

# Save The Children

RIGHT:



NEW YORK (ED) — Every child starts his life with the see-me, feel-me, touch-me syndrome. The most common-place items can fascinate a child: a pair of eyeglasses, a chain, keys, and pills. Unfortunately, far too many children get into the pill bottles with drastic re-

sults: accidental poisoning.

Accidental poisonings average 600,000 a year in the one to five age group, according to U.S. Public Health Service figures. As Dr. Milton Westphal, director of the Buffalo Poison Control Center, explains: "The toddler has the ability to get hold of things but he lacks the judgment as to what he can or cannot put in his mouth. It's surprising what horrible-tasting stuff he will swallow."

Some of the items: ammonia, detergents, diet pills, cough syrup and aspirin. Aspirin usually play a very minor part in accidental poisonings, except

with children under four—even then, it's the 5-grain unflavored adult aspirin that leads to the most serious trouble. But even one accidental poisoning caused by an overdose of aspirin is one too many. That's why the makers of St. Joseph Aspirin for Children are now packaging its aspirin in bottles with safety caps on them. These safety closures, made of plastic, make it more difficult for toddlers to open the bottles and get at the tablets.

In addition to buying aspirin that are packaged in safety closures, follow these safety rules:

1. Keep all household chemicals and medicines not only out of reach but out of sight — and under lock and key, if possible.
2. Don't tell children that medicines are — or taste like — candy or soft drinks.
3. Throw away all unmarked drug and household supplies. Keep items in original containers.
4. Don't let children play with purse pill boxes and bottles, cosmetics, etc.
5. Never give or take medicine in the dark. Read all labels carefully.
6. Post a First Aid Chart in your medicine cabinet.
7. Keep the number of your doctor and pharmacist handy. They'll know how to reach the nearest Poison Control Center quickly.

If your child should swallow a toxic substance, call a doctor immediately. Dilute the poison by giving him warm fluids to induce vomiting. Use the antidote listed on the container of poison or give the emergency universal antidote: Crushed burnt toast — 2 tablespoons, Strong tea — 1 tablespoon, Milk of Magnesia — 1 tablespoon. Mix these ingredients in 1/2 glass of water and give to the child. Do not induce vomiting if the poison is a strong acid, alkali, kerosene or gasoline.

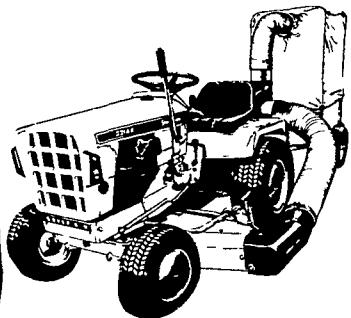
Accidental poisoning can be prevented. But it is the responsibility of every parent to provide a safe environment for the child. Let's protect our children from senseless accidents!

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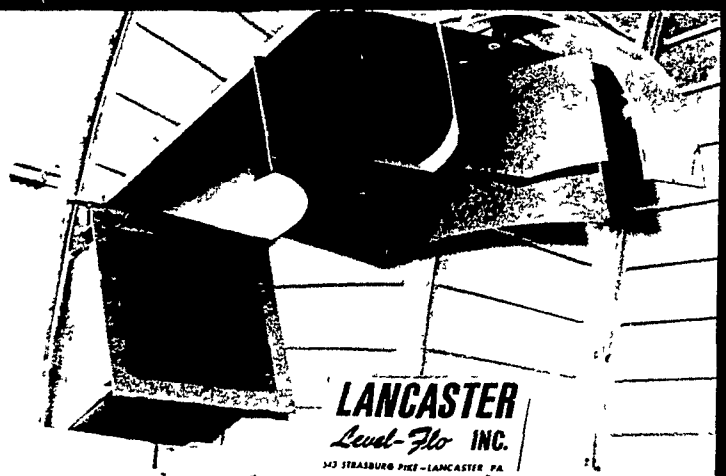


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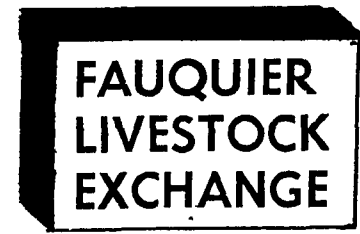
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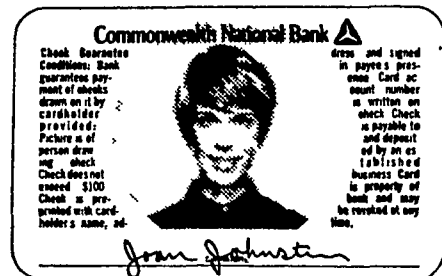


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