



# PREVENT CHILD INJURY

*Supporting the National Action Plan for Child Injury Prevention*



# Background

## Domains of NAP

Data & Surveillance

Research

Communications

Education & Training

Health Systems & Health Care

Policy

# Goals for Communications Projects

Develop and use targeted, compelling and consistent messages

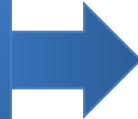
Use relevant, audience-specific communication channels and sources

Strengthen and engage local, state and national partnerships and coalitions for implementation



# Current Situation

“Accident”  
Nothing I can do



Silos  
Focus on 1 injury area



Information overload



PREVENT  
CHILD INJURY

# Our Vision: One Voice

“Accident”  
Nothing I can do



Combat

Silos  
Focus on 1 injury area

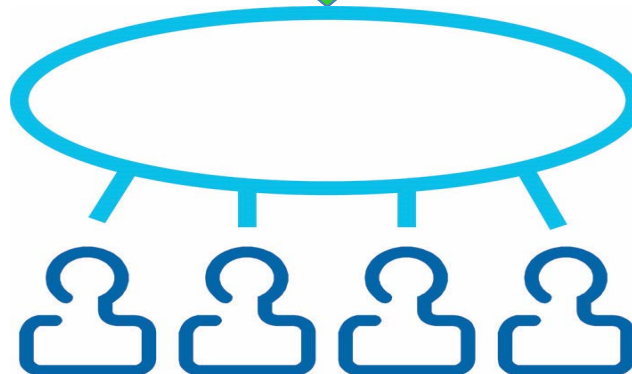


Unite

Information overload



Prevent



# Uniting the Voices

## Network

- Establish national coalition of partners
- Create connections

## Coordination

- Coordinate timing of prevention campaigns
- Share information and materials

## Communications

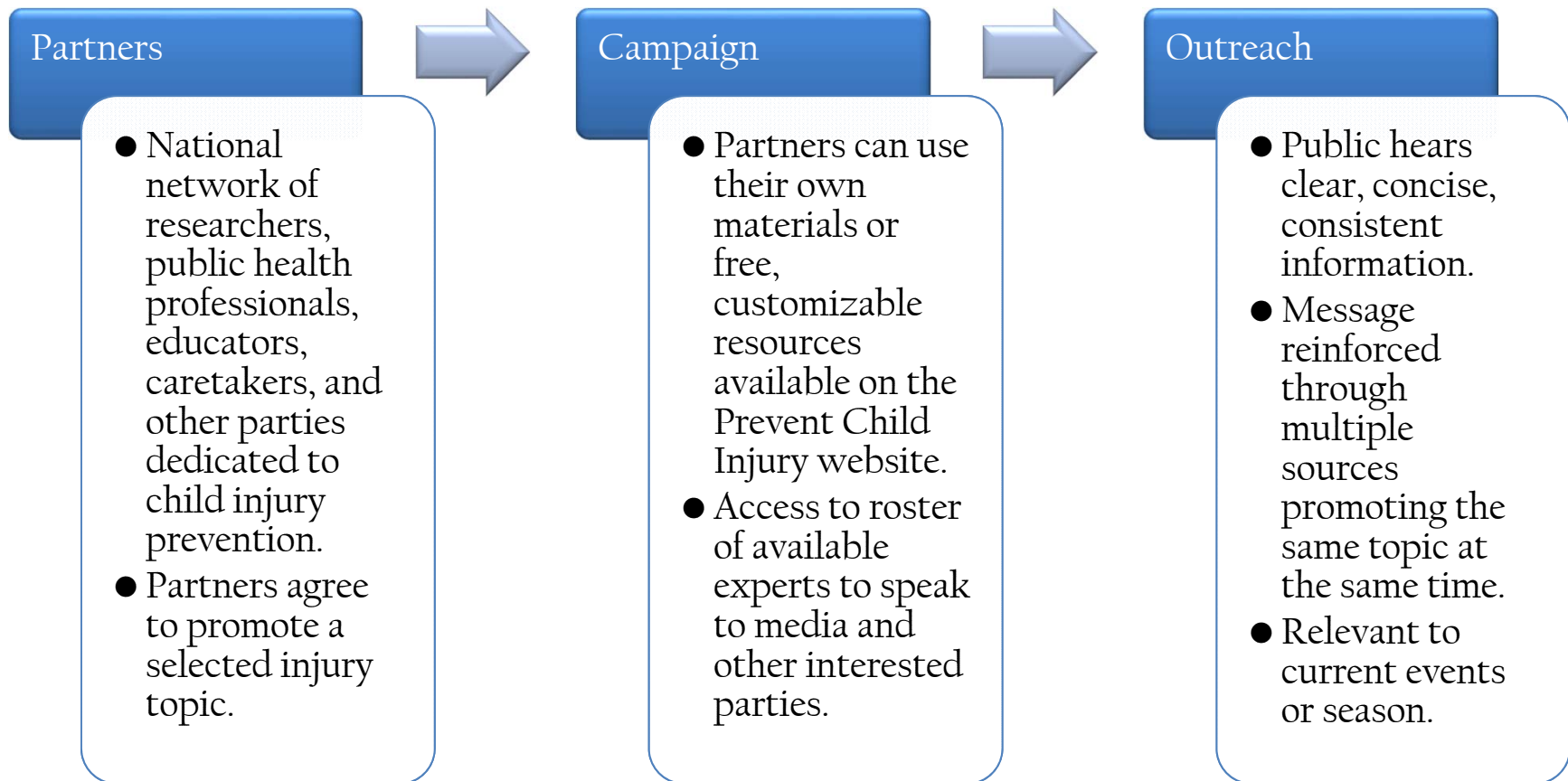
- Focus on clear, concise, consistent messaging
- Create bank of free child injury prevention materials

