

19 June 2009

## Warnings over products that look good enough to eat

### Child Safety Week 22-28 June

Accidents are one of the second biggest child killers in the UK and over 2,000 children are admitted to hospital every week because of their injuries. To cut down the number of accidents and raise awareness of the potential hazards, Child Safety Week runs from 22-26 June and is being supported by Kent County Council's Trading Standards officers.

Kent Trading Standards is backing this campaign run by the Child Accident Prevention Trust and regular checks on the sale of fake and dangerous toys is part of Trading Standards' work.

Each year, over 15,000 children under five are treated in hospital after choking on small items and the number who choke on toys is on the increase (Child Accident Prevention Trust factsheet attached). In Kent, Trading Standards officers have been checking the safety of manufactured products that look like food which could be more likely to be eaten and could cause choking and even death.

Past investigations have found lip glosses in the form of cupcakes, and candles which look like chocolates with detachable parts causing a choking hazard. Other products known to Kent Trading Standards which could cause harm if eaten include soap in the shape of fruit and flannels that come packaged like a slice of cheesecake including fake fruit.

These types of items are commonly found in department stores and homeware shops but can also be found in accessory baskets in clothes retailers.

Mike Hill from Kent County Council [see Note to Editors] said:

“Products which look similar to food can prove tempting to children and it is easy to overlook how dangerous they may be, particularly if they are eaten. We hope that through Child Safety Week we can help parents and carers to be aware of these dangers to keep Kent's children safe.”

Should you have any concerns or would like further information please contact Consumer Direct, which works alongside Kent Trading Standards on 08454 040506 or the Child Accident Prevention Trust on 020 7608 3828.

#### **Note to editors**

Mike Hill is expected to be confirmed as the KCC Cabinet Member for Communities at the full council meeting on Thursday 25 June.

**Kent Trading Standards News Release**

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