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**DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INNOVATION
COMMITTEE ON CONSUMER POLICY**

Working Party on Consumer Product Safety

**2015 OECD AWARENESS CAMPAIGN ON LAUNDRY DETERGENTS CAPSULES AND PACKETS:
SUMMARY REPORT**

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FOREWORD

From 16 to 23 March 2015, the European Commission co-ordinated an OECD global awareness campaign on the risks posed by laundry detergent capsules and packets. The initiative, in which 25 countries from 5 continents participated, aimed to inform consumers, especially parents, about the need for, and ways to, safely use and store laundry detergent capsules, keeping them away from children.

This report, which was prepared by the European Commission, summarises the results of the campaign and describes materials and communication channels used to run it.

The report was discussed by the Working Party on Consumer Product Safety at its 10th Session in May 2015. It was declassified by the Committee on Consumer Policy on 21 October 2015 at its 90th Session.

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

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2015 OECD AWARENESS CAMPAIGN ON LAUNDRY DETERGENTS CAPSULES AND PACKETS: SUMMARY REPORT

Introduction

From 16 to 23 March 2015, the OECD carried out a global awareness campaign on the risks posed by a product that is present in a growing number of households worldwide: laundry detergent capsules. The campaign, which was led by the European Commission (EC), aimed to inform consumers, especially parents, about the need for, and ways to, safely use and store laundry detergent capsules, keeping them away from children. Businesses were asked during the campaign to follow and share safety-related best practices, and to also help raise awareness about the safe use of laundry capsules.

Based on data gathered by participating jurisdictions and the European Commission, the campaign proved particularly successful, with 25 countries from 5 continents taking part. These included: Australia, Bosnia and Herzegovina, Canada, Chile, Cyprus,^{1,2} Czech Republic, Estonia, Finland, France, Hungary, Iceland, Ireland, Italy, Japan, Korea, Latvia, Luxembourg, Malta, Mexico, Peru, Portugal, Singapore, Spain, the United Kingdom and the United States. Available information reveals that the campaign reached out to over 100 million people, and reveals that more than 3 400 people visited the campaign's webpage, hosted by the EC.

The present document, which is for discussion at the 10th Session of the Working Party on Consumer Product Safety, provides a summary of the materials and communication channels used to run the campaign and its global impact and outreach. It contains two Annexes, which respectively provide an overview of the campaign materials produced by the EC and jurisdictions (Annex I) and the communication channels used in countries (Annex II).

OECD and country-level campaign materials

The official campaign webpage was hosted by the EC, which updated it regularly with information received during the campaign on media activities carried out and communication materials developed and used in countries. To date, the website has been viewed about 3420 times and will be maintained to keep key information about the campaign available. A dedicated campaign webpage hosted on the OECD's Consumer Product Safety website was also linked to the campaign EC's webpage.

To help ensure consistency in the use of campaign-related communication materials across countries, an infographic and poster, produced by the EC, have been used as official OECD campaign materials in all participating jurisdictions (see Annex I). Such materials have been widely disseminated in a number of countries (including Australia, Chile, Korea, Japan, Peru, and Singapore) and translated into at least 10 languages.

¹ Footnote 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 recognizes the Turkish Republic of Northern Cyprus (TRNC). Until a lasting and equitable solution is found within the context of United Nations, Turkey shall preserve its position concerning the "Cyprus issue".

² Footnote by all the European Union Member States of the OECD and the European Union (EU): The Republic of Cyprus is recognized 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.

The authorities in Chile translated the main messages of the OECD poster and infographic into Spanish and made it available to all Spanish speaking countries. The poster and infographic were also translated into Korean and were disseminated widely in Korea. In addition to this, in the EU the communication materials were translated by authorities into Portuguese, Hungarian, French, Latvian, Estonian, Finnish, Czech, Slovak, Croatian, and have been widely disseminated by a large number of authorities in Europe. A link to the OECD poster and infographic on official public authorities' webpages has been made in the following EU countries: Portugal, Spain, France, Italy, Ireland, United Kingdom, Finland, Latvia, Estonia, Czech Republic, and Hungary. Bosnia and Herzegovina has also joined the campaign and posted information and link to the OECD visuals.