## Expertise

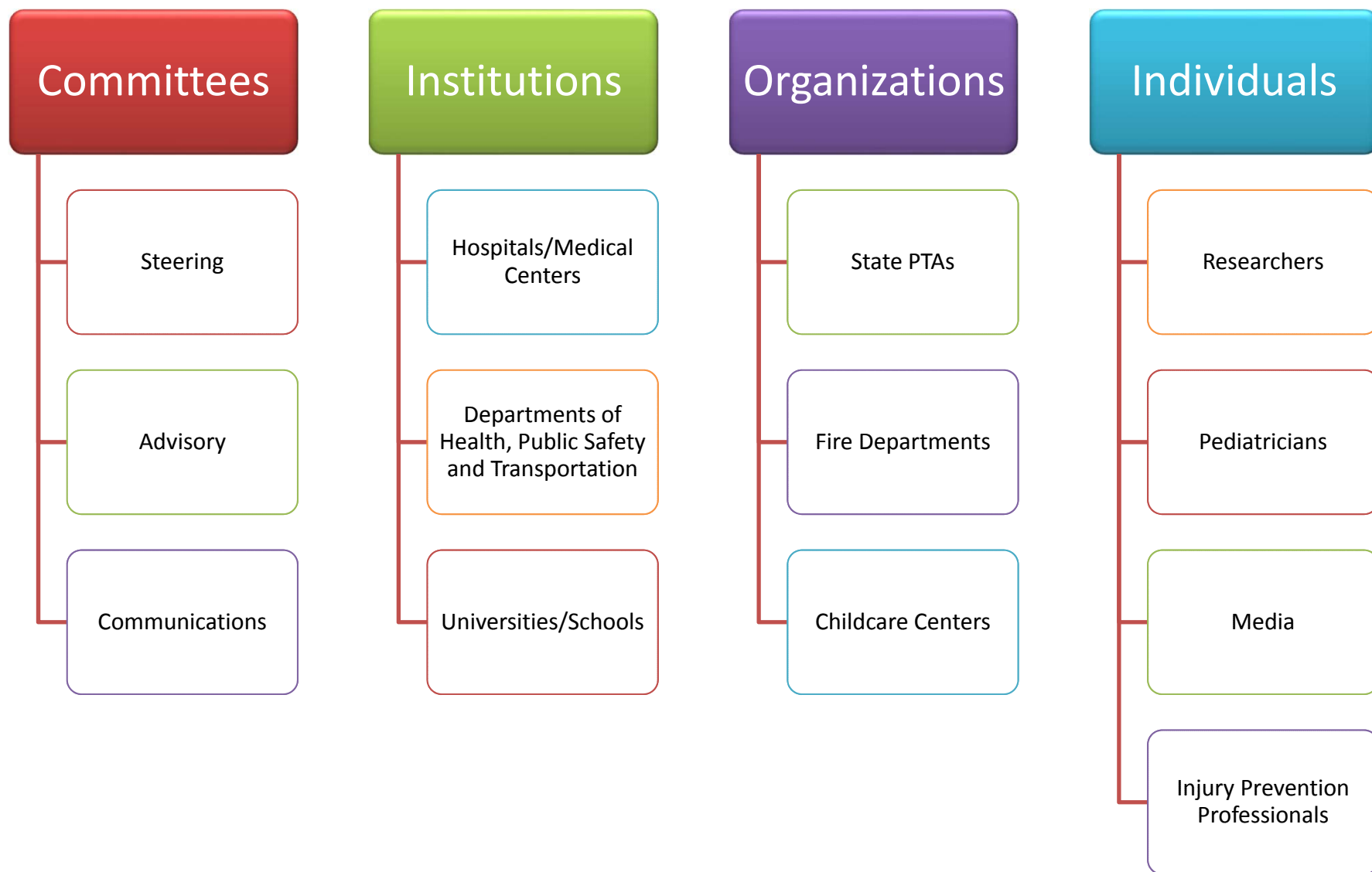
- Assemble national roster of professional spokespeople



# How It Works

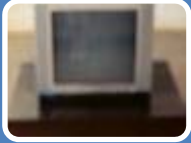


# Members





# Topics Covered



TV Tip-Overs



Liquid Nicotine



Child Passenger Safety



Medication Safety



Youth Sports Injuries



Portable Pools



Teen Driving



Carbon Monoxide



Safe Sleep



Preventing Scalds



Toy Safety



Window Falls

# TV Tip-overs

## TV TIP-OVER INFOGRAPHIC



## The Problem:

- Every 3 weeks in the U.S., a child dies from a TV tip-over.
- Every 45 minutes in the U.S., a child is treated in a hospital emergency department for an injury received when a TV tipped-over on them.
- The numbers of deaths and injuries from this preventable event are increasing.

