



Safe Kids Canada: Poll Backgrounder

Safe Kids Week 2012: Out of Sight & Locked up Tight!

Nearly all Canadian parents with children 14 and younger feel it's important to lock medications and cleaning products away from children, but half of them store medications in a medicine cabinet and more than 60 per cent store cleaning products under the sink, according to a recent Leger Marketing survey conducted for Safe Kids Canada. Unfortunately, these common spots are often too accessible to little hands.

Less than two-thirds of parents store their medications up high or locked away in a cupboard. Parents in Quebec were least likely (40 per cent) to lock up or store medications up high in a cupboard. Some parents reported keeping medications in their purse/briefcase or backpack (eight per cent), on the kitchen counter (seven per cent) or on their bedside table (four per cent). These places are all easily accessible as children begin walking and climbing.

Overall, parents are even less vigilant about where they store cleaning supplies, which can also pose a poisoning risk to children. Sixty-four per cent said they stored cleaning products under the sink and 39 per cent kept them locked away or stored up high in a cupboard. Albertans were most likely (51 per cent) to lock up cleaning supplies or store them up high in a cupboard and Quebec parents were least likely (31 per cent) to do so. Again, those with younger children, three years of age and under, were most likely to keep cleaning products locked up or stored up high in a cupboard.

The survey results indicated that almost all parents (98 per cent) regardless of where they live or the ages of their children, feel it's important to keep medications and cleaning products locked away from children, but there is a gap between this belief and parents' behavior. During Safe Kids Week, May 28 to June 3, Safe Kids Canada and their community partners across the country will be informing parents on how they can lower the risk of potential household poisons by keeping them **Out of Sight & Locked up Tight!** The campaign is sponsored by Johnson & Johnson Inc.

Leger Marketing surveyed 1,039 adult Canadians with children aged 14 and under. The national online survey was conducted between April 2 and April 9, 2012. A probability sample of the same size would yield a margin of error of $\pm 3.4\%$, 19 times out of 20.

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