In addition to the official OECD posters and infographic for the campaign, a number of authorities produced their own communication materials, graphics, videos, press releases (see Annex I) and webpages (see Annex II). Posters were produced by authorities in the United States, Canada, Mexico and Peru with campaign slogans (e.g. "Liquid Laundry Tabs. Loads of Temptation"; "Can you spot the hazard? Because kids won't"); infographic material with safety messages and safety alerts were produced in, for example, Peru (by Indecopi) in and Mexico (by Profeco). The Peruvian and the Chilean authorities also produced a video (available at, respectively: Peru and Chile) which informs the public about how to use and store the laundry capsules safely. The video from Peru was also circulated by other jurisdictions.

Press releases were issued by authorities in most participating jurisdictions, including: Australia, Canada, Chile, US, Korea, Estonia, Czech Republic, Finland, United Kingdom, Japan, Ireland, Latvia, France, Cyprus. In the United States, the Consumer Product Safety Commission (CPSC) issued a news release which was posted on the authority's website and distributed to the media through a news media wire service, with an estimated audience reach of 51 million.

In many of the above mentioned countries, the press material and campaign visuals (posters and infographic) were also shared and hosted by other institutions concerned than the ones directly involved in the campaign as well as by consumer and business associations. This was for example the case for national poison information centres (e.g. in Ireland and in Japan), local and regional consumer safety authorities (e.g. in Spain), and consumers associations (e.g. in Singapore, Spain, Greece and at the European Union level).

Activities on traditional and social media

The campaign was conducted through both traditional media (newspapers, online paper, TV, radio) and social media (Twitter and Facebook).

Traditional media

Over 160 press articles on the safety of laundry capsules were published on traditional media worldwide. A number of national newspapers and websites have reported on the safety of laundry capsules in various countries, such as France, Japan (newspapers with 24 million circulations), Hungary, Korea, Cyprus, Estonia, Canada, and Latvia. In addition, the news release issued by the US CPSC is estimated to have reached over 51 million people.

In Korea, Japan, Bosnia and Herzegovina and Hungary, several TV and radio programs also reported on laundry capsules.

Social media

Estimates provided by jurisdictions show that the campaign conducted *via* social media, such as Twitter and Facebook, reached out to over 25 million people.

Twitter

Two main campaign hashtags were used during the campaign: #LaundrySafe and #LavaRopaSeguro. These were often combined with other hashtags (such as #PreventPoison in the US campaign, linked to the North American Poison Prevention Week); in some cases, the hashtags were translated into other languages (e.g. in France with #SécuritéCapsulesLessive). In addition, a hashtag created in Europe by the detergent industry for their own voluntary campaign (#keepcapsfromkids) was used during the week.

Such successfully co-ordinated approach attracted considerable interest and enabled effective monitoring. In total, 913 tweets worldwide mentioned one of the two main hashtags, corresponding to a potential reach of about 24.5 million people. #LaundrySafe on the peak day could reach up to 1.8 million users, #LavaRopaSeguro almost 6.8 million. The use of the French hashtag by the French authorities was estimated to have reached out to over 13 000 users of Twitter, and was retweeted 32 times.

#LaundrySafe and #LavaRopaSeguro received altogether over 1 000 mentions. Several tweets launched by the authorities involved have been retweeted a considerable amount of times. In the United States, for example, the authorities reported 354 retweets of tweets using #LaundrySafe and indicated that the top tweet with that hashtag was retweeted 42 times. Canadian authorities also reported a combined 139 retweets (including the use of #Detergent). Tweets by the authority in Japan were retweeted 269 times, while the Australian tweets were retweeted 28 times.

Facebook

While estimates showing the overall impact of activities carried out *via* Facebook are more difficult to establish than those for Twitter, the following information has been reported by some jurisdictions:

- In Australia, a total of around 56 451 views of authorities' Facebook posts, with 241 likes and 227 shares.
- In Ireland, the authorities' Facebook posts had 56 527 hits and 13 545 people were reached in addition.
- In Peru, Indecopi's posts reached 41 466 people, with 481 likes.
- In France, 9858 users of Facebook viewed posts by the authorities, which also received almost 800 likes.
- In Canada, Health Canada's Facebook posts received a combined 137 likes and were shared 198 times.
- In Mexico, Profeco's posts reached 5926 people and were shared 36 times.
- In other countries, such as Hungary, Facebook posts had 4 462 views; the Finnish authorities reached over 2 200 people; in Estonia, the post by the national authorities had 1 600 views; Korea reached over 800 people; over 600 people were reached in Bosnia Herzegovina and 217 in the Czech Republic.

