



Anchor It!

Secure Furniture and TVs:
Protect Children

Raising Awareness About Tip-Over Dangers



Poll Question

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

- A. Once every 2 weeks
- B. Once every 2 days
- C. Every 2 hours
- D. Every 30 minutes

Why This Campaign?

- CPSC reported more than **489** tip-over-associated fatalities between 2000 and 2015.
- **2/3** of these victims were toddlers younger than 5.
- Most tip-over incidents **occurred in the home.**



The Threat Is Serious...

- Every **30 minutes**, a child is injured from a furniture or TV tip-over incident.
- When a TV falls from an average-size dresser, it can impact a child with the force of **thousands of pounds**.

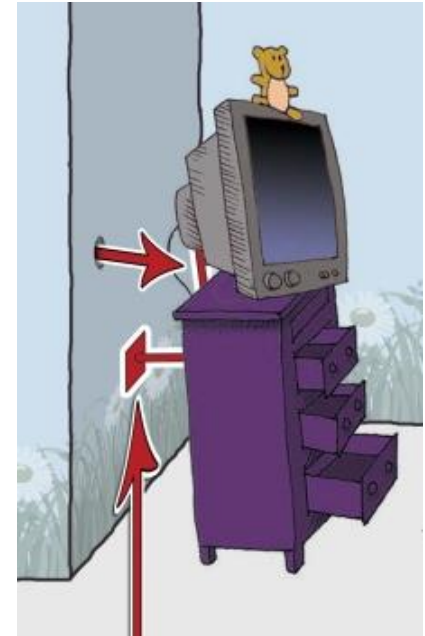


The Threat Is Serious...



...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.

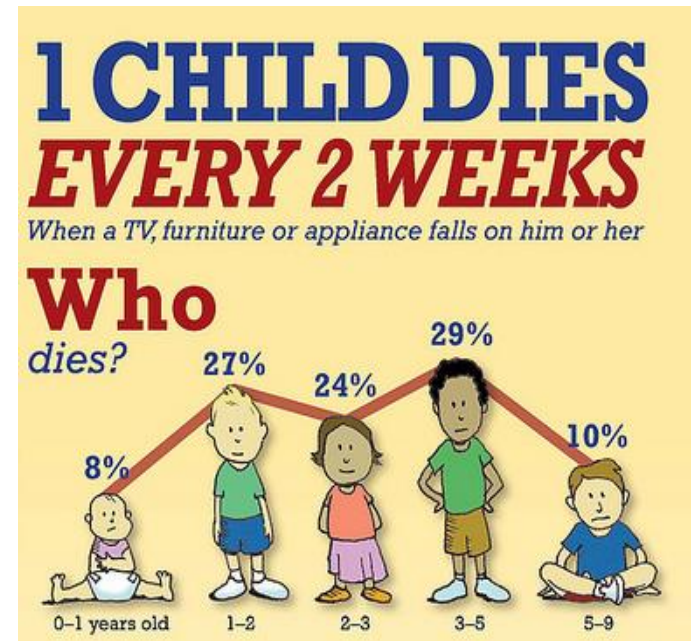


...But the Solution Is Simple



Campaign Overview

Anchor It! is the nation's largest public education campaign focused on saving lives and preventing injuries from tip-overs. It is CPSC's call to action.



Campaign Activities

- This campaign will:
 - engage advocates
 - be interactive
 - host AnchorIt.gov
 - connect with media
 - be a resource

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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 within a TV, furniture or appliance

42
percent of tip-over fatalities occur in bedrooms

81
percent of tip-over fatalities occur in the home

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

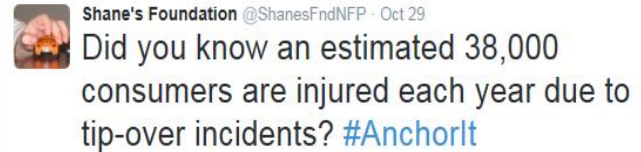
Resources
Tip Over Dangers
2014 Tip Over Report
Recently Recalled Products

