuklu-ailelere-mobilyalari-sabitleyin-uyarisi-haber-1277901/>.
- https://www.facebook.com/permalink.php?id=842853499066063&story_fbid=1928814900469912.
- <http://www.anadoludabugun.com.tr/cocuklu-ailelere-mobilyalari-sabitleyin-uyarisi-36632>.
- http://www.yenikonya.com.tr/guncel/cocuklu_ailelere_mobilyalari_sabitleyin_uyarisi-777067.
- <https://www.memurlar.net/haber/709860/bakanliktan-cocuklu-ailelere-mobilyalari-sabitleyin-uyarisi.html>.

Television / Radio

Australia

- Three radio interviews with ACCC Spokesperson: 2GB, ABC North Qld and 6PR Perth.

Brazil

- Interview to a Saturday morning TV show broadcasted by TV Globo <https://gshow.globo.com/programas/e-de-casa/episodio/2017/11/11/videos-de-e-de-casa-de-sabado-11-de-novembro.ghtml>.

Colombia

- SIC Te Ve on national public television (1 programme 11 November) available on YouTube at: https://www.youtube.com/watch?v=L6UogmLtxxE&index=8&list=PLqyWDqTNpP5XYzVq5vkyYKBdQo_g2WOq_.

Latvia

- Radio interview for National Radio Channel No.4 (for Russian speaking audience).

Peru

- Interview with the Director of the National Authority of Consumer Protection of Indecopi, Wendy Ledesma at Channel “N” <https://goo.gl/SxSNVS>.
- Interview with the Director of the National Authority of Consumer Protection of Indecopi, Wendy Ledesma at Radioprogramas del Perú (RPP radio). Escuchar Audio [\[Link\]](#) Fuente: RPP - Sin vueltas - Fecha Publicación: 10/11/2017 16:37:02.
- Interview with the Director of the National Authority of Consumer Protection of Indecopi, Wendy Ledesma at Radio Nacional, a Peruvian Broadcasting Company (Radial show: “We are family”) Escuchar Audio Fuente: Somos Familia - Radio Nacional - Fecha Publicación: 16/11/2017 11:36:52_

United States

- Superbowl Radio Media Tour (February 2017): Many consumers prepare for the biggest televised sports event of the year by purchasing new televisions. CPSC Commissioners Robinson and Mohorovic both participated in a Satellite Media Tour with local and national radio and television outlets to discuss the importance of anchoring newly purchased televisions just in time for the Superbowl.
- More than 25 media placements, including 18 Radio Media Tour interviews with CPSC Commissioner Marietta Robinson and campaign manager Kim Dulic. The RMT resulted in more than 3.3 million impressions.

Press releases / international organisations and authorities’ websites

OECD

- The campaign webpage www.oecd.org/sti/consumer/furniture-tipovers/ has received almost 1,000 visits since it was launched in November 2017.

Australia

- www.productsafety.gov.au/news/toppling-furniture-2017-international-campaign.
- www.accc.gov.au/media-release/anchor-furniture-to-stop-deaths-and-injuries.

Belgium

- http://economie.fgov.be/fr/consommateurs/Securite_produits_services/meubles-instables/#.Wh0guGeWwdU (French).
- http://economie.fgov.be/nl/consument/Securite_consommateur/meubles-instables/#.Wh0hGWeWwdU (Dutch).

Brazil

- <http://www.inmetro.gov.br/qualidade/tombamento-de-moveis-e-tvs.asp>.
- http://www.inmetro.gov.br/noticias/verNoticia.asp?iacao=imprimir&seq_noticia=4219.

Canada

- <https://www.canada.ca/en/health-canada/services/injury-prevention/furniture-appliances-televvisions.html> (English).
- <https://www.canada.ca/fr/sante-canada/services/prevention-blessures/meubles-appareils-electromenagers-et-televiseurs.html> (French).
- https://www.canada.ca/en/health-canada/news/2017/11/statement_from_theministerofhealthonraisingawarenessoffurniturea.html.

Chile

- <https://www.sernac.cl/chile-campana-mundial-prevencion-volcamiento-muebles-televisores-similares-fijalobien/>.

Colombia

- <http://www.sic.gov.co/noticias/campana-mundial-de-prevencion-de-la-caida-de-muebles-televisores-y-electrodomesticos-sobre-los-ninos>.