# TV Tip-overs Toolkit



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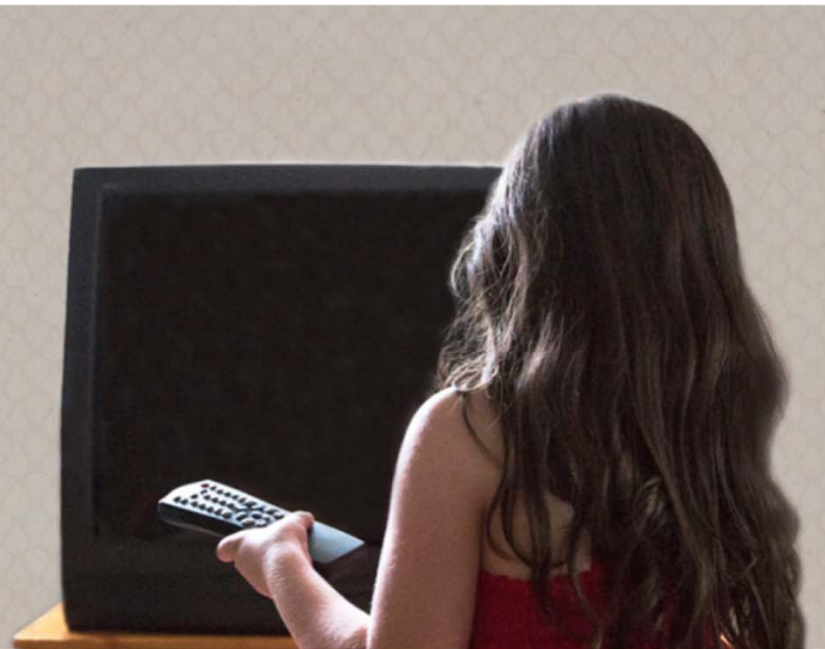
[Media Center](#)

[National Experts](#)

[Resources](#)

[Resources](#)

Every 45 minutes a  
child is treated in a U.S.  
emergency department  
for a TV tip-over injury.



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# User Guide



## TV TIP-OVERS USER GUIDE

### PURPOSE

This user guide is a brief description of the materials available to you as you begin planning your outreach on prevention of TV tip-over injuries to children. Research has shown that the number of injuries and deaths from TV tip-overs is increasing. Our hope is that by having all of us talk about the topic at the same time, it will increase the reach and magnitude of our messages. Feel free to use the materials included here or others you may already have. Please plan your outreach efforts to take place during the week of July 22 – 28, 2013. Join us in whatever way you can – by talking to the media, discussing the issue on social media, or planning an event. Together we can Prevent Child Injury.



### SWISS CHEESE PRESS RELEASE

The press release included in this packet has options for personalization, including open spaces for quotes and information about your organization. The press release can also be customized with your logo and branding. Example quotes are provided for your convenience, so feel free to use these quotes or use your own.



### MEDIA GUIDE

The media guide includes answers to questions commonly asked by reporters on this topic as well as suggested sound bites. Sound bites are short, clear statements that reinforce key information about the importance of preventing TV tip-over injuries to children. If you are interviewed by a member of the media, the sound bites will help you stay on topic while getting across the substance of your message.



### FACT SHEETS

The packet includes two fact sheets created by Prevent Child Injury as well as links to fact sheets from some of our members. The first Prevent Child Injury fact sheet explains the issue of TV tip-over injury while the second explains how TVs can be safely secured. Links to member fact sheets include tips in English and Spanish from Children's Hospital of Philadelphia and Safe Kids Worldwide, as well as guidelines from the Consumer Product Safety Commission. Feel free to print them out or link to them online. Fact sheets are often displayed in places such as doctors' offices and local health departments, but be creative and think about where families might see the information in non-traditional settings.



### NEWSLETTER ARTICLE

This article can be easily dropped into a newsletter, blog, or website. If you choose to edit the article for length, remember to keep the key information about TV tip-over awareness and prevention.



## TV TIP-OVERS



### EXISTING RESOURCES

One of the strengths of Prevent Child Injury is that we share injury prevention materials and benefit from each other's knowledge and resources. The materials in the "Existing Resources" section were created by some of our members and include special research reports, brochures, fact sheets, infographics, and links to videos that promote awareness and prevention of TV tip-over injuries to children.



### SOCIAL MEDIA

Social media is a powerful tool for public health. Sample posts for Facebook and Twitter on preventing TV tip-overs have been included. Feel free to use these or create your own. If your organization does not have the resources to create your own posts, "like" or follow other injury prevention organizations and repost their messages to your followers. Be creative – also post on Pinterest, Instagram, and other social media channels.