Facebook posts were also published by the European Commission and by the Permanent Representations of the EU in various Member States (for example in Slovakia, Malta, Croatia, Ireland, Scotland and Latvia). Facebook posts have also been published by a number of consumer organisations in, for example, Singapore and Europe. One of the most relevant consumer associations at the EU level (ANEC) reached out to over 500 people *via* their Facebook post. A Greek consumer organisation (EKPIZO) also reported that their Facebook post had been seen by 3 552 people.

Infographic produced by Mexico

PROFECO 

MOVER MÉXICO

QUÉ HACER EN CASO DE CONTACTO

En caso de que una niña o niño tenga contacto accidental con estas cápsulas:
#LavaRopaSeguro

- Si la cápsula o paquete es colocada en la boca, **enjuague el rostro y boca con abundante agua.**
- **NO** inducir el vómito.
- Si la niña o el niño tiene líquido de la cápsula cerca de sus ojos o en las manos, **enjuagar con mucho agua.**
- Llame a un doctor, al Centro de Información y Asistencia Toxicológica del Centro Médico Nacional Siglo XXI **(55) 57 61 25 90**, en su sitio <http://bit.ly/LavandoSeguro> o vaya a la sala de emergencias de un hospital.

Poster produced by the US CPSC

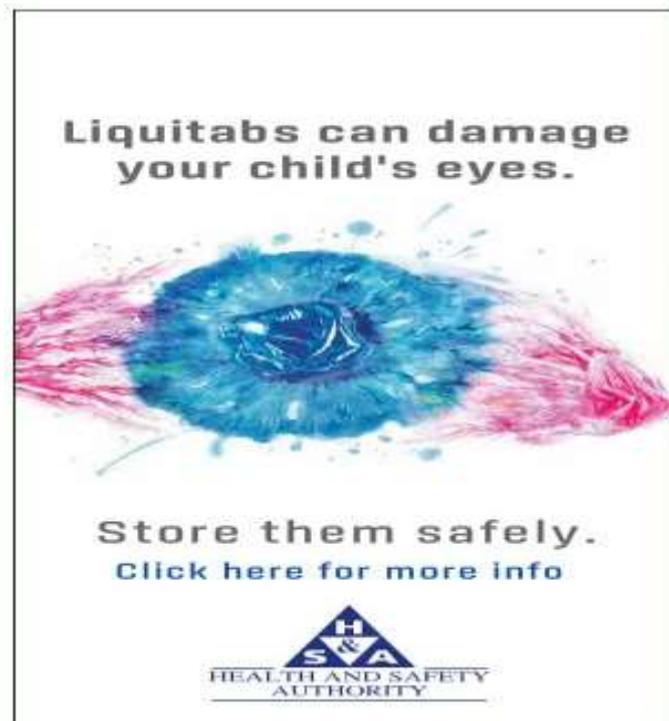
Liquid Laundry Packets **LOADS OF TEMPTATION**

#PreventPoison

Poster produced by Health Canada (also used by Australia)



Poster produced by Ireland (Advertising campaign at bus shelters and supermarkets)



Poster and video produced by Peru



Una campaña internacional liderada por



Con la participación de



ANNEX II

Traditional Newspapers /online news

Australia

- Sunshine Coast Daily: www.sunshinecoastdaily.com.au/news/child-safety-warning-over-laundry-pods/2576036/.
- Appliance Retailer: www.applianceretailer.com.au/2015/03/help-protect-kids-from-laundry-detergent-injury-by-sharing-these-tips-with-customers/#.VQfDwNS4aUk.
- InsideFMCG.com.au: <http://insidefmcg.com.au/2015/03/16/accc-joins-laundry-capsule-campaign>.
- Channel News: www.channelnews.com.au/news/540PN3HR-danger-of-laundry-detergent-pods-in-accc-spotlight.aspx.
- www.lifehacker.com.au/2015/03/reminder-those-laundry-capsules-can-kill-your-kids/.

Bosnia and Herzegovina

- www.dnevni-list.ba.
- www.enovosti.ba.
- www.kupac.net.
- www.vazdan.com.
- www.cazin-danas.com.
- www.ba.b2.mk.
- www.komorabih.ba.