Costa Rica

- <http://reventazon.meic.go.cr/informacion/estudios/2017/muebles/cp.pdf>.

Cyprus

- <http://www.consumer.gov.cy/mcit/cyco/cyconsumer.nsf/All/A69975C4DA522E2CC22581D0003822C8?OpenDocument>.
- <https://www.pio.gov.cy/MOI/pio/pio2013.nsf/All/B2EDF9493C2DE622C22581D0003CBEA7?OpenDocument&L=G>.

European Union

- https://twitter.com/EU_Consumer.

France

- <https://www.economie.gouv.fr/dgccrf/meubles-instables-attention-danger>.

Greece

- <http://www.ggb.gr>.

Iceland

- <https://www.neytendastofa.is/um-okkur/frettir-og-tilkynningar/frett/2017/10/18/Festu-thad/>.

Japan

- http://www.caa.go.jp/policies/policy/consumer_safety/caution/caution_171110_01.html.
- http://www.caa.go.jp/policies/policy/consumer_safety/release/pdf/consumer_safety_release_171110_0001.pdf.

Korea

- http://www.kca.go.kr/brd/m_367/view.do?seq=464&srchFr=&srchTo=&srchWord=&srchTp=&itm_seq_1=0&itm_seq_2=0&multi_itm_seq=0&company_cd=&company_nm=&page=1.
- http://www.kca.go.kr/brd/m_32/view.do?seq=2333&srchFr=&srchTo=&srchWord=&srchTp=&itm_seq_1=0&itm_seq_2=0&multi_itm_seq=0&company_cd=&company_nm=&page=1.

Latvia

- <http://www.ptac.gov.lv/>.
- <http://www.ptac.gov.lv/lv/news/kritosas-mebeles-kadel-tas-janostiprina>.

Peru

- Indecopi web page: <https://goo.gl/54kzhF>.
- Issuu - Digital Publishing Platform: <https://goo.gl/C84uis>.

Portugal

- <http://www.consumidor.gov.pt>.

United States

- <https://www.anchorit.gov/>
- November 7, 2017: <https://onsafety.cpsc.gov/blog/2017/11/09/anchor-it-to-prevent-tip-overs/>.
- August 1, 2017: <https://onsafety.cpsc.gov/blog/2017/08/01/military-families-keep-safe-while-on-the-move/>.

Other communications

OECD

Newsletter:

- The campaign was featured in the [November 2017 OECD news on science, technology and innovation](#), which has over 40K subscribers.

Belgium

Poster:

- <https://economie.fgov.be/sites/default/files/Files/Quality-and-Security/affiche-A4-Meubles-instables-attention.pdf> (French)
- <https://economie.fgov.be/sites/default/files/Files/Quality-and-Security/affiche-A4-Omvallende-meubelen-gevaarlijk.pdf> (Dutch)

Newsletter:

- A newsletter was sent to furniture federations and child-related organizations to inform them about the campaign and to ask them to join and to inform their members.

Canada

- A message was sent to all Health Canada and Public Health Agency staff about furniture tip-overs and the Ministerial Statement.

Iceland

- Every kindergarten school in Reykjavík was contacted through centralised organisation and information material was sent to each and kindergarten school with the hope and kind wish that the message would be passed to parents and copy would be printed out and hanged on the wall where parents could see it. A meeting with furniture importers, furniture retailers and furniture designers was also scheduled.