One way users of social media find content is through hashtags. Hashtags are used to sort content by key words and are created by placing a # symbol before words or phrases in posts so that they appear in searches. Remember to add the hashtag #TVtipovers to your social media posts.

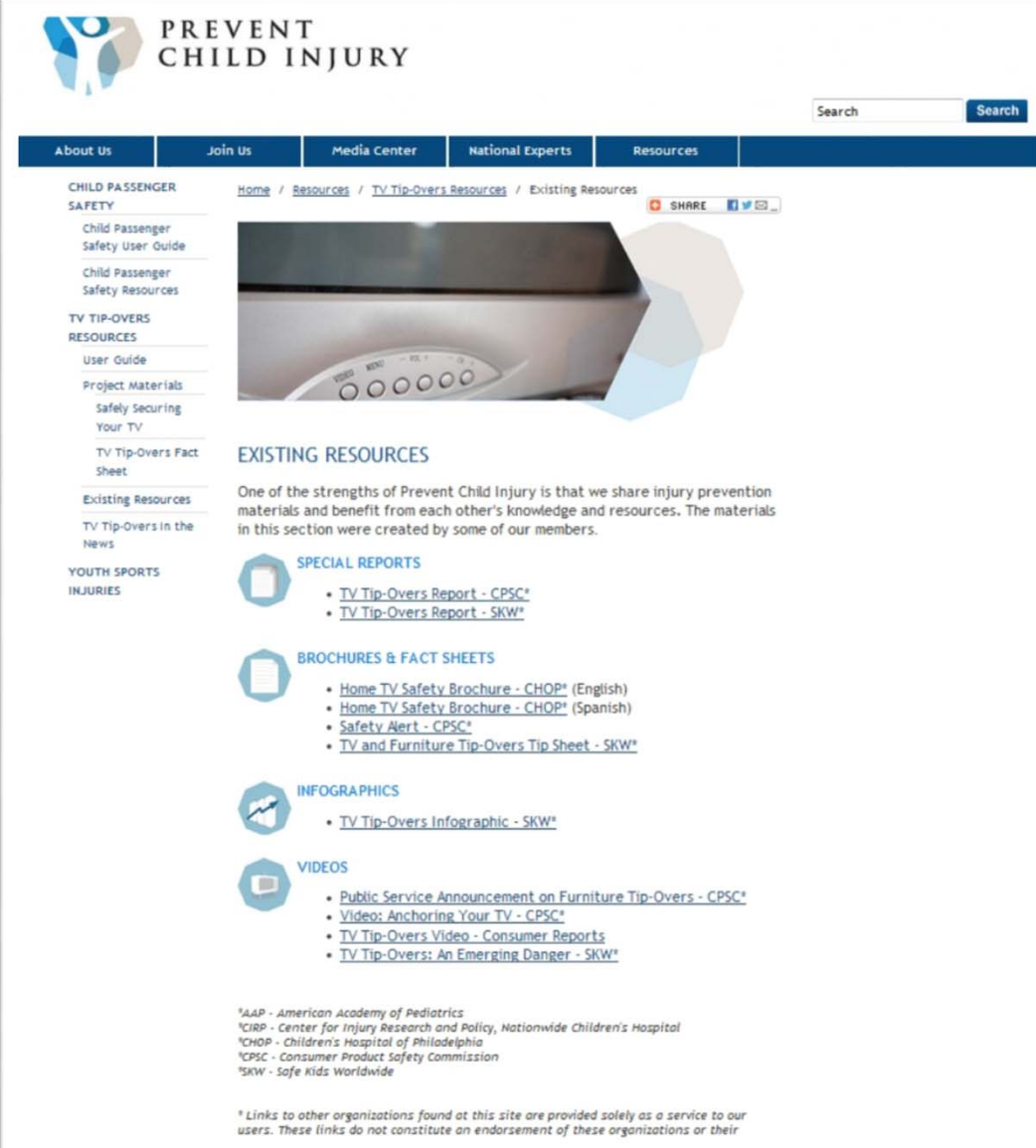


### TRACKING

We'd love to hear stories of how you are using the included materials. Please share your successes with us – include media coverage, outreach efforts, etc. This will help guide the development of materials in the future.



# Existing Resources






The screenshot shows the Prevent Child Injury website's "Existing Resources" page. The header includes the logo, navigation menu, and search bar. The left sidebar lists categories like Child Passenger Safety, TV Tip-Overs Resources, and Youth Sports Injuries. The main content area features a large image of a TV control panel and a list of resources categorized into Special Reports, Brochures & Fact Sheets, Infographics, and Videos. A disclaimer at the bottom states that links are provided as a service and do not constitute an endorsement.

**PREVENT CHILD INJURY**

Search

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[Home](#) / [Resources](#) / [TV Tip-Overs Resources](#) / Existing Resources

SHARE   

**CHILD PASSENGER SAFETY**

- [Child Passenger Safety User Guide](#)
- [Child Passenger Safety Resources](#)

**TV TIP-OVERS RESOURCES**

- [User Guide](#)
- [Project Materials](#)
- [Safety Securing Your TV](#)
- [TV Tip-Overs Fact Sheet](#)

[Existing Resources](#)

[TV Tip-Overs in the News](#)

**YOUTH SPORTS INJURIES**

## EXISTING RESOURCES

One of the strengths of Prevent Child Injury is that we share injury prevention materials and benefit from each other's knowledge and resources. The materials in this section were created by some of our members.