Canada

- National Post (nationally circulated newspaper): <http://news.nationalpost.com/health/laundry-detergent-pods-poisoning>.
- CBC News: <http://www.cbc.ca/news/canada/nova-scotia/iwk-health-centre-warns-about-look-alike-poisons-1.2997739>.
- Windsor Star: <http://blogs.windsorstar.com/open-newsroom/letters/action-on-poison-pods>.

Cyprus

- Second most read newspaper: Politis Newspaper.

- Published in several websites, including the most visited news website in Cyprus: www.sigmalive.com/lifestyle/health/215694/ximikes-ousies-pou-periexontai-se-kapsoules-plantirion.

Czech Republic

- Journal iDNES.cz web article.

Estonia

- Press release published was picked up by one of the biggest online-media channels in Estonia: <http://tervis.postimees.ee/3126137/pesukapslite-tottu-on-tanavu-lastehaiglasse-sattunud-uks-laps>.

Finland

- Meidän perhe (magazine directed to mothers of young children).
- Ilta-Sanomat website (afternoon newspaper, number one news portal in Finland at the moment).

France

- Press articles
 - Press article featured in Le Point, one of the major French newsmagazine: www.lepoint.fr/editos-du-point/anne-jeanblanc/quand-les-enfants-confondent-bonbons-et-berlingots-de-lessive-18-03-2015-1913724_57.php.
 - Press article in national daily newspaper Le Parisien: <http://www.leparisien.fr/laparisienne/sante/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide-16-03-2015-4611139.php>.
 - Press article in daily newspaper France-Soir: www.francesoir.fr/lifestyle-vie-quotidienne/attention-aux-dosettes-de-lessive-si-vous-avez-des-jeunes-enfants.
 - Press article in free daily newspaper Metronews: <http://www.metronews.fr/info/dosettes-de-lessive-un-danger-pour-les-jeunes-enfants/mocq!qUMjHSZ3b8AzU/>.
 - Article on the website of the TV channels TF1 and LCI: <http://lci.tf1.fr/france/societe/utilisation-de-capsules-de-lessive-mefiance-si-vous-avez-des-8579967.html>.
Article on the website of a local radio channel Alpes 1 (Gap, Digne): http://alpesdusud.alpes1.com/infos/infos-locales?view=info&id_news=33298.
 - Press article in regional daily newspaper (Chartres) L'écho républicain: www.lecho-republicain.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
 - Press article in regional daily newspaper (Toulouse) La Dépêche du Midi: www.ladepêche.fr/article/2015/03/19/2070174-les-dosettes-de-lessive-attention-aux-enfants.html.
 - Press article in regional daily newspaper (Dijon) Le Bien Public: <http://www.bienpublic.com/actualite/2015/03/18/lessive-liquide-la-prefecture-met-en-garde-les-parents>.

- Press article in regional daily newspaper (Limoges) Le Populaire: www.lepopulaire.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
- Press article in regional daily newspaper (Orléans) La Nouvelle république: www.lanouvellerepublique.fr/Indre-et-Loire/Actualite/24-Heures/n/Contenus/Articles/2015/03/17/Capsules-de-lessive-danger-!-2260087.
- Press article in regional daily newspaper (Bourges) Le Berry: www.leberry.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
- Press article in regional daily newspaper (Roanne) Le Pays: www.le-pays.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
- Press article in regional daily newspaper (Orléans) La République du Centre: www.larep.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
- Press article in regional daily newspaper (Clermont-Ferrand) La Montagne: www.lamontagne.fr/france-monde/actualites/societe/sante-beaute/2015/03/16/vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide_11366135.html.
- Press article in professional retail magazine LSA (Libre-Service Actualités): www.lsa-conso.fr/enfants-5000-accidents-avec-des-capsules-de-lessive-en-2014,204616.
- Press article in a leading health magazine (Topsanté): www.topsante.com/maman-et-enfant/enfants/sante-des-enfants/capsules-de-lessive-5000-accidents-1-an-dernier-246379.
- www.newspress.fr/communique_287334_961_RSS-FR-CAT-152.aspx.
- <http://sixactualites.fr/lessive-en-dosettes-un-danger-meconnu-peut-saverer-grave/11153/>.
- <http://panoranews.com/articles/1305568-capsules-de-lessive-5000-accidents-lan-dernier>.
- www.alvinet.com/actualite/similaire/25000431.
- www.actus-infos.com/2015/03/utilisation-de-capsules-de-lessive-mefiance-si-vous-avez-des-enfants-2/.
- <http://infosbox.fr/societe/mise-garde-contre-capsules-lessive-liquide>.
- <http://nouvellesjournal.fr/article/14527/capsules-de-lessive-liquide-danger-pour-les-enfants>.
- <http://callways.fr/2015/03/17/enfants-5000-accidents-avec-des-capsules-de-lessive-en-2014/>.
- Websites dedicated to health and/or consumer advice:
 - www.magicmaman.com/lessive-dosette-capsule-accident-domestique-risque-securite-empoisonnement,2547959.asp.

