

# MISTAKEN IDENTITY?



Some things are not what they seem.  
 Try to identify which are foods, medicines or chemicals.  
 (If you guessed wrongly, imagine the trouble children  
 can get themselves into!)

A: cocoa powder, B: aspirin, C: mints, D: anti-bacterial medication, E: chocolate candy, F: fabric dye, G: nicotine gum, H: rat poison, I: laxative, J: anticonvulsants, K: fudge, L: mint, M: diclofenac sodium, N: rat poison, O: toilet bleach, P: candy

## HOW ARE CHILDREN POISONED?



When medicines and chemicals are not safely stored



When children mistake medicine for sweets



When chemicals are kept in the wrong container



When kids copy adults taking medication or using chemicals

### Most common routes of exposure to a poison/hazardous substance:

- Ingestion/ swallowing (92%)
- Eye contact (3%)
- Skin contact (2%)
- Inhalation (1%)
- Bite or sting (0.4%)

### TOP 10 SUBSTANCES REPORTED IN CALLS TO THE NATIONAL POISONS CENTRE

1. Paracetamol
2. Ibuprofen
3. Silica gel
4. Toilet cleaner
5. Black nightshade
6. Glow sticks
7. Mushrooms
8. Diclofenac
9. Folic acid
10. Dishwashing liquid

**83%** of children poisoned are 0-4 years old



**72%** are caused by medicine\* 28% are by chemicals.



**81%** of poisoning happen in the home.



\*Includes medicines/drugs, medicaments and biological substances.

Safekids Aotearoa, Position Paper: Child Poisoning Prevention. Auckland, Safekids Aotearoa, 2015

## Remember to be S.A.F.E.

**STORE** all medicines, chemicals and cleaners in their original container and lock them in cupboards up high and out of sight.

**ASK** your pharmacist for safety caps on medicines - there may be a small cost.

**FOLLOW** the dose instructions from your doctor or pharmacist when giving medicine to children.

**ENSURE** you read and follow safety instructions on medicines, chemicals and cleaners.

**In case of a poisoning (24/7) call 0800 POISON (0800 764 766).**

This infographic was developed by:

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Safekids Aotearoa's mission is to reduce the incidence and severity of unintentional injuries to children in New Zealand aged 0-14 years.