**SPECIAL REPORTS**

- [TV Tip-Overs Report - CPSC\\*](#)
- [TV Tip-Overs Report - SKW\\*](#)

**BROCHURES & FACT SHEETS**

- [Home TV Safety Brochure - CHOP\\* \(English\)](#)
- [Home TV Safety Brochure - CHOP\\* \(Spanish\)](#)
- [Safety Alert - CPSC\\*](#)
- [TV and Furniture Tip-Overs Tip Sheet - SKW\\*](#)

**INFOGRAPHICS**

- [TV Tip-Overs Infographic - SKW\\*](#)

**VIDEOS**


- [Public Service Announcement on Furniture Tip-Overs - CPSC\\*](#)
- [Video: Anchoring Your TV - CPSC\\*](#)
- [TV Tip-Overs Video - Consumer Reports](#)
- [TV Tip-Overs: An Emerging Danger - SKW\\*](#)

\*AAP - American Academy of Pediatrics  
\*CIRP - Center for Injury Research and Policy, Nationwide Children's Hospital  
\*CHOP - Children's Hospital of Philadelphia  
\*CPSC - Consumer Product Safety Commission  
\*SKW - Safe Kids Worldwide

\* Links to other organizations found at this site are provided solely as a service to our users. These links do not constitute an endorsement of these organizations or their

# Project Materials

## Newsletter Article



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**Newsletter/Top 5 Article**

Nearly every home in the United States has at least one television. Unfortunately, when not installed correctly, televisions can present real safety concerns.


Recently, there has been an increase in the number of news stories about children being seriously injured or killed by TV's tipping over. With a new study on TV injuries coming out in *Pediatrics* this month, now is a good time to revisit this injury risk.

According to the Consumer Product Safety Commission, on average, a child dies from a TV tipping over every three weeks in the United States. As people buy flat screen TV's, the older CRT TV's may be moved to less safe locations in the home, like on top of dressers and other furniture not designed for TV's. By placing TV's on furniture not designed for televisions, the risk of tip-overs increases because the furniture is now more top-heavy. In addition, the furniture may have drawers that children can pull open to use as stairs to help them reach the TV, which can cause the furniture and TV to topple over on them.

It is important to note that TV tip-overs are preventable. With that in mind, here are the Top Five Tips for preventing TV tip-overs:

- All TV's should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TV's and wall mounts for flat screen TV's.
- Place TV's only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armoires, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place tops or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TV's are safely secured in all the places your child spends time—not just in your home.

Using these Top Five Tips, you can help reduce the risk of a TV tip-over in your home.



[www.PreventChildInjury.org](http://www.PreventChildInjury.org)

## Fact Sheet



### SAFELY SECURING YOUR TV

*TV tip-overs can cause serious – sometimes fatal – injuries. Safety products that reduce the risk of tip-overs are available at many electronics, home improvement, and online stores. The type of TV determines the type of safety product that should be used.*



**FLAT SCREEN TV'S**

- Mount all flat screen TV's to a wall.
- Read the owner's manual or visit the manufacturer's website to find wall mounts that work best with your TV.



**ALL TV'S**

- If they will not be mounted on the wall, place televisions only on furniture designed to support TV's.
- Purchase appropriate straps and mounts for your TV.
- Flat screen TV mounts are available where TV's are sold and online starting at \$30.
- Safety straps for CRT TV's and furniture can be purchased at home improvement or online for as little as \$5.
- Follow all manufacturer instructions when installing safety straps, brackets, and wall mounts.
- For help with installation, contact your local electronics store.



**CATHODE RAY TUBE (CRT) TV'S**


- Secure all CRT TV's and the furniture on which they are placed to the wall with safety straps or L-brackets.
- Look at the back of your TV to decide which type of straps or brackets will work best with the model you own.



PREVENT CHILD INJURY [www.PreventChildInjury.org](http://www.PreventChildInjury.org)



# Project Materials

 **PREVENT CHILD INJURY**

**NEWS RELEASE**

**Embargoed for Release:**  
12:01 AM July 22, 2013

*For more information, contact:*  
**INSERT YOUR CONTACT INFORMATION HERE**

**TV Tip-Overs Pose Serious Safety Concern for Young Children**


Television is a popular form of entertainment in the United States, and almost all American households own at least one television set. Yet, many parents may not realize the serious safety concerns related to their TVs. In light of the new national study recently published online in *Pediatrics* on the dangers of TV tip-overs and the increasing number of families affected by this hidden danger, **INSERT NAME OF YOUR ORGANIZATION HERE** is working to make sure that parents understand how often these injuries occur and what they can do to prevent TV tip-over injuries.