- www.plusdebonsplans.com/capsules-lessive-dangereux-enfants.html.
- <http://news.doctissimo.fr/Sante/Capsules-de-lessive-liquide-a-tenir-hors-de-portee-des-enfants-40386>.
- www.pourquoidoctor.fr/Capsules-de-lessive-liquide---cinq-fois-plus-d-accidents-en-dix-ans-10115.html.
- <http://sante-medecine.commentcamarche.net/news/118106-vigilance-pour-les-jeunes-enfants-en-cas-d-utilisation-de-capsules-de-lessive-liquide>.
- www.24hsante.com/capsules-de-lessive-liquide-attention-aux-jeunes-enfants.
- www.e-sante.fr/campagne-alerte-sur-lessive-liquide-en-capsule/breve/1835.
- <https://destinationsante.com/les-dosettes-de-lessive-attention-aux-enfants.html>.
- <https://fr.pourelles.yahoo.com/capsules-lessive-5000-accidents-lan-dernier-145805785.html>.
- www.enviro2b.com/2015/03/17/lessives-liquides-eloignez-les-capsules-enfants/.
- <http://pausemag.net/capsules-de-lessive-5000-accidents-lan-dernier/>.
- www.bloob.fr/les-dosettes-de-lessive-attention-aux-enfants-69773.html.
- Other
 - http://petitweb.lu/parents_type/capsules-de-lessive-liquide-danger-pour-les-enfants/.
 - www.psychomedia.qc.ca/sante/2015-03-17/danger-capsules-lessive-liquide.
 - www.pharmacieocean.fr/.

Hungary

- The campaign on laundry capsules has been published at MNO (an online version of a major daily newspaper): <http://mno.hu/gazdasag/a-mosokapszulak-veszelyei-gyermekeinkre-1279185>. The readership during three hours: 2697.
- Parents magazine: <http://szulok.babafalva.hu/mosokapszulak-5-tipp-a-gyermekek-biztonsagert>.
- Parents magazine: http://divany.hu/poronty/2015/03/24/mososzerkapszula_szines_cukorka_a_gyerekeknek/.
- The Hungarian Authority for Consumer Protection has published a press release: <http://www.nfh.hu/mosokapszula>.
- Online newspapers of Hungarian cities:
 - Szeged: <http://szegedma.hu/hir/szeged/2015/03/ovatosan-a-mososzerkapszulakkal.html>.

- Mosonmagyaróvár: www.duoinfomovar.hu/?view=hirek&article=2836&page=1.
- Kaposvár: http://kapos.hu/hirek/egeszsegugyi_anyagok/2015-03-24/ovatosan_a_mososzeres_kapszulakkal.html.
- Food safety magazine: www.elelmiszer.hu/cikk/ovatosan_a_mosozerkapszulakkal.

Ireland

- Consumer Choice PRESS Liquid detergent capsules pose dangers to small children (15 April 2015).
- Irish Independent Mothers & Babies Play It Safe (1 April 2015).
- Evening Echo Women on Wednesday How to toddler proof your home (1 April 2015).
- Connaught Telegraph Letters to the editor: Be aware of dangers of detergent liquid capsules to children (24 March 2015).
- Roscommon Herald Parents urged to be aware of dangers of detergent liquid capsules (24 March 2015).
- Killarney Advertiser People urged to be aware of dangers of detergent liquid capsules to children (20 March 2015).
- Irish Independent Hundreds of children become sick after swallowing liquitabs (19 March 2015).
- Irish Examiner PRESS Parents warned of detergent dangers (19 March 2015).
- The Herald PRESS Warning as 700 children eat wash capsules (19 March 2015).
- The Herald - City Final Warning as 700 children eat wash capsules (19 March 2015).

