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COMMITTEE ON CONSUMER POLICY**

**Working Party on Consumer Product Safety**

**2016 OECD GLOBAL AWARENESS CAMPAIGN ON CORDED WINDOW COVERINGS**

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**Complete document available on OLIS in its original format**

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## FOREWORD

From 23 to 30 June 2016, the US Consumer Product Safety Commission (CPSC) co-ordinated an OECD global awareness campaign on the hazards posed to children by corded window coverings. 24 jurisdictions<sup>1</sup> participated in the event whose results and impact are summarised in the attached report (prepared by the US CPSC).

At its 14<sup>th</sup> meeting in April 2017, the Working Party on Consumer Product Safety approved the report, which was declassified by its parent committee, the Committee on Consumer Policy, on 19 June 2017.

The document is published on the responsibility of the Secretary-General of the OECD.

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<sup>1</sup> The 24 participating jurisdictions included: Australia, Belgium, Brazil, Canada, Chile, Colombia, Croatia, Cyprus,\* the European Union, Finland, France, Iceland, Israel, Japan, Korea, Latvia, Malta, Mexico, Peru, Portugal, Switzerland, Turkey, the United Kingdom, and the United States.

\* Note by Turkey: The information in this document with reference to “Cyprus” relates to the southern part of the Island. There is no single authority representing both Turkish and Greek Cypriot people on the Island. Turkey recognises the Turkish Republic of Northern Cyprus (TRNC). Until a lasting and equitable solution is found within the context of the United Nations, Turkey shall preserve its position concerning the “Cyprus issue”.

Note by all the European Union Member States of the OECD and the European Union: The Republic of Cyprus is recognised by all members of the United Nations with the exception of Turkey. The information in this document relates to the area under the effective control of the Government of the Republic of Cyprus.

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## 2016 OECD GLOBAL AWARENESS CAMPAIGN ON CORDED WINDOW COVERINGS

### Introduction

From 23 to 30 June 2016, the OECD Working Party on Consumer Product Safety conducted a global awareness campaign on the risks posed to children by corded window coverings. The event, which was co-ordinated by the US Consumer Product Safety Commission (CPSC), aimed to inform consumers, especially parents and caregivers, about the dangers posed to children by accessible cords in window coverings, and how to keep children safe.

The campaign proved to be successful through the active participation of the following 24 jurisdictions: Australia, Belgium, Brazil, Canada, Chile, Colombia, Croatia, Cyprus,<sup>2</sup> the European Union, Finland, France, Iceland, Israel, Japan, Korea, Latvia, Malta, Mexico, Peru, Portugal, Switzerland, Turkey, the United Kingdom, and the United States.

The event focused on reaching consumers through both traditional and social media. While in many cases, national media highlighted the campaign, measurement of its impact, including the number of consumers reached worldwide, has been difficult due to the differences in how the number of consumer reactions to the campaign's messaging were counted and reported in the participating jurisdictions.

This report, which was prepared by the US CPSC, provides a summary of the results and impact of the campaign. It was approved by the Working Party at its 14<sup>th</sup> meeting in April 2017, and declassified by its parent committee, the Committee on Consumer Policy, on 19 June 2017. The report contains three Annexes providing an overview of: the campaign materials that were prepared for the OECD's dedicated webpage<sup>3</sup> and for each participating jurisdiction (Annex I); the communication channels used to run the event (Annex II); as well as injury information gathered from jurisdictions in advance of the event (Annex III).

### Campaign messaging

All participating jurisdictions agreed to use the OECD-approved campaign messaging contained in Box 1.

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<sup>2</sup> Note by Turkey: The information in this document with reference to "Cyprus" relates to the southern part of the Island. There is no single authority representing both Turkish and Greek Cypriot people on the Island. Turkey recognises the Turkish Republic of Northern Cyprus (TRNC). Until a lasting and equitable solution is found within the context of the United Nations, Turkey shall preserve its position concerning the "Cyprus issue".

Note by all the European Union Member States of the OECD and the European Union: The Republic of Cyprus is recognised by all members of the United Nations with the exception of Turkey. The information in this document relates to the area under the effective control of the Government of the Republic of Cyprus.

<sup>3</sup> Information on the campaign is available on the OECD's website, at: [www.oecd.org/sti/consumer/window-covering-cord-safety-campaign.htm](http://www.oecd.org/sti/consumer/window-covering-cord-safety-campaign.htm).

