

Spit it out!

Yes, that's what we want small children to do – if they ever put something like kitchen cleaner or washing up liquid in their mouth. That's because every week 500 children under 5 go to hospital because they've accidentally swallowed something poisonous.



Little children are always putting things in their mouth. And the lovely smells added to lots of cleaners, bubble baths and perfumes makes them very tempting to drink. And did you know that some car products like anti-freeze and windscreen wash, taste very sweet – but can cause horrible injuries if you drink them?

That's why **Bitrex® - which is the most bitter taste in the world** – is added to lots of household, garage and garden products. So that when a child takes one sip – all they can taste is the Bitrex®. And it tastes so nasty it makes you want to screw up your mouth, scrunch up your eyes and spit it out!!!



The Child Accident Prevention Trust is a national charity committed to reducing the numbers of children killed, disabled or seriously injured in accidents. Each year, the charity organises Child Safety Week to pass on safety messages to parents and children. To find out more about keeping children safe visit www.capt.org.uk



Bitrex® is a proud sponsor of Child Safety Week 2009. To find out more visit www.bitrex.com

Kids POSTER COMPETITION

Keep kids safe

We'd like you to design a poster which will help to stop small children being poisoned – by things they find lying around their home, garden or neighbourhood.

- Maybe you want to make a poster to remind adults not to leave medicine lying around in handbags, or in places where little fingers can easily grab them
- Or you could paint a picture to remind children and adults that you should never drink from bottles you find lying around, in the park, by the roadside, or in the garden shed. (Sometimes rather silly people keep poisonous things like anti-freeze and weed-killer in old coke or squash bottles – and other people see these bottles and think it's a nice soft drink! So you might want to remind adults about that too!)
- Maybe you want to remind adults never to keep bottles of toilet cleaner beside the toilet, where small children can easily find them – and drink them. Dangerous chemicals should always be kept in locked cupboards or on very high shelves.
- Perhaps you want to make a poster to remind adults to look out for household products which contain Bitrex® – so that just in case a small child finds and drinks something poisonous, they'll want to spit it out.

The best Bitrex® poster in each age group:

Age 3-4 / Age 5-7 / Age 8-11 / Age 12-14

will receive a prize of a £15 voucher from Waterstones or WH Smith.

Write your name and age on the back of your poster. Send your poster, together with your completed entry slip (below) in an envelope to:

Bitrex® Poster Competition

Child Accident Prevention Trust

Canterbury Court (1.09),

1-3 Brixton Road,

London, SW9 6DE

Closing date 11 September 2009

Winners will be notified by 2 October 2009



Please print clearly in BLOCK CAPITALS

Name _____

Age _____

Address _____

Postcode _____

Telephone _____

Please tick your choice of voucher

Waterstones

WH Smith

Competition rules apply. Go to www.childsafetyweek.org.uk for details

For more safety quizzes and competitions visit www.childsafetyweek.org.uk