Contact
Media Inquiries
(801) 504-7058
Email

Connect
Twitter YouTube g+

Anchor It! Advocates

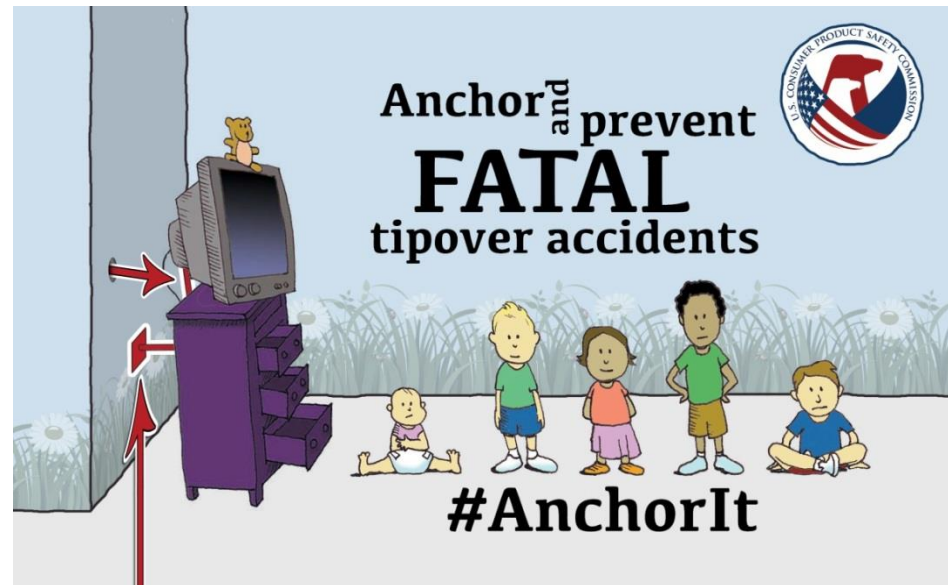
The campaign collaborates with a number of organizations, called Anchor It! Advocates, which help expand the reach of tip-over-prevention messaging



TV Anchors: Inform Our Communities

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

Let us know!



Anchor It! Materials

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

Anyone Can Anchor It!
Every 24 minutes, tipped furniture or a falling TV sends an injured child to the emergency room. Get on top of it before they do. Learn how to secure your furniture and TVs to protect children.

Anchor It!
Secure Furniture and TVs!
Protect Children

Anchorit.gov

Anchoring is Easy:
It's easy, inexpensive, and only takes five minutes. Just a few simple steps and basic tools could save a child from injury.

- 1 Secure one end of the anchor with provided hardware to your furniture, TV, or appliance.
- 2 Secure the other end of the anchor with provided hardware as directed to the wall or sturdy base.
- 3 Adjust as needed, and double-check for firm attachment.

* Always follow the directions included with the particular anchor or anti-tip device you are installing. Follow all manufacturers guidelines for safety.

What You Need:
A variety of products are readily available to fit your budget and help secure your home. From wall and furniture mounted straps to anti-tip brackets.

Where It's Needed:
Dressers TVs Bookshelves Appliances

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EVERY 24 MINUTES
a child is injured from tipped furniture and TVs

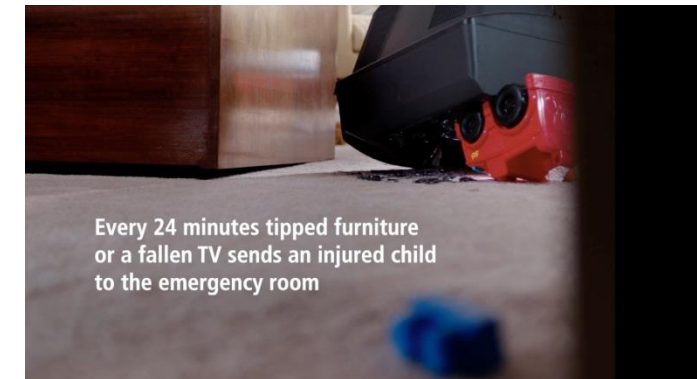
The **Anchor It! Campaign** is the U.S. Consumer Product Safety Commission's call to action to ensure parents and caregivers learn about these dangers in the home and take simple, low-cost steps to prevent these tragedies.

CHILDREN LIKE TO CLIMB ON FURNITURE
For them, the home is a playground. However, many parents are not aware that **unsecured TVs, furniture and appliances** are **hidden hazards** lurking in every room.

www.AnchorIt.gov

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.



A Viral Video

In January 2015, CPSC produced the video you saw earlier, and it has generated more than **2.8 million views** on YouTube.



Key Results: Earned Media

In June 2015, CPSC officially launched the campaign in New York City, by conducting interviews with media stations nationwide.

The
Philadelphia
Inquirer

KOLD NEWS
13

The
Washington
Post

NEWS 3
CHANNEL
EMPHIS

The New York Times



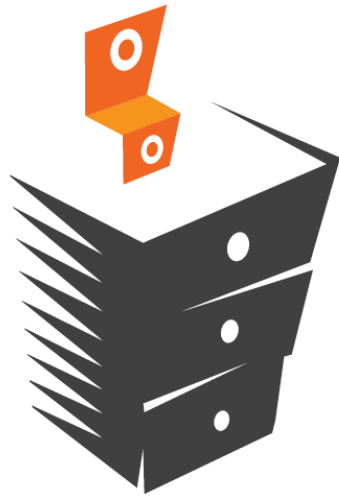
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THE HUFFINGTON POST



Resources

- Anchor It! Campaign Manager Kim Dulic:
kdulic@cpsc.gov
- To order Anchor It! materials, contact CPSC Communications:
communications@cpsc.gov
- Follow the conversation on social media:
[#AnchorIt](#)
- Visit our website: AnchorIt.gov



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WWW.ANCHORIT.GOV