### **Box 1. OECD messaging for the Corded Window Coverings Campaign**

#### *General safety points*

- Unsafe window covering cords and children, particularly those under 3 years, can become a deadly mix.
- Consequences of entanglement in unsafe window covering cords can be:
  - Strangulation by obstruction of airway;
  - Neurological damage from oxygen deprivation;
  - Unconsciousness within 15 seconds;
  - Death in two to three minutes.

#### *Safety messages for parents and caregivers*

- Unsafe window covering cords and children, particularly those under 3 years, can become a deadly mix.
- Children can strangle when they become entangled in the cord loop at their neck.
- Incidents have involved children up to 9 years of age but most often have occurred to children under the age of 3.
- Strangulation deaths and injuries can occur anywhere in a house where an unsafe corded window covering is installed.
- Strangulation has occurred most often in children's bedrooms and in living rooms, areas generally perceived by care givers as safe.
- Strangulation happens quickly and silently.
- Child safe window blinds and shades are available for sale today.

#### *Safe use tips*

- Examine all shades and blinds for accessible cords on the front, side and back.
- Do not place cribs, beds and furniture close to the windows because children can climb on them and gain access to window covering cords. This is recommended both at home and when visiting.
- Use cordless or inaccessible cord window coverings in homes with young children or window coverings fitted with safety devices to keep cords out of reach of young children.
- Check regularly that cords are out of reach of young children and cannot form hazardous loops. Tie the cords up or use one of the many safety devices such as cleats, cord tidies, clips or ties that are readily available.

### **OECD and country-level campaign materials**

The US CPSC used the OECD messaging to create a campaign poster, which was posted on the OECD product safety's webpage and was made available for translation to participating jurisdictions.

Several jurisdictions translated the material or created their own campaign materials for use domestically, which increased the campaign's reach.

The authorities in Mexico produced several campaign infographics in Spanish that were widely disseminated to other countries and also translated into Portuguese. Other posters were also created by Belgium in both French and Dutch. The European Commission (EC) produced a poster that was used by several jurisdictions and translated into at least Turkish, French, Dutch, and Greek.

Most participants produced press releases, including France, Cyprus, Belgium, Finland, Iceland, Japan, Malta, the United States, the United Kingdom. Several jurisdictions also created campaign sites including the United States, the EC, and Belgium.

Additionally, a number of national authorities shared press releases and other campaign information with relevant institutions and organisations in their respective jurisdiction. For example, Belgium sent their campaign posters to the National Institutions for Children's Protection and to the pediatric departments in hospitals. The campaign was highlighted in the British Blind and Shutter Association's trade journal, which was sent to more than 8,000 businesses. In Japan, the campaign was also featured on the Tokyo Metropolitan Government website. The Chilean authorities adapted the materials created by Peru and posted them on the SERNAC website, along with the campaign information.

In Latvia, the Consumer Rights Protection Center Affairs identified producers and distributors of corded window coverings and sent them informative letters related to the campaign and safety risks. Businesses also received information regarding relevant European standards and testing methods.

### **Campaign on traditional and social media**

The campaign reached its audience through a mix of traditional (newspapers, television, online news) and social media (including Twitter, Facebook, and Instagram).

#### ***Traditional media***

Over 125 confirmed press articles about the campaign have been reported by jurisdictions. Several national and regional newspapers promoted the campaign in countries such as France, Brazil, Japan, and Turkey. The newspapers in Japan that featured the campaign have a circulation of over 20.5 million. Local media in Brazil had over 34 articles about the campaign.

Additionally, the campaign was featured on several television programs in Japan.

#### ***Social Media***

The campaign used two official OECD-agreed hashtags for Facebook and Twitter: #SafeCurtains and #SafeWindowCoverings. The hashtags were used together and separately and were also translated for individual jurisdictions in Spanish and French (#CortinasSeguras; and #SécuritéCordonsStores.)

#### ***Twitter***

- In Japan, the authorities' Twitter posts were retweeted 229 times.
- In France, the authorities sent 7 tweets using the OECD graphic material translated into French, and received 315 occurrences of favourites or retweets. The tweets were seen 23,376 times.
- In Finland, the authorities tweeted and received several retweets.
- In Turkey, the authorities tweeted 5 times with infographics, hashtags, and related messages.
- In Belgium, the authorities sent out tweets with the campaign hashtag.

