

Charlie's House teams up with the CPSC Campaign "Anchor It!"

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Anchor It! is the U.S. Consumer Product Safety Commission's (CPSC) national education campaign aimed at preventing child deaths and injuries from furniture and TV tip-over incidents. Today, the CPSC announced the 20 organizations that have signed on to become Advocates and Community Leaders, which includes **Charlie's House**. CPSC will collaborate with Charlie's House and other Advocates in media, online and local community activities, in addition to providing them with information and materials to distribute to their networks and incorporate into their existing public safety outreach programs.

"Charlie's House is honored to be named one of the first Advocates and Community Leaders of the *Anchor It!* tip-over prevention campaign," stated Brett Horn. "As a child safety organization we are working hard to educate parents and caregivers about a wide variety of in-home accidents, including furniture and television accidents, which is exactly the type of accident that took my son Charlie's life, at the age of 2 years. We are proud this initiative is gaining national momentum and proud to partner with the CPSC on this effort. However, we can't stop now...please remember to secure all your furniture and televisions to the wall! You can always fix that hole in the wall...but you can't fix a hole in your heart." Charlie's House was named in memory of Charlie Horn.

IKEA recently re-issued a warning regarding tip over accidents, after a 3rd toddler was killed when one of their popular selling chests fell over. In these cases, none of the dressers were attached to a wall. IKEA stated that they have received 14 additional reports regarding accidents involving the MALM chest tip overs. To receive a free wall anchoring kit for these chests, visit www.IKEA-USA.com/saferhomestogether call (888) 966-4532, or visit an Ikea store.

According to CPSC data, a child in the United States is taken to the emergency room every 24 minutes as a result of a tip-over incident. Unstable and unsecured TVs and large furniture kill a

child every 2 weeks on average. The *Anchor It!* campaign is a call to action to ensure that parents and caregivers learn about the dangers of furniture and TV tip-overs in the home, as well as simple, low-cost steps they can take to prevent these tragedies. Community leader, David Shore, shares his personal experience of a near miss incident with a dresser tip-over involving his own son, Matthew, www.youtube.com/watch?v=XY2oJ82-j1A
[HYPERLINK "http://www.youtube.com/watch?v=XY2oJ82-j1A&feature=youtu.be"&](http://www.youtube.com/watch?v=XY2oJ82-j1A&feature=youtu.be)
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The *Anchor It!* campaign includes broadcast public service announcements, (PSAs), print PSAs and an informational site (www.AnchorIt.gov).

[Cards and posters](#) providing tips and describing the hidden dangers of tip-overs, as well as the simple steps to eliminate these dangers, are being distributed to parents and caregivers of toddlers at daycare centers and pre-schools. These safety steps advise consumers to:

- Buy and install low-cost anchoring devices to prevent TVs, dressers, bookcases or other furniture from tipping.
- Avoid leaving items, such as remote controls and toys, in places where kids might be tempted to climb up to reach for them.
- Store heavier items on lower shelves or in lower drawers.
- Place TVs on a sturdy, low base and push them as far back as possible, particularly if anchoring is not possible.
- If purchasing a new TV, consider recycling older ones not currently used. If moving the older TV to another room, be sure it is anchored properly to the wall.

Charlie's House Safety Quick Fact
Traumatic injuries are the most common cause of death in children and teens.
And they are preventable.