Studies have found that every 45 minutes, a child is treated in a U.S. emergency department for a TV tip-over injury, and every three weeks, a child in the U.S. dies from a TV tipping over. **INSERT QUOTE,** said **INSERT NAME, TITLE OF PERSON BEING QUOTED,** a member of Prevent Child Injury.

**INSERT NAME OF YOUR ORGANIZATION HERE** is committed to educating the public about injury prevention and safety concerns, such as TV tip-overs. **INSERT OWN QUOTE HERE,** said **INSERT NAME, TITLE OF PERSON BEING QUOTED HERE.** **INSERT ADDITIONAL QUOTE HERE.**

Parents can reduce the risk of injury from TV tip-overs by following these tips:


- All TVs should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TVs and wall mounts for flat screen TVs.
- Place TVs only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armoires, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place toys or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TVs are safely secured in all the places your child spends time—not just in your home.

 **PREVENT CHILD INJURY**

More prevention tips are available at [www.preventchildinjury.org](http://www.preventchildinjury.org)

Prevent Child Injury is a national group of organizations and individuals, including researchers, health professionals, educators, and child advocates, working together to prevent injuries to children and adolescents in the U.S. In collaboration with the U.S. Centers for Disease Control and Prevention, Prevent Child Injury promotes coordinated communication to the public about prevention of child injury, which is the leading cause of death of our nation's youth. To become a member of Prevent Child Injury or for more information and resources on this and other injury topics, please visit [www.preventchildinjury.org](http://www.preventchildinjury.org).

**PARAGRAPH ABOUT YOUR ORGANIZATION HERE**

 **PREVENT CHILD INJURY**

**Example Quotes:**

**One-Part Quotes:**

- 1) "As consumers buy new flat screen TVs, they should remember to put their older CRT TVs on furniture specifically designed to support televisions."
- 2) "On average, every three weeks a child in the U.S. dies from a TV tipping over. Such incidents are preventable, and parents can take action to reduce the risks of TV tip-overs."

**Two-Part Quotes:**

- 1) "On average, every three weeks a child in the U.S. dies from a TV tipping over. As consumers buy flat screen TVs, older TVs are often moved to less safe locations in the home, such as on top of dressers and other furniture not designed for TVs." ... "Children sometimes pull dresser drawers open to use as stairs to help them reach the TV, potentially pulling both the dresser and TV over onto themselves."
- 2) "It is important that parents understand what preventive actions they can take," ... "To reduce the risk of TV tip-overs, TVs should be placed on furniture designed for TVs, and both the TV and the furniture should be securely attached to the wall."

...Or feel free to come up with your own quote.

- Customizable press release with sample quotes

# Media Guide



## TV TIP-OVERS MEDIA GUIDE

### Answers to Common Questions Asked by Reporters

#### WHY SHOULD PARENTS BE CONCERNED ABOUT THIS TYPE OF INJURY?

Every three weeks in the U.S., a child dies from a television tipping over. Many parents and caregivers, however, are not aware of the dangers of a falling TV. These injuries are completely preventable. TV tip-over injuries are more likely to involve a young child under the age of 5 and can result in cuts and bruises, skull fractures, concussions, and even death.

#### WHAT MIGHT BE CAUSING THE INCREASE IN TV TIP-OVERS?

As consumers buy new flat screen TVs, older cathode ray tube (CRT) televisions may be placed on bedroom furniture or other items not designed to safely support a television. Children can pull out drawers or use shelves to climb furniture to reach the TV, causing the furniture to tip over and the TV to come crashing down on the child. Furniture that was not designed to support TVs, such as dressers, armoires, and chests of drawers, is often involved in TV tip-over injuries.

#### WHAT TYPE OF TV IS MOST DANGEROUS?

Both flat screen and CRT televisions have risks. TVs are often placed on furniture not designed to support televisions. Flat screen TVs are top-heavy with a small base, making them at risk of toppling over. CRT TVs are heavier than flat screen TVs and carry weight toward the front screen, which causes the TV to tip forward easily. Also, CRT TVs are often placed in a bedroom or playroom, where children may try to use them while unsupervised. Don't be fooled by size. TVs of all sizes have tipped over and caused injuries to children.

#### IS SECURING A TV EXPENSIVE OR DIFFICULT?

Flat screen TVs can be secured using a wall mount for as little as \$30 and 30 minutes of your time. Make sure you follow all manufacturer's instructions when installing a wall mount. If you are not comfortable installing the mount yourself, contact your local electronics store to find help.

CRT TVs can be attached to the wall using straps, available for as little as \$5 from home improvement stores or online. Make sure the TV is placed on a low piece of furniture designed to hold a TV and push the TV as far back as possible on the furniture. Attach the furniture holding the TV to the wall using straps or L-brackets.