Japan

- 5 Newspapers (more than 24 million circulation):
 - Mainichi Daily News (March 19).
 - Nikkei (March 19).
 - The Sankei Shimbun (March 19 and April 4).
 - The Asahi Shimbun (March 19)
 - The Yomiuri Shimbun (March 23).
- Web news:
 - www.fnn-news.com/news/headlines/articles/CONN00288442.html.

- www.news24.jp/articles/2015/03/18/07271258.html.
- http://news.tv-asahi.co.jp/news_economy/articles/000046631.html.
- www.47news.jp/CN/201503/CN2015031801001611.html.
- www.jiji.com/jc/zc?k=201503/2015031800777&g=soc.
- <http://www3.nhk.or.jp/news/html/20150318/k10010019871000.html>.
- http://news.tbs.co.jp/newseye/tbs_newseye2447622.html.
- www.asahi.com/articles/ASH3L61S7H3LUTFL00J.html.
- <http://news.livedoor.com/article/detail/9904495/>.
- http://web.nc-news.com/index.php?key=jo19ln0kb-22#_22.
- www.kahoku.co.jp/naigainews/201503/2015031801001611.html?style=print.
- <http://news.so-net.ne.jp/article/detail/1075351/>.
- http://gyao.yahoo.co.jp/news/player/20150318-00000426-fnn-bus_all/.
- www.fnn-news.com/news/headlines/articles/CONN00288464.html.
- www.excite.co.jp/News/society_g/20150318/Tbs_news_30619.html.
- www.at-s.com/sbstv/videonews/national.html?id=2447622.
- www.douganews.com/tbs/29974/.
- <http://makernews.biz/201503184736/>.
- www.nikkei.com/article/DGXLASDG18H8K_Y5A310C1CR8000/.
- <http://p.jcc.jp/news/9384163/>.
- www.ybc.co.jp/nnn/news89099517.html.
- <http://s.rnb.co.jp/node/69308>.
- <http://news.cube-soft.jp/archive/29955.html>.
- <http://news.nifty.com/cs/domestic/societydetail/tbs-20150318-30619/1.htm>.

Korea

- ChungCheong: Today: www.cctoday.co.kr/?mod=news&act=articleView&idxno=891288.
- Joongdoilbo: www.joongdo.co.kr/jsp/article/article_view.jsp?pq=201503170375.

- Jbnews: www.jbnews.com/news/articleView.html?idxno=646358.
- Newsis: www.newsis.com/ar_detail/view.html?ar_id=NISX20150317_0013540389&cID=10401&pID=10400.
- Financial News: www.fnnews.com/news/201503171136348283.
- MK News: <http://news.mk.co.kr/newsRead.php?year=2015&no=253174>.
- Aju News: www.ajunews.com/view/20150317111530621.
- Kuki News: <http://news.kukinews.com/article/view.asp?arcid=0009244566&code=41171811&cp=nv>.
- Consumer Times: www.cstimes.com/news/articleView.html?idxno=171136.
- Shinailbo: www.shinailbo.co.kr/news/articleView.html?idxno=435834.
- Kyunghyang Shinmun: http://news.khan.co.kr/kh_news/khan_art_view.html?code=900303&artid=201503171330132.
- Yonhap news: www.yonhapnews.co.kr/bulletin/2015/03/17/0200000000AKR20150317065200030.HTML?input=1195m.
- News1: <http://news1.kr/articles/?2140491>.
- Asia Economy: <http://view.asiae.co.kr/news/view.htm?idxno=2015031707150930970>.
- KBS News: http://news.kbs.co.kr/news/NewsView.do?SEARCH_NEWS_CODE=3038255&ref=A.
- Money Today: <http://www.mt.co.kr/view/mtview.php?type=1&no=2015031715265233959&outlink=>.
- Herald Corporation: http://news.heraldcorp.com/view.php?ud=20150317000891&md=20150317151248_BL.
- Seoul Financial: www.seoulfn.com/news/articleView.html?idxno=219458.
- Bridge news: www.viva100.com/main/view.php?key=2015031701000267.
- Hankookilbo: www.hankookilbo.com/v/cc8ebd34232745f2b406d836069c7efe.
- Eco media: www.eco-media.co.kr/news/newsview.php?ncode=1065596662563800.
- ChungCheong Daily News: www.ccdailynews.com/news/articleView.html?idxno=766207.
- Daejeon Today: www.daejeontoday.com/news/articleView.html?idxno=354865.
- ChungCheong Daily: www.ccdn.co.kr/news/articleView.html?idxno=380070.