- Canada issued eight tweets (four in French and four in English) reaching 37,779 people with 22 retweets. During this time frame, 40 % of the total traffic to Health Canada's Blind cord safety web page originated from these Twitter posts.
- In Mexico, the authorities sent several tweets with posters and the hashtag in Spanish. The overall reach was 225,435 impressions.
- In the United Kingdom, its tweets reached more than 3,000 people.
- Cyprus participated in the campaign using the hashtag.
- In Korea, the overall reach of Twitter was 527 impressions.
- The Australian Competition and Consumer Commission posted 3 messages to Twitter with a total impression of 39,900.
- In the United States, the CPSC had a total of 16,590 impressions during the one week timeframe, including 40 retweets and 30 likes.

### Facebook

While gauging the reach of posts on Facebook has proved difficult, the following information has been reported by participating jurisdictions:

- In France, on the Facebook account of the *Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes* (DGCCRF), there were 7 status updates relating to the campaign during the week, also using the same graphic material. The total of "Likes", "Sharing" or "Comments" amounted to 146, but the total of people reached on Facebook was 17 792.
- In Finland, the authorities posted twice, and got 52 shares, 98 likes, 1,229 post clicks, with a total reach of 14,848.
- In Iceland, the Consumer Agency posted warnings on Facebook regarding window covering cords from 27 June to 1 July.
- In Turkey, the authorities posted 4 times with infographics, hashtags, and related messages.
- The Brazilian authorities hosted a Facebook hangout on the journal page of *O Globo*. A report was also featured on the fan page of a popular Brazilian physician, scientist and educator (Dr. Drauzio Varella), which reached 1,500 reactions.
- In Belgium, the authorities posted with the campaign hashtag.
- In Malta, the authorities posted with the poster.
- The authorities in Mexico also posted on Facebook and reached a total of 6,620 impressions.
- Colombia posted the campaign posters on its Facebook page.
- In Peru, the number of people reached was 188,716, with 1,439 reactions and 678 shares.
- The authorities in the United Kingdom reached 2,149 people, had 99 reactions comments, and shares, and there were 298 clicks through on their Facebook posts.
- Cyprus participated in the campaign on Facebook using the hashtag.
- The Facebook posts in Korea reached 167 people.
- The Australian ACCC posted 3 messages to Facebook with a reach of 16,535. Their posts garnered 393 post clicks and 237 reactions/comments/shares.
- The Facebook posts in Israel reached almost 15,000 observers
- In Peru, the authorities reached 33,972 impressions and had 683 total interactions.
- The Portuguese authorities posted the translated poster created by the EC on its Facebook page.
- Colombia also participated in the Twitter campaign.

*Instagram*

This was the first year that there was a report from a jurisdiction using Instagram to reach consumers. While the results are modest, there is potential to further use Instagram to share information, particularly with younger consumers.

- A post shared by the United Kingdom authorities received 15 likes on Instagram.

*YouTube*

YouTube is another social media site that has not been widely used in previous campaigns, but one that has potential to spread the message to younger consumers. The Colombian authorities used their YouTube channel to highlight the campaign.

ANNEX I – OECD AND JURISDICTIONS' CAMPAIGN MATERIALS

The infographic features a background image of a hand reaching for a window blind cord. The main title 'Window Covering Cords Can Kill' is prominently displayed at the top. A vertical orange banner on the right side reads 'Prevent Child Strangulation'. On the left, a white box contains four safety tips, each preceded by a blue arrow. The OECD logo is located at the bottom right of the infographic.

# Window Covering Cords Can Kill

Prevent Child Strangulation

- ▶ Use cordless or inaccessible cord window coverings in homes with young children.
- ▶ Examine all shades and blinds for accessible cords on the front, side and back.
- ▶ Do not place cribs, beds and furniture close to the windows because children can climb on them and gain access to window covering cords.
- ▶ Check regularly that cords are out of reach of young children and cannot form hazardous loops.

OECD

Source: Infographic produced by the US CPSC for the OECD.

## Zonwering met koorden: bescherm je kinderen!



© J. Van - fotograaf.com

- Zorg ervoor dat de koorden onbereikbaar zijn voor kinderen
- Hou kinderbedden en meubilair uit de buurt van de koorden
- Vermijd dat je kinderen onbewaakt achterblijven in een kamer voorzien van zonwering met koord zonder veiligheidsvoorziening
- Beveilig de koorden met een van de veiligheidsvoorzieningen die verkocht worden

 **economie**  
HDD Economie, KMO, Middenstand en Energie

 **.be**

Source: Poster produced by Belgium.



Source: Infographics produced by Mexico.

# Global Awareness-raising Campaign on Window Covering Cord Safety

23-30 June 2016

#SafeWindowCoverings



OECD | European Commission

## SAFETY ALERT

Unsafe window covering cords and young children can become a deadly mix.



