



W. A. T. C. H.  
world against toys causing harm, inc.

### SCHOOL CURRICULUMS

W.A.T.C.H. developed a bi-lingual (English/Spanish) school curriculum called *Toys, You and The Real World*. The goal of the program is to teach children in elementary school classrooms, through cooperative learning, how to develop the critical thinking and participation skills necessary to become responsible consumers in a consumer-oriented society.

Based on children's interest levels in toys and the amount of time children spend playing with them, toys were chosen as the medium from which children could be enlightened to world matters. This broad based civics oriented curriculum teaches children how to express their opinions and to have confidence in the belief that their voices can make a difference. *Toys, You and The Real World* has been successfully piloted in various school districts throughout the United States.

### DIALOGUE WITH CHILDREN, EDUCATORS AND CONSUMERS

W.A.T.C.H. representatives lecture to groups of all ages to raise awareness about products that could harm, or that have harmed, children. Keeping an open dialogue with the public is an important way for W.A.T.C.H. to spread its safety message throughout the year.

*"Starting in classrooms, tomorrow's leaders can learn about toy safety and the world around them. Together we can unite America's children to help save lives and make their world a safer place."*

**EVEN ONE INJURY TO ONE CHILD IS ONE TOO MANY.**

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Visit W.A.T.C.H.'s web site  
providing information about safe toys and other  
children's products throughout the year.



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## WHAT YOU DON'T KNOW COULD HURT YOU.

### W.A.T.C.H.

W.A.T.C.H. (World Against Toys Causing Harm, Inc.), a Massachusetts charitable, non-profit corporation, is dedicated to educating the public about dangerous children's products and protecting children from harm. While informing the public about dangers lurking in toy boxes, W.A.T.C.H. has grown into an organization that teaches children and consumers in many different ways.

### W.A.T.C.H.'S GOALS

Working towards making the world a safer place for our children, W.A.T.C.H. encourages a more responsible marketplace while increasing consumers' awareness about hazardous children's products. W.A.T.C.H.'s primary goals continue to be advocating child safety and correcting abuses prevalent in the manufacturing and marketing of children's products. W.A.T.C.H. is committed to creating multi-dimensional educational programs to enable caregivers and children to make informed decisions with regard to recreational products.

### NEED FOR ACTION

One injury to one child as a result of a poorly designed or manufactured children's product is one too many. There are thousands of avoidable toy-related injuries each year. Often children's safety is not put before profits in the powerful children's products industry. The toy industry alone has an estimated \$70 billion in worldwide annual sales and spends approximately \$1 billion on advertising annually. In an industry this profitable, safety often takes a back seat to earnings.

*"Most people have no awareness of the lack of adequate mandatory pre-market safety testing of toys and children's products in contrast to the rigid rules that exist for food and drugs."*

### WATCH OUT

Any injury to a child from a hazardous children's product is inexcusable. An injury caused by hazards that have been recognized for years is inexplicable. Some of the common hazards that have been continually found in toys and other children's products throughout the years include:

- Choking Hazards
- Strangulation Hazards
- Flammability Hazards
- Falling and Tripping Hazards
- Blunt Injury Hazards
- Puncture Wound Hazards
- Eye Injury Hazards
- Poisoning Hazards
- Chemical Hazards
- Electrical Hazards

The staggering numbers of avoidable injuries from children's products clearly indicate a broken system that needs fixing before more children are harmed.

### DID YOU KNOW...

*W.A.T.C.H. has been responsible for numerous recalls of dangerous toys. W.A.T.C.H. has helped change laws to protect children.*

### ANNUAL "10 WORST TOYS" LIST

Since 1973, the annual "10 Worst Toy" list has identified toys with the potential to cause childhood injuries and death. Dangerous toys continue to abound in toy boxes and on store shelves. The alarming number of toy recalls and the lack of pre-market testing and regulations in the toy industry are evidence of the need for continued vigilance for the safety of children. Dangerous toys should be screened out before being made available to consumers.

The nominees for W.A.T.C.H.'s "10 Worst Toy" list are an important means for keeping the public abreast of the dangers found on toy store shelves every year. The list exposes examples of hazards found in various toys currently sold despite efforts year after year to educate and inform the industry. The toys on the list are illustrative of some of the hazards in toys being sold to consumers and should not be considered as the only hazardous toys on the market.

The annual "Toy Conference" has generated extensive national press and media coverage. W.A.T.C.H.'s efforts in protecting children has been chronicled by many national media outlets including *Larry King Live*, *Dateline*, *Good Morning America*, *The Today Show*, *60 Minutes* and *CNN News*. The positive responses from the media and the public have resulted in numerous toy and product design changes. Concomitantly, children's lives have been saved.

The "10 Worst Toys" list is one of the ways W.A.T.C.H. continues to fight to protect children from unsafe toys. Protecting our children, however, will take more than a list of illustrative harmful toys. Safety for our children will only occur when preventing injuries caused by unsafe toys becomes a number one priority for the toy industry and government regulatory agencies.

*"In one year alone, 1,646,000 units of hazardous toys, many already in the hands of consumers, were recalled."*

### ANNUAL "SAFE FUN IN THE SUN" SUMMER SAFETY CONFERENCE

W.A.T.C.H.'s annual "Safe Fun in the Sun" conference increases awareness about the latent dangers in many common summer activities. With a focus on summer recreational activities and products to avoid, the annual conference alerts parents and caregivers about the risks of certain warm-weather activities and the safety precautions they should take to make summer fun safe.

Summer is a time of outdoor fun and activity, but also a time of peril. This time of year accounts for nearly half of injury-related deaths to children. *These incidences can drop significantly with education.*

Some summer hazards to WATCH OUT for include...

- IN-LINE SKATES, SKATEBOARDS, SCOOTERS, SHOES WITH WHEELS (failure to wear protective gear contributes to the ever-increasing number of injuries)
- BICYCLE HAZARDS (90% of people who die in bicycle accidents are not wearing a helmet)
- TRAMPOLINES (injuries from backyard trampolines include paralysis, neck injuries and broken bones)
- SOCCER GOALS (unanchored soccer goals have tipped over and crushed children leading to many deaths and severe injuries)
- WINDOWS (approximately 18 children die each year falling out of windows—window guards and other safety precautions can prevent injuries)
- PLAYGROUNDS (toxic surfaces, inadequate ground surfacing, and drawstrings from children's clothing caught on playground equipment are a few of the hazards contributing to the over 200,000 children treated annually in hospital emergency rooms from playground related injuries)
- MINI-HAMMOCKS (children have become entrapped in mini-hammocks sold without spreader bars)
- WATER SAFETY: POOLS, SPAS, HOT TUBS (drowning is the second largest killer of children under age 5 from unintentional injuries; suction from drains in pools and spas have caused many deaths and severe, irreversible injuries when hair or body parts become entrapped)

*"Drownings are often silent—there may be no screaming to draw the attention of an adult"*