Japan

- Featured the danger of tip-over furniture in the e-mail magazine "Kodomo Anzen (Children Safety) Mail" No. 376 on the 16th of November and sent it to registered recipients (30,000).
- Shared information on danger of tip-over furniture with “The inter-ministry liaison meeting of prevention of children accidents”.
- Provided the November issue of the monthly report of the Healthcare agency network with information on furniture tip-over.
- Requested 47 prefectures, 20 government-designated cities and 67 autonomous communities to alert the public on the potential dangers, the accidents and the safety recommendations:
 - <http://www.city.towada.lg.jp/docs/2017111500044/>
 - http://www.caa.go.jp/policies/policy/consumer_safety/release/pdf/consumer_safety_release_171110_0001.pdf
 - <http://www.city.naruto.tokushima.jp/docs/2017111400030/>
 - <http://www.zaikei.co.jp/article/20171112/411226.html>
 - <http://www.pref.kochi.lg.jp/soshiki/141601/2017111300019.html>
 - <http://jc-press.com/index.htm>
 - www.city.fujimino.saitama.jp/news/2017111600027/
 - <https://www.city.saga.lg.jp/main/43054.html>
 - <http://www.city.yokkaichi.lg.jp/www/contents/1510900356125/index.html>
 - <http://www.city.shimabara.lg.jp/page4396.html?type=top>
 - <http://www.pref.oita.jp/site/seihinjiko/kagu-ya-telebi-tentou-tyuui.html>
 - <https://www.city.saga.lg.jp/main/43054.html>
 - <https://www.city.hakodate.hokkaido.jp/docs/2017111400030/>
 - <http://www.pref.yamanashi.jp/kenminskt-c/center/kagunotentou.html>
 - <https://www.town.chikuzen.fukuoka.jp/2020.htm>
 - <https://www.city.niigata.lg.jp/kurashi/shohi/choui/29tyuikankikagutv.html>
 - <http://www.pref.oita.jp/mobile/site/seihinjiko/kagu-ya-telebi-tentou-tyuui.html>

- <http://www.shouhiseikatu.metro.tokyo.jp/attention/documents/20171121kagu.pdf>
- <https://nagasakiken.click/203%e5%b3%b6%e5%8e%9f%e5%b8%82/26743>
- <https://www.j-cast.com/healthcare/2017/11/21314407.html>
- http://www.kokusen.go.jp/g_link/data/g-20171124_17.html
- <http://www.town.daigo.ibaraki.jp/page/page002940.html>
- http://www.pref.okinawa.jp/site/kodomo/seikatsu_center/kagutentoukodom.html
- <https://www.city.aomori.aomori.jp/seikatsu-anshin/kurashi-guide/kashikoi-shouhi/gotyuuikudasai/kaguterebi.html>
- <https://mfac.heteml.jp/news/%e5%ae%b6%e5%85%b7%e3%82%84%e3%83%86%e3%83%ac%e3%83%93%e3%81%ae%e8%bb%a2%e5%80%92%e3%81%ab%e6%b0%97%e3%82%92%e4%bb%98%e3%81%91%e3%81%be%e3%81%97%e3%82%87%e3%81%86%ef%bc%81/>
- <https://regional-activation.com/%e3%81%8f%e3%82%89%e3%81%97%e3%83%bb%e7%92%b0%e5%a2%83%e3%83%bb%e7%a4%be%e4%bc%9a%e5%9f%ba%e7%9b%a4/186696>
- <http://www.city.minamishimabara.lg.jp/page6835.html?type=top>
- https://www.city.shinjuku.lg.jp/seikatsu/shohi01_002431.html
- http://www.town.ninomiya.kanagawa.jp/kurashi_tetsuduki/kurashi/sodan/1444096986149.html
- <http://www.town.matsubushi.saitama.jp/www/contents/1510899243725/index.html>
- <https://www.city.asaka.lg.jp/soshiki/12/syohi-chui29-2.html#kagu>
- <http://www.pref.saga.lg.jp/kiji00358778/index.html>
- <http://www.wcac.jp/attention/post-42.php>
- <http://www.city.kofu.yamanashi.jp/shohiseikatsu/chuikinkyu/cyuuikannki20171113.html>
- http://www.city.itabashi.tokyo.jp/c_kurashi/010/010045.html
- http://www.city.fukuoka.lg.jp/shimin/shohiseikatsu/life/syohiseikatusen-tauhoutupeiji/kouenjigyuu_20170514_2_2_2_2.html
- <https://www.city.tsushima.lg.jp/kurashi/anshinanzen/bousai/kagu.html>
- <https://www.seikatsu.city.nagoya.jp/news/index.html>
- <http://www.city.mima.lg.jp/gyousei/kurashi/seikatsujoho/2017-1122-0859-278.html>
- http://www.ikea.com/ms/ja_JP/customer-service/about-services/secure-it/index.html

Korea

- The Korea Consumer Agency (KCA) ran a campaign with 5 furniture retailers who gave furniture-tipping restraints to consumers who bought dressers or the other furniture previously.
- KCA posted a total of 1,300 copies of an official poster in furniture stores and major retail stores to promote the campaign.