## TV TIP-OVERS MEDIA GUIDE

### WHAT ACTIONS CAN PARENTS TAKE TO PREVENT TV TIP-OVERS?

- All TVs should be secured to the wall. Use safety straps or L-brackets for cathode ray tube (CRT) TVs and wall mounts for flat screen TVs.
- Place TVs only on furniture designed to support televisions, such as TV stands and entertainment centers. Dressers, armoires, and chests of drawers are not safe places for your television.
- Secure TV stands and entertainment centers to the wall using safety straps or L-brackets.
- Do not place toys or the remote control on top of the furniture or the TV. Your child could climb the furniture to reach the item and cause the TV and furniture to tip over onto him.
- Make sure TVs are safely secured in all the places your child spends time—not just in your home.



### Sample Sound Bites for Media Interviews

Every 45 minutes, a child is treated in an U.S. emergency department for a TV tip-over injury.

On average, a child dies every three weeks from a TV tipping over.

For \$5 dollars, you can purchase a strap to secure your CRT TV to the wall and reduce the risk of a tip-over.

A flat screen TV can be secured using a wall mount for as little as \$30 and 30 minutes of your time.

TV tip-over injuries are preventable. Make sure TVs are safely secured in all the places your child spends time—not just in your home.

Buckle up! A TV without a safety strap is like a car without a seatbelt. Always use appropriate restraints for both.



# Social Media



## TV TIP-OVERS SOCIAL MEDIA

### f Facebook Posts

1. Did you know your flat screen TV can be a danger to your children? Check out TV Tip-Overs By the Numbers to get the facts! <http://bit.ly/18YXQa6>
2. Every 45 minutes, a child visits the ER because of an injury from a TV tipping over. Be sure to follow this safety check-list when installing your TV. <http://bit.ly/13QMT7c>
3. The who, what, where, and why of TV tip-overs. <http://1.usa.gov/W98fqn>
4. Furniture tip-overs can cause serious injury to children. Here is an example of just one of the tragic child deaths due to a TV. <http://bit.ly/1G379Q>
5. Where is your television? How is it displayed? Each year, more than 12,000 children are injured by TV tip-overs. Prevent your child from being one of them! <http://bit.ly/12069VD>
6. Young children are curious. Don't let them be around an unsecured television. Prevent TV tip-over injuries! <http://bit.ly/12R3550>
7. Want to help teach others about the dangers of #TVtipovers? Great resources here [www.preventchildinjury.org](http://www.preventchildinjury.org)
8. Looking for an article for your newsletter to parents? How about teaching them how to prevent #TVtipovers: <http://bit.ly/12KLeqj>
9. Want to learn about #TVtipovers from Pinterest – check out this board: <http://bit.ly/15Pzysu>

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[www.PreventChildInjury.org](http://www.PreventChildInjury.org)



## TV TIP-OVERS SOCIAL MEDIA

### t Tweets

1. @ConsumerReports shows smaller TVs are larger risk for TV tip-over injuries. <http://bit.ly/1y4q0f>
2. What parents need to know to avoid a TV tip-over injury to their child! <http://bit.ly/1m6w52>
3. Parents, watch how to avoid a TV tip-over injury. <http://bit.ly/1m6w52>
4. So you bought a flat screen TV... know the potential injury risks for your children. <http://bit.ly/120ecly>
5. Be hi-tech and safe – learn how to wall-mount your TV correctly here: <http://bit.ly/1125w0Q>
6. TV tip-overs are more common than you think. Prevent them: <http://bit.ly/120ecly>
7. TV tip-over injuries are preventable. Learn more: <http://bit.ly/12069VD>
8. Keep TV tip-over injuries out of your home: <http://bit.ly/18YXQa6>
9. TV tip-overs: Who, what, where, and why? <http://1.usa.gov/W98fqn>
10. Each year, more than 12,000 children are injured by TV tip-overs: <http://bit.ly/12069VD>
11. Every 45 minutes a child visits the ER for a TV tip-over injury: <http://bit.ly/120ecly>
12. Want to help teach others about the dangers of #TVtipovers? Great resources here [www.preventchildinjury.org](http://www.preventchildinjury.org)
13. Looking for an article for your newsletter to parents? How about teaching them how to prevent #TVtipovers: <http://bit.ly/12KLeqj>
14. Want to learn about #TVtipovers from Pinterest – check out this board: <http://bit.ly/15Pzysu>

PREVENT CHILD INJURY

[www.PreventChildInjury.org](http://www.PreventChildInjury.org)

Pinterest

## TV tip-overs



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# Twitter Chat



**COME TWEET WITH US**

Prevent Child Injury is hosting a Twitter chat on TV tip-over injuries  
Friday, July 26, 2013 at 2 pm EST

**PARTICIPANTS WILL INCLUDE:**  
U.S. Centers for Disease Control and Prevention  
Child Injury Prevention Alliance  
Consumer Product Safety Commission  
Kids in Danger

Join the conversation with #TVtipovers

PREVENT CHILD INJURY  [www.PreventChildInjury.org](http://www.PreventChildInjury.org)



**Kids In Danger**  
@kidsindanger

In the time it takes to finish watching your favorite TV show 2 kids will be injured by a falling TV. #TVtipovers

2:07 PM - 26 Jul 2013

3 RETWEETS



**U.S. CPSC**  
@OnSafety

Parents should be concerned because one child dies every two weeks when a TV, furniture or appliance falls over onto him. #TVtipovers

2:07 PM - 26 Jul 2013


7 RETWEETS



**Amer Acad Pediatrics**  
@AmerAcadPeds

Sharing a video from @AAPNews with Alison Tothy, MD, FAAP, talking about injuries to kids from #TVtipovers. [ow.ly/nkNjx](http://ow.ly/nkNjx)

# National Experts



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## NATIONAL EXPERTS

Prevent Child Injury offers members access to spokespersons selected for their knowledge on injury prevention topics. These experts will be available to speak to media and other interested parties.