- Seoul News: www.seoul.co.kr/news/newsView.php?id=20150318010030.
- KN News: www.knnews.co.kr/news/articleView.php?idxno=1142757.
- Baby News: www.ibabynews.com/news/newsview.aspx?newscode=201503181445308380008921&categorycode=0005.
- Kyunghyang Shinmun – Bizlife: http://bizn.khan.co.kr/khan_art_view.html?artid=201503171411341&code=920401&med=khan.
- Beginning News: www.beginningnews.co.kr/news/articleView.html?idxno=377.
- Sisa News: www.sisanews.kr/news/articleView.html?idxno=4929.
- Woman Economy: www.womaneconomy.kr/news/articleView.html?idxno=9775.
- Consumer Wide: www.consumerwide.com/news/articleView.html?idxno=3699.
- Daily Hankook: <http://daily.hankooki.com/lpage/economy/201503/dh20150319082018138160.htm>.
- Meconomy: www.m-economynews.com/news/article.html?no=11821.
- Kwangju ilbo: www.kwangju.co.kr/read.php3?aid=1426777200546103005.
- Kyeonggi ilbo: www.kyeonggi.com/news/articleView.html?idxno=933848.

Latvia

- Information was published in printed media (few regional newspapers).
- Information was published in national news webpages (delfi.lv., tvnet.lv).
- <http://bnn-news.com/parents-urged-children-capsules-washing-up-liquids-126666>.

Malta

- <http://gozonews.com/55727/mccaa-advise-on-the-safe-use-of-laundry-detergent-capsules/>.
- www.independent.com.mt/articles/2015-03-24/local-news/Risks-for-children-Safe-use-of-laundry-detergent-capsules-urged-6736132671.
- www.maltatoday.com.mt/news/national/51058/mccaa_warns_public_about_dangers_of_detergent_capsules_for_children.

Spain

- Teinteresa.es: www.teinteresa.es/navarra/pamplona/Navarra-concienciacion-capsulas-detergente-liquido_1_1322278385.html.

- Candas365digital: <http://candas365.es/noticias/consumo-aconseja-mantener-las-capsulas-de-detergente-liquido-lejos-de-los-ninos-para-evitar-intoxicaciones/>.
- La Nueva España: www.lne.es/sociedad-cultura/2015/03/17/consumo-aconseja-poner-detergente-alejado/1728388.html.
- Murcia.com: www.murcia.com/region/noticias/2015/03/18-consumo-alerta-sobre-el-riesgo-de-que-los-ninos-confundan-las-capsulas-de-detergente-liquido-con-chucherias.asp.
- Noticiaspress.es: <http://noticiaspress.es/2015/03/navarra-se-suma-a-la-campana-mundial-de-concienciacion-sobre-capsulas-de-detergente-liquido/>.
- Asturiasmundial.com: www.asturiasmundial.com/noticia/71416/299-ninos-espanoles-se-intoxicaron-en-2013-con-capsulas-de-detergente-liquido/.
- Consalud.es: www.consalud.es/seenews.php?id=15846.
- Laverdad.es: www.laverdad.es/salud/vida-sana/201501/29/cuidado-capsulas-detergente-liquido-20150129215900-rc.html.
- Europapress.es: www.europapress.es/murcia/noticia-consumo-alerta-riesgo-ninos-confundan-capsulas-detergente-liquido-chucherias-20150318161141.html.

United Kingdom

- Sheffield Telegraph: www.sheffieldtelegraph.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Ashbourne News Telegraph: www.ashbournenewstelegraph.co.uk/Parents-Ashbourne-warned-liquid-detergent/story-26276979-detail/story.html.
- Ripley & Heanor News: www.ripleyandheanornews.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Matlock Mercury & West Derbyshire New: www.matlockmercury.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Belper News: www.belpernews.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Derbyshire Times: www.derbyshiretimes.co.uk/news/grassroots/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Ilkeston Advertiser: www.ilkestonadvertiser.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Star: www.thestar.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.
- Buxton Advertiser: www.buxtonadvertiser.co.uk/news/local/child-health-alert-derbyshire-parents-warned-over-laundry-capsules-1-7191857.