Portugal

- The campaign materials, comprising two official posters and three posters prepared by the authorities, were distributed electronically to 120 partners: Local authorities (having consumer support services); consumer associations and consumer conflicts arbitration centres.

United States

- In July 2017, the CPSC conducted focus groups in three separate cities, including Philadelphia, Los Angeles and St. Louis. The focus groups, in which a total of 60 adults participated, assessed what parents may have heard about anchoring over the past two years since the launch of the Anchor It! campaign in 2015. All adults were parents who live in the US and have at least one child age 5 or younger.

Annex C. Injury data information

- **Australia:** Toppling furniture kills one child every year in Australia. Over the last 15 years, 14 children under the age of 9 died because the furniture fell on them.
- **Brazil:** Brazil undertook a survey to measure the knowledge of the Brazilian population about furniture tip-over and its risks. 93% of survey respondents had seen or heard about cases of children climbing furniture. 77.1% were aware of cases of children who had suffered injured caused by the tip-over of furniture. 10.1% were aware of a fatal injury, 11.1% serious injury, 43.1% low severity injury, 22.2% suffered no injury and 13.5% of respondents did not know if any injury was suffered. Respondents were asked what safety preventative measure they believed would reduce the risks related to furniture tip-over. They suggested the following measures: anchor furniture to the wall (63.3%), supervise children actively (25.8%), avoid placing heavy objects above furniture (4.8%), prefer low-set furniture (3.1%). 49.3% of respondents believed they are reasonably familiar with the hazards associated with this type of risk, 45.9% did not and 4.8% had never heard about the hazard before.
- **Canada:** From 20 June 2011 to 14 August 2017, Health Canada received 19 domestic reports (3 deaths, 8 injuries, 8 product defects) related to furniture tip-overs. Of these, five reports (including three deaths) were related to televisions and 10 reports were related to "desks, dressers, bureaus, chests or buffets". All three deaths occurred in children aged six and under, with eight additional reports involving brain injuries such as (2 reports) or bruising (6 reports). In addition, the Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP) recorded 234 emergency room visits involving dresser furniture tip-overs at participating CHIRPP hospitals (11 paediatric hospitals, 6 general hospitals) as of June 9, 2016. Of these incidents, 12.4% involved a television. Children under 10 years of age were involved in 95.7% of cases. Almost half (46.6%) of cases involved the child climbing the dresser.
- **Israel:** 614 children and youth have visited the emergency rooms of a group of ten hospitals after incurring injuries involving falling furniture between 2010 and March 2017. A further 85 children and youth were hospitalised between 2008 and March 2017 in another group of 12 hospitals. Between 2008 and October 2016 56 cases were identified in the media of injuries to children and youth involving falling furniture. These included 4 deaths. The main findings of the analysis of these cases can be summarised as follows. Children aged one to two years represent the highest risk of all age groups, of suffering injury from falling furniture. The majority of injuries occurred in the vicinity of 'the home and the yard'. All deaths involved falling TV sets.
- **Japan:** From December 2010 to August 2017, 41 cases of furniture and TV tip-over related injuries were reported. (Source: Medical Institution Network data base; Extraction period: December 2010 - August 2017). 78% of the cases involved children from 0-6 years, 7% children from 7~12 years of age, 10% youth and adults from 13~64 years of age and 5% involved seniors aged 65 years of age and above. Bone fracture resulted in 3 cases, damage to internal organs in 2 cases and the other 36 cases resulted in injuries that were not serious. The common mechanisms of the tip-over cases were in the case of furniture unstable furniture falling or landing on

the person, climbing the furniture using its drawers as steps and pulling the drawers onto themselves. In the case of televisions it was touching or grasping.

- **Korea:** Since 2014, KCA has received a total of 201 injuries. The proportion of childhood group (0-14) is 54.7% (110 cases), and the above 15 group is 39.3% (79 cases).
- **United States:** An estimated 33,000 consumers are treated each year for injuries related to TV and furniture tip-over incidents. Every 30 minutes, tipped furniture or a falling TV sends an injured child to the emergency room and one child dies every two weeks when a TV or furniture falls onto him or her.
- **Children** aged two to five are the most frequent victims of fatal furniture tip-over incidents. About 2/3 of incidents involve toddlers. At this age, children are also at the development stage where they are eager to exert their independence by dressing themselves or putting on their favourite TV shows. 91% of incidents occur in the home, 46% in bedrooms.