- Every year, accidents involving window covering cords are reported, some with fatal consequences.
- Incidents have involved children up to 9 years of age but most often children under the age of 3 were concerned.
- Children can be strangled if they become entangled in the cord forming a loop around their neck.

## WHAT MAY HAPPEN

**Strangulation**

- Death in two or three minutes
- Unconsciousness within 15 seconds
- Neurological damage from oxygen deprivation



## SAFETY MESSAGES FOR PARENTS AND CAREGIVERS

### BEWARE!

- Millions of unsafe window coverings are still in use in European homes.
- Strangulation has occurred most often in children's bedrooms and in living rooms but can occur anywhere where an unsafe corded window covering is installed.
- Strangulation happens quickly and silently.

### DO NOT EXPOSE CHILDREN TO HAZARDOUS LOOPS CHECK REGULARLY

- Examine all shades and blinds for accessible cords at the front, side and back. Do this at home and when visiting (e.g. relatives' homes, holiday dwellings)
- Check regularly that cords are out of reach of young children and cannot form hazardous loops.
- Do not place cots, beds and furniture close to windows because children may climb on them and gain access to window covering cords.

### USE SAFE PRODUCTS

In houses with young children:

- Install window coverings that are either cordless or with inaccessible cords.
- Use window coverings fitted with safety devices to keep cords out of reach of young children.
- Tie the cords up or use one of the many safety devices available (such as cleats, cord ties, clips or ties)
- Make sure that your blinds comply with the European standards for internal window blinds EN 13170:2009 + A1:2014, EN 16433:2014, EN 16434:2014

### OECD GLOBAL CAMPAIGN

Regulators around the world work together to raise consumers' awareness on window covering cord safety



Source: Infographic produced by the European Commission.



Source: Posters produced by Colombia.



Source: Posters produced by Health Canada.

## ANNEX II – OTHER COMMUNICATION CHANNELS

### Traditional newspapers / Online media

#### *Brazil*

- Reports in *O Globo* and *Folha de S. Paulo*.

#### *France*

- National press or foreign French speaking articles:
  - Metronews: [www.metronews.fr/conso/cordons-de-stores-et-rideaux-evitez-les-etranglements-des-enfants-par-accident/mpfw!LpAa6XyrREAt6/](http://www.metronews.fr/conso/cordons-de-stores-et-rideaux-evitez-les-etranglements-des-enfants-par-accident/mpfw!LpAa6XyrREAt6/).
  - 20Minutes.
  - La Tribune de Genève.
- Regional daily press:
  - La Dépêche du Midi: [www.ladepeche.fr/article/2016/06/23/2371597-campagne-contre-les-risques-strangulation-cordons-rideaux.html](http://www.ladepeche.fr/article/2016/06/23/2371597-campagne-contre-les-risques-strangulation-cordons-rideaux.html).
  - La Provence: [www.laprovence.com/photo/3999823/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux.html](http://www.laprovence.com/photo/3999823/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux.html).
  - Midi-Libre.
  - Ouest-France: [www.ouest-france.fr/economie/consommation/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux-4319935](http://www.ouest-france.fr/economie/consommation/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux-4319935).
- News websites and blogs:
  - Crazybourse: <https://www.crazybourse.com/finance/news/cordons-de-stores-et-de-rideaux-attention-aux-risques-de-strangulation-pour-les-jeunes-enfants.1/?focus=1>.
  - Doctissimo: [www.doctissimo.fr/sante/news/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux](http://www.doctissimo.fr/sante/news/campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux).
  - Radins.com: <http://news.radins.com/actualites/attention-un-enfant-peut-etangler-avec-les-cordons-rideaux,24861.html>.
  - Gouv-niooz: <http://gouv.niooz.fr/dgccrf-cordons-de-stores-et-de-rideaux-attention-aux-risques-de-strangulation-pour-les-jeunes-enfants-le-portail-des-ministeres-economiques-et-7487377.shtml>.
  - Titre presse: [www.titrespresse.com/article/8751921510/campagne-risques-strangulation-cordons-rideaux](http://www.titrespresse.com/article/8751921510/campagne-risques-strangulation-cordons-rideaux).