### TV TIP-OVERS




**Kate Carr**  
Safe Kids Worldwide  
[kcarr@safekids.org](mailto:kcarr@safekids.org)  
(202) 662-0600




**Nancy Cowles**  
Kids in Danger  
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(312) 595-0649




**Rennie Ferguson**  
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**Gary Smith, MD, DrPH**  
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**Tareka Wheeler**  
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(202) 662-0600



**Scott Wolfson**  
Consumer Product Safety Commission  
[swolfson@cpsc.gov](mailto:swolfson@cpsc.gov)  
(301) 504-7908

# Success

## Activities

- AAP sent mailing about the research to 1500 media outlets
- Partners spoke to local and national media outlets
- Members posted information on their websites
- Johns Hopkins shared information in their mobile safety center
- Incorporated into social media outreach for the week



# Success



## More children being injured by toppling TVs

If all the dangers you've imagined your child facing, a falling TV probably didn't make the top of the list. But a new study shows parents may need to pay more attention to their television safety.

An average of 17,000 children come to the hospital in the journal Pediatrics. The research

Although the overall rate of TV-related injuries was low, the study authors say

In many cases, the TVs were placed in a way that was not safe, says a pediatric emergency specialist

Many parents are unaware of the potential dangers

The study

has been published in 22 years of research conducted by the Consumer Product Safety Commission



## Health News

### A U.S. child treated every 30 min. in a hospital for TV injury

Updated: July 23, 2013 at 12:53 AM



More than 12,000 U.S. children injured by TVs tipping over them. (UPI Photo/Debbie Hill)

The study, published in the journal Pediatrics, found injuries caused by falling TVs accounted for 12 percent of all injuries among children age 18 and younger in 2011, a 125 percent increase from the

almost half — 46 percent — occurred from a TV falling off a dresser or armoire, with 20 percent occurring in an entertainment center or TV stand.

Children age 5 and younger represented 64 percent of all injured patients, and boys accounted for 53 percent.

Manufacturers should redesign TVs to improve stability, and parents should be advised to place TVs on top of a TV, which can potentially result in a tip-over if a child tries to climb on them, the researchers concluded.

The alliance advised parents to:

COLUMBUS, Ohio, July 23 (UPI) — One child — usually age 5 and younger — is treated in a hospital every 30 minutes for a TV injury, a new study shows.

U.S. for a pediatric injury. More than 12,000 children are treated in U.S. hospitals each year for injuries caused by falling TVs, a new study shows.



## Toppling TVs hurt thousands of kids each year

Michelle Healy, USA TODAY 12:06 a.m. EDT July 22, 2013

The number of pediatric injuries caused by falling TVs increased dramatically over a 22-year period, underscoring the need for increased prevention and awareness, a study finds



(Photo: Julia Eise)

### Story Highlights

- Injuries from toppling TVs send thousands of kids to emergency rooms each year
- The Consumer Product Safety Commission reported 28 TV-related deaths in 2011
- Most of the overturned TVs fell off a dresser or armoire

Falling televisions send thousands of children to hospital emergency rooms every year, a new analysis shows.

In the worst possible cases — as happened in San Antonio last week — a child dies.

Based on data collected from U.S. hospital emergency departments, it report in the August issue of Pediatrics, published online Monday, shows that falling TVs accounted for 12,300 injuries among children under age 18 in 2011, up 126% from 5,455 injuries in 1990.

"A child is killed by a falling TV once every three weeks in this country," says Gary Smith, senior author of the study and president of the Child Injury Prevention Alliance. "These new findings show there's a lack of recognition of the potential dangers that TV tip-overs pose to young children."

Police in San Antonio reported Wednesday that Elias Rodriguez, 3, died after a television accidentally fell on him as he climbed on a piece of furniture.

The data analyzed in the new study does not indicate whether the television that caused the injury was a lighter, flat-screen panel or the older, heavier, cathode ray tube model, says Smith, a professor of pediatrics, emergency medicine and epidemiology at The Ohio State University.

"The type of furniture involved is implicated more," he says. "We suspect that as parents purchase a new TV, and now that tends to be a flat screen, the older TV gets moved to another part of the home, often placed in an unsafe position, such as a dresser or bureau, which was never designed to support a TV."

## Media Highlights

- ABC News
- BBC News
- CBS News
- Chicago Tribune
- CNN
- Detroit Free Press
- Fox News Latino
- Huffington Post
- Los Angeles Times
- MSN
- NBC News
- Parent Magazine
- Reuters
- United Press International (UPI)
- US News and World Report
- USA Today



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