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Project Guide



Child Safety at Home - A practical guide for parents



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**SAFE
K:IDS**
WORLDWIDE

Is your home safe for your child?

85%* of us parents agree that the safety of our children is our #1 priority – but, many of us don't realise just how many hazards there are in our home until our little ones come along.

Fairy Non Bio has teamed up with the global experts in preventing unintentional childhood injuries, Safe Kids Worldwide, to help parents spot the hidden risks at home and guide them to take safety measures.

As part of this project, we'll take a look at how safe our homes are, learn about safety risks our kids get exposed to as they grow, and learn how to properly handle and store household products.

We want to involve fellow parents of young children, our families and child carers in this conversation too – after all, a quick conversation could help them to keep little ones safe.

For you to try out:

- 1 x Practical Guide to Child Safety at Home
- 1 x Starter Kit newsletter
- 1 x Full-size pack of Fairy Non Bio Pods
- Check-list chart

To pass on to others:

- Note pads with safety tips
- Safety stickers
- 10 x Research cards
- 20 x Sample packs of Fairy Non Bio Pods – *share these with fellow parents as you spread the message about child safety at home and make sure they will use the product immediately after opening, and keep them out of reach of children*



Your mission (should you choose to accept it!)

Here's how to get involved in this Child Safety at Home project with Fairy Non Bio and become part of the Safety Parent Squad:

Check, improve, photograph



- Make your child safety home checks
- Securely click the lid of your Fairy Non Bio pack and store it out of reach and out of sight of children after every time you use it
- Take pics of your security check and new storage place and upload to your member area and social media accounts to share with your fellow parents

Say what you think



Your opinion is really important and the people at Fairy Non Bio want to hear about your experiences. Be sure to share via the:

- Starter survey
- Final survey

Be a Safety Advisor for parents of young kids



- Spread the word about child safety
- Let parents and carers of young children know to close detergent packs with a click and safely store out of reach of children

*Consumer data collected via survey with over 2,000 parents across Europe commissioned by Procter&Gamble in May 2018

Keep them safe as they grow

There can't be many occasions more momentous than watching your little one take their first steps or hearing them say their first words. These incredible moments will stay with us parents forever but with them come new things to watch out for. As little explorers grow and begin discovering the world, the risks around them change, too.



Child safety home checks

What they do - 0-6 months: Wriggling and kicking, grasping, sucking and rolling

Potential hazards: Blankets and bath water

Advice: Keep crib gates high and remove loose objects or blankets. Don't leave your baby unattended at heights or in the bath.

What they do - 6 months-1 year: Sitting, standing, putting things in their mouth

Potential hazards: Loose objects, stairs, toys, household cleaning products

Advice: Install stair gates at top and bottom of stairs and cover sharp objects, store chemicals out of reach, and clear away small objects or toys.

What they do - 1-2 years: Reaching up, finding objects, climbing

Potential hazards: Sharp objects, laundry capsules, stairs

Advice: Store household products and sharp objects out of reach and sight of curious little ones.

What they do - 2-3 years: Imitating, pulling and twisting

Potential hazards: Sharp and heavy objects, fire, household cleaning products

Advice: Ensure household products are stored away from children and keep little ones away when you light fires or open the oven door.

Household storage solutions

Seeing the world through a child's eyes can be very insightful, so take a second to do just that. Get down on their level and look around your home for potential hazards. You might be inspired to upgrade the safety of your storage habits.

For us grownups, household cleaning products are an essential part of life. Handy, convenient and effective – we can't imagine how long it would take to clean the house with soap and water! But, when you have a little explorer living in your home, it's important to take extra precautions. Consider the following:

Out of sight, out of mind

Always store household cleaning products and detergents in cupboards out of reach of children, out of sight is even better.



Close packaging with a click

Before the little ones came along, you may have thought nothing about leaving a pack open but these days, safely closed helps things stay secure.

Keep in original packaging

Make sure any liquids or tablets are stored in their original packaging (so your little one doesn't think it's something exciting that they should play with!)

Fairy Non Bio Pods have a new Child-Lock pack

Easy for parents to master, difficult for little hands to unlock.



CLOSE every time - make it a habit!

In the beginning you may have to remind yourself to close your detergent packs with a click and store out of reach and sight of children, but after a while this important safety step will become a natural habit.



Always keep away from children © A.I.S.E.
Learn more: www.keepcapsfromkids.eu

Safe Kids Worldwide does not endorse any commercial products.

Ways to share

Over half of parents wish they had more info when it comes to child safety in the home. Let's make it our mission to share our newfound knowledge about child safety with other parents and child carers. Here are a few ideas to get you started.

When your little ones have play dates, show other parents the 'Keep them safe as they grow' page and discuss how keeping little ones safe changes as they get older.

You've been given 20 samples of Fairy Non Bio Pods. Pass one on to a friend or a neighbour who has young children and explain the importance of using the pod immediately or storing it safely so that they don't fall into curious little hands.

Next time you're in the playground and you spot a little one enjoying the mud, chat to their parents about child safety at home and storing detergent capsules out of reach of children. Let them know about the child-lock packaging from Fairy Non Bio Pods and how it is easy for adults to open but difficult for little hands to unlock.



You'll probably have plenty of great ideas of your own, so head over to the project blog and let us know how you're sharing safety tips:

www.trnd.com/uk/child-safety-at-home

Project blog: www.trnd.com/uk/child-safety-at-home

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