- WN.Com:  
[http://article.wn.com/view/2016/06/23/Campagne\\_contre\\_les\\_risques\\_de\\_strangulation\\_avec\\_les\\_cordon/](http://article.wn.com/view/2016/06/23/Campagne_contre_les_risques_de_strangulation_avec_les_cordon/)
- Au fil de l'info:  
<https://www.google.fr/url?sa=t&rct=j&q=&esrc=s&source=web&cd=37&cad=rja&uact=8&ved=0ahUKEwiGrbTz7I7OAhWFBB0KHVofBx84HhAWCEEwBg&url=http%3A%2F%2Fwww.aufildelinfo.com%2F europe%2F campagne-contre-les-risques-de-strangulation-avec-les-cordons-de-rideaux-2016-06-23%2F&usq=AFQjCNGBQiktYvu5gzmPxPXnUysA7GMpyw&sig2=8UyDI211jYsNcaIqioO8lQ>
- Economic/sector related press:
  - La newsletter n° 14 (juillet-août 2016) de l'observatoire MAVIE : [www.observatoire-mavie.com/IMAGES/V3/SitePublic/Actualites/Newsletters/NL\\_MAVIE\\_juillet.pdf](http://www.observatoire-mavie.com/IMAGES/V3/SitePublic/Actualites/Newsletters/NL_MAVIE_juillet.pdf)
  - « Echo Technique » n° 46 Juillet 2016, Revue du SNFPsa (Syndicat National de la Fermeture, de la Protection Solaire et des professions Associées): [www.fermeture-store.org/files/snfpsa/ECHOS-TECHNIQUES/N-46\\_JUILLET-2016/echotech\\_SNFPsa\\_46\\_ok.pdf](http://www.fermeture-store.org/files/snfpsa/ECHOS-TECHNIQUES/N-46_JUILLET-2016/echotech_SNFPsa_46_ok.pdf)

### *Japan*

- Newspaper (4 total, more than 20.55 million circulation):
  - The Asahi Newspaper (morning, 30 June 2016; 6,800,000 circulations).
  - The Mainichi Newspapers (morning, 30 June 2016; 3,250,000 circulations).
  - Nikkei (evening, 30 June 2016; 1,400,000 circulations).
  - Yomiuri (morning, 13 July 2016; 9,100,000 circulations).
- Web news (below for example, note that some links may be broken):
  - Kyodo News (29 June 2016, 18:15): <http://this.kiji.is/120817765027218934?c=39546741839462401>
  - NHK Web News (2016/6/29, 16:51) N/A.
  - TBS News I (29 June 2016, 18:31): [http://news.tbs.co.jp/newseye/tbs\\_newseye2809340.html](http://news.tbs.co.jp/newseye/tbs_newseye2809340.html)
  - Nittele NEWS 24 (289 June 2016, 20:12): [www.news24.jp/articles/2016/06/29/07333984.html](http://www.news24.jp/articles/2016/06/29/07333984.html)
  - ANN NEWS (30 June 2016, 0:22): [http://news.tv-asahi.co.jp/news\\_economy/articles/000078103.html](http://news.tv-asahi.co.jp/news_economy/articles/000078103.html)
  - Asahi Newspaper Digital (29 June 2016, 18:34): [www.asahi.com/articles/DA3S12434250.html](http://www.asahi.com/articles/DA3S12434250.html)
  - YOMIURI ONLINE (2016/7/20): [www.yomiuri.co.jp/komachi/childcare/cnews/20160715-OYT8T50007.html](http://www.yomiuri.co.jp/komachi/childcare/cnews/20160715-OYT8T50007.html)
  - Nippon Shohi Keizai Shimbun (paper issued 3 times a month) on 5 July 2016.