- Burton Mail: www.burtonmail.co.uk/8203-Derbyshire-County-Council-warning-liquid/story-26272767-detail/story.html.
- NewsRT: www.newsrt.co.uk/news/warning-dangers-of-liquid-laundry-detergent-capsules-3046957.html.
- Facilities Management Online: www.fmonline.co.uk/legislation-news-article/Norfolk-Families-Targeted-In-RoSPA-Campaign/.
- Xperedon: www.giving-news.com/news/3125/laundry-capsules-charity-backs-campaign.html
- Derby Telegraph, Beware dangers of detergent tablets.

United States

- Proposed Congressional legislation on laundry capsules also resulted in a number of media stories.

European Union

- BEUC (European Consumer Association): Web news seen by 82 different users (total clicks 91): <http://beuc.eu/press-media/news-events/keep-laundry-detergent-capsules-away-children>.

TV/radio

Bosnia and Herzegovina

- Hayat TV: <https://www.facebook.com/vijestiu7/photos/a.390577500763.178238.184307585763/10152658142095764/?type=1&theater>.
- <https://www.facebook.com/vijestiu7/photos/a.390577500763.178238.184307585763/10152658142095764/?type=1&theater>.
- www.radiosarajevo.ba.
- BH radio 1 – interview broadcasted.

Canada

- OMNI TV News interview.
- Radio-Canada Toronto.
- Radio Centre-Ville
- V télé.

Hungary

- Radio (Radio Orient) interview with the Acting Director General of the Hungarian Authority (HACP).

- www.nfh.hu/node/8050.

Ireland

- Radio Tipp FM: Discussion about washing machine liquitabs (19 March 2015).
- FM104: Parents warned about liquitabs (18 March 2015).
- Galway Bay FM: HSA appeal as Ireland record 700 cases of liquitabs poisoning (18 March 2015).
- KCLR FM: Hundreds of children suffer poisoning from eating washing machine liquitabs (18 March 2015).
- Today FM: Liquitabs mistaken by children as sweets or toys (18 March 2015).
- 98FM: Parents are being reminded to store detergent capsules safely (18 March 2015).
- FM104 HSA: Hundreds of kids are eating detergent liquitabs every year (18 March 2015).
- Limerick 95FM: Over 720 cases of children poisoned by liquitabs (18 March 2015).
- Tipp FM: Discussion about Liquitabs warning (18 March 2015).
- Castlebar FM: Discussion about Liquidtabs warning (20 March 2015).
- Midlands 103 Radio: Discussion about liquidtabs warning (19 March 2015).
- Dundalk FM: Discussion about liquidtabs warning (30 March 2015).

Japan

- 5 Different TV channels:
 - NHK (3 programs, 18 March)- Shutoken Network, Shutoken News845, and News.
 - Fuji News Network (1 program, 18 March) -Super News.
 - TBS(2 programs, 18 and 19 March)-N sta and Asachan.
 - Nippon Television Network (2 programs, 19 March)-Oha!4 and NNN NEWS ZIP.
 - TV asahi (1 program, 19 March) -Good!Morning.

Korea

- TV
 - http://imnews.imbc.com/replay/2015/nw1800/article/3667421_14761.html (MBC).

- http://news.sbs.co.kr/news/endPage.do?news_id=N1002884741&plink=ORI&cooper=NAVER (SBS).
- http://news.kbs.co.kr/news/NewsView.do?SEARCH_NEWS_CODE=3038538&ref=A (KBS).
- http://imnews.imbc.com/replay/2015/nwdesk/article/3667527_14775.html (MBC).
- http://news.kbs.co.kr/news/NewsView.do?SEARCH_NEWS_CODE=3039103&ref=A (KBS).
- www.ytn.co.kr/search/search_view.php?s_mcd=0102&key=201503171601117358 (YTN).
- http://mbn.mk.co.kr/pages/news/newsView.php?category=mbn00003&news_seq_no=2256466 (MBN).
- <http://news.jtbc.joins.com/html/584/NB10810584.html> (JTBC).
- <http://news.jtbc.joins.com/html/083/NB10810083.html> (JTBC).
- www.ytn.co.kr/_ln/0102_201503172153396940 (YTN).
- http://science.ytn.co.kr/program/program_view.php?s_mcd=0082&s_hcd=&key=201503181043544845 (YTN).
- Radio
 - www.kfm.co.kr/radio/kfm34/index.asp (Kyonggi Broadcast).
 - www.tbs.seoul.kr/news/bunya.do?method=daum_html2&typ_800=1&seq_800=10077059 (Seoul Traffic Broadcasting).