*Korea*

- SBS (23 June): <http://goo.gl/RrbCvx>.
- KBS (23 June): <http://goo.gl/hKncvd>.
- Newsis (23 June): <http://goo.gl/tNDKHE>.
- MTN (23 June): <http://goo.gl/04TVCD>.
- The Kyunghyang Shinmun (23 June): <http://goo.gl/DHw3qh>.
- Bridgenews (June 23): <http://goo.gl/GvK9dk>.
- YTN (23 June): <http://goo.gl/gc0i1o>.
- The Asia Business Daily (23 June): <http://goo.gl/kZMsQO>.
- News1 Korea (23 June): <http://goo.gl/q2gBqj>.
- Yonhap News Agency (23 June): <http://goo.gl/zU8ztX>.
- Edaily (23 June): <http://goo.gl/X7ljOp>.
- NewsTomato (23 June): <http://goo.gl/ehDZRQ>.
- The Sports Chosun (23 June): <http://goo.gl/gcqceS>.
- The Hankyoreh (23 June): <http://goo.gl/8XfzQY>.
- KBS (23 June): <http://goo.gl/ZGXCGo>.
- Nocut News (23 June): <http://goo.gl/DHKp8P>.
- Consumer Times (23 June): <http://goo.gl/llqtIX>.
- EBN (23 June): <http://goo.gl/jZv3ME>.
- MoneyWeek (23 June): <http://goo.gl/LFHu3S>.
- The Daily Sports (23 June): <http://goo.gl/a85dEP>.
- Joongdoilbo (23 June): <http://goo.gl/LYdFud>.
- The Segye Times (23 June): <http://goo.gl/kgW5W6>.
- Economic Review (23 June): <http://goo.gl/7RYMlh>.
- Seoul Economic Daily (23 June): <http://goo.gl/dO0IN4>.
- The Korea Rural Women Weekly News (23 June): <http://goo.gl/Vtnwc0>.
- The Kyeongin Ilbo (23 June): <http://goo.gl/kpDT75>.
- The Dong-A Ilbo (23 June): <http://goo.gl/9tqcNr>.
- The Joong-Bu Maeil (23 June): <http://goo.gl/mtg39Y>.
- Shinailbo (23 June): <http://goo.gl/baXshK>.
- Medical Today (23 June): <http://goo.gl/y6tbe0>.
- korea.kr (23 June): <http://goo.gl/vaQ5cD>.

- The JoongAng Ilbo (23 June): <http://goo.gl/qDSMkT>.
- Focus News (23 June): <http://goo.gl/bX4wj7>.
- Maeil Business Newspaper (23 June): <http://goo.gl/Mu0YOy>.
- Baby News (23 June): <http://goo.gl/x0RHcR>.
- Asia Today (23 June): <http://goo.gl/dgqxPd>.
- MBN (June 23), <http://goo.gl/fFg1jZ>.
- SBS CNBC (23 June): <http://goo.gl/O3ryoE>.
- YonhapNews Television (23 June): <http://goo.gl/3mgstR>.
- TV Daily (23 June): <http://goo.gl/jttYEK>.
- KBS (23 June): <http://goo.gl/GEaFP8>.
- Etoday (23 June): <http://goo.gl/FaPO1j>.
- Sports Donga (23 June): <http://goo.gl/6M9KFt>.
- Joseilbo (23 June): <http://goo.gl/ZYDk7R>.
- Sisun News (23 June): <http://goo.gl/bbdLei>.
- The Korea Economic Daily (23 June): <http://goo.gl/Ril70L>.
- NEWSWAY (23 June): <http://goo.gl/zKSuL7>.
- Herald POP (23 June): <http://goo.gl/TcgMV4>.
- Pyeonghwa Broadcasting Corporation (23 June): <http://goo.gl/ZUdacn>.
- The Seoul Shinmun (23 June): <http://goo.gl/MTO1F1>.

### ***Turkey***

- [www.sondakikahaberleri.info.tr/haber/1903899-oecd-den-jaluzi-stor-ve-perde-uyarisi](http://www.sondakikahaberleri.info.tr/haber/1903899-oecd-den-jaluzi-stor-ve-perde-uyarisi)
- [www.haberturk.com/ekonomi/is-yasam/haber/1262550-oecdden-jaluzi-stor-ve-perde-uyarisi](http://www.haberturk.com/ekonomi/is-yasam/haber/1262550-oecdden-jaluzi-stor-ve-perde-uyarisi)
- [www.memurlar.net/haber/594532/](http://www.memurlar.net/haber/594532/)
- [www.palo.com.tr/a/oecd-den-jaluzi-stor-ve-perde-uyar%C4%B1s%C4%B1-1655212](http://www.palo.com.tr/a/oecd-den-jaluzi-stor-ve-perde-uyar%C4%B1s%C4%B1-1655212)
- [www.kamuhaber.com/OECDden-jaluzi-stor-ve-perde-uyarisi-38890h.htm](http://www.kamuhaber.com/OECDden-jaluzi-stor-ve-perde-uyarisi-38890h.htm)
- <http://gazeturka.com/oecd-den-perde-uyarisi/12436/>

### **Magazines**

#### ***France***

- Le Particulier : [www.leparticulier.fr/jcms/p1\\_1610097/cordons-de-stores-et-de-rideaux-gare-aux-risques-d-etranglements-des-enfants](http://www.leparticulier.fr/jcms/p1_1610097/cordons-de-stores-et-de-rideaux-gare-aux-risques-d-etranglements-des-enfants)

**Turkey**

- <https://issuu.com/perdesistemleri/docs/perde-temmuz16> (p.102).

**Television / Radio**

**Brazil**

- Interview on *Bom dia Brasil*, TV Globo.

**Japan**

- Fuji TV (2 programs, 24 and 29 June)
  - Minnano News.
- TBS (2 programs, 29 and 30 June)
  - NEWS 23.
  - Haya Doki!
- Nippon TV (2 programs, 30 June, twice)
  - Oha!4 NEWS LIVE.
- TV Asahi (1 program, 30 June)
  - Good! Morning.

**Korea**

- KBS (23 June): <http://goo.gl/ci6Ykh>.
- MBC (29 June): <http://goo.gl/smJv6w>.
- KBS (29 June): <http://goo.gl/CvebFg>.
- YonhapNews Television (23 June): <http://goo.gl/srnzqk>.
- Korea TV (29 June): <http://goo.gl/DGJYg2>.
- TV Chosun (29 June): <http://goo.gl/OtUPdO>.

**Press releases / Authorities' websites**

**Belgium**

- [http://economie.fgov.be/fr/consommateurs/Securite\\_produits\\_services/stores\\_avec\\_cordons/#.V9LRmWdTGot](http://economie.fgov.be/fr/consommateurs/Securite_produits_services/stores_avec_cordons/#.V9LRmWdTGot) (French).
- [http://economie.fgov.be/nl/consument/Securite\\_consommateur/zonwering\\_met\\_koord/#.V5sEAJWhfIU](http://economie.fgov.be/nl/consument/Securite_consommateur/zonwering_met_koord/#.V5sEAJWhfIU) (Dutch).

**Colombia**

- [www.sic.gov.co/noticias/superindustria-se-adhiere-a-campana-de-sensibilizacion-de-la-ocde-sobre-uso-de-cordones-en-cortinas-y-persianas](http://www.sic.gov.co/noticias/superindustria-se-adhiere-a-campana-de-sensibilizacion-de-la-ocde-sobre-uso-de-cordones-en-cortinas-y-persianas).

**Cyprus**

- A public announcement was sent out to the media on 23 June 2016.

**Finland**

- [www.tukes.fi/fi/Ajankohtaista/Tiedotteet/Kuluttajaturvallisuus/Kaihdinten-narut-vaaraksi-lapsille/](http://www.tukes.fi/fi/Ajankohtaista/Tiedotteet/Kuluttajaturvallisuus/Kaihdinten-narut-vaaraksi-lapsille/).

**France**

- [www.economie.gouv.fr/files/files/directions\\_services/dgccrf/presse/communique/2016/cp-cordons-stores-rideaux.pdf](http://www.economie.gouv.fr/files/files/directions_services/dgccrf/presse/communique/2016/cp-cordons-stores-rideaux.pdf).

**Iceland**

- [www.neytendastofa.is/um-okkur/frettir-og-tilkynningar/frett/2016/06/28/Bond-i-gluggatjoldum/](http://www.neytendastofa.is/um-okkur/frettir-og-tilkynningar/frett/2016/06/28/Bond-i-gluggatjoldum/).

**Israel**

- <http://economy.gov.il/Publications/News/Pages/WorkGroup.aspx>.

**Japan**

- [www.caa.go.jp/policies/policy/consumer\\_safety/release/pdf/160629kouhyou\\_1.pdf](http://www.caa.go.jp/policies/policy/consumer_safety/release/pdf/160629kouhyou_1.pdf).

**Korea**

- [http://kca.go.kr/brd/m\\_32/view.do?seq=2051&srchFr=&srchTo=&srchWord=&srchTp=&itm\\_seq\\_1=0&itm\\_seq\\_2=0&multi\\_itm\\_seq=0&company\\_cd=&company\\_nm=&page=1](http://kca.go.kr/brd/m_32/view.do?seq=2051&srchFr=&srchTo=&srchWord=&srchTp=&itm_seq_1=0&itm_seq_2=0&multi_itm_seq=0&company_cd=&company_nm=&page=1).

**Malta**

- <https://www.facebook.com/MaltaCompetitionandConsumerAffairsAuthority/?fref=ts&em=1>.

**United Kingdom**

- [www.rospa.com/media-centre/press-office/press-releases/detail/?id=1465](http://www.rospa.com/media-centre/press-office/press-releases/detail/?id=1465).

**Other communications**

**Belgium**

- The authorities sent posters to the National Institutions for Children's Protection and to the pediatric departments of hospitals.

**Finland**

- Blog article in Tukes' newsletter: <http://verkkolehti.tukes.fi/turvallisuutta-parin-sekunnin-vaivalla/>.

*Japan*

- Awareness notice e-mail sent to subscribers for "Child Safety e-mail from CAA" on 30 June 2016. The number of subscribers is about 28,000.
- Website of Tokyo Metropolitan Government on 29 June 2016: [www.shouhiseikatu.metro.tokyo.jp/attention/kigai\\_blind\\_20160629.html](http://www.shouhiseikatu.metro.tokyo.jp/attention/kigai_blind_20160629.html).
- Website of National Consumer Affairs Center of Japan on 23 August 2016 (awareness and mail magazine):
  - [www.kokusen.go.jp/mimamori/pdf/support105.pdf](http://www.kokusen.go.jp/mimamori/pdf/support105.pdf).
  - [www.kokusen.go.jp/mimamori/kmj\\_mglist.html](http://www.kokusen.go.jp/mimamori/kmj_mglist.html).
- Website of InterRisk Research Institute & Consulting, Inc., InterRisk Report 2016 No. 5 on 1 August 2016: [www.irric.co.jp/risk\\_info/pl/pdf/2016\\_05.pdf](http://www.irric.co.jp/risk_info/pl/pdf/2016_05.pdf).

*United Kingdom*

- The British Blind and Shutter Association highlighted the campaign in their trade journal seen by approximately 8,000 businesses.

### ANNEX III - INJURY DATA INFORMATION

**Australia:** 1-2 Australian children die each year after being strangled by blind or curtain cords. Since 2001, there have been at least 21 deaths in Australia of this nature.

**Belgium:** No injury data available.

**Brazil:** From 2000 to 2013 were registered 540 deaths by strangulation considering just the 2 following possible causes:

- A. Accidental suffocation and strangulation in bed
- B. Others accidental strangulations

**Canada:** Since 1996, Health Canada has received 44 reports concerning entanglement hazards related to corded window coverings. Of the 44 reports, 29 reported a fatality (24 domestic; 5 international), 11 reported an injury, and 4 reported no injury.

**Chile:** 1 reported case of strangulation with corded window coverings, occurring in June 2015. The child was 1 year and 9 months.

**Finland:** In Finland we have had one death caused by corded window coverings: small child (about 3-years old) was strangled to the cord of roller blind in 2010. Unfortunately we do not have any information about other injuries/accidents caused by corded window coverings or estimated number of unsafe corded window coverings still in use in households.

**France:** Between 2004 and 2014, there have been 3 minor incidents not requiring hospitalization and 1 fatal one. The minor incidents involved a 2 year old, 1 year old, and 9 year old. The fatal incident involved a 3 year old.

**Iceland:** One incident involving a 2 year old boy that put the cord from a roller blind around his neck. His mother was nearby and rescued him.

**Israel:** The search for the data and their analysis were conducted by "Beterem" organization for children's safety. The search for data extended over injuries from window shades to children ranging over the ages of zero 0 to 17.

Injury scenarios for three children entering the emergency ward

Age	Sex	Mechanism	Location	Narrative
4	Male	Blow/injury	Home / yard	
2	Female	Cut/prick	Home / yard	Played with the shade in the house. The shade and the track fell on her, causing a wound in her forehead.
0	Male	Blow/injury	Home / yard	While playing, pulled on the shade which fell on his face.

Narrative of the injury resulting in hospitalization

The young girl climbed onto the window sill with the help of a chair. She leaned on the window shade and fell.

Narrative of the injury in the accident reported by the media

A baby aged approximately two years old, sat in one of the corners of a day care centre with two other children. When the caregiver called the children to lunch, she noted that the infant did not respond. The infant suffered strangulation without anyone noticing what had happened. The police assume that the children played with the window shade and during the game, the cord got wound around the child's neck.

**Japan:** Between 2011 and 2015, there were 3 fatal incidents and 6 non-fatal incidents. The average age of the children involved was 2 years old.

**Korea:** There are five reported incidents involving children under 7 and entanglement in corded window coverings. One incident was fatal.

**Switzerland:** No injury data available regarding children.

**Turkey:** Only one known accident involving window cords – a 4 year old girl died due to strangulation.

**United Kingdom:** Between 1999 and 2016, there were 28 confirmed deaths caused by corded window coverings and 11 near misses.

**United States:** From 1996 through 2012, staff is aware of 184 reported fatal strangulations and 101 reported nonfatal strangulations involving window covering cords among children eight years and younger.