## Consumer Policy Ministerial Meeting

Consumers at the centre of the digital and green transitions



"Swallowing magnets is life threatening, and I wouldn't want any parent to go through what we had to. My daughter could have died. I bought magnets online and I was totally unaware of the dangers – who would be? There are all sorts of things in homes that can cause serious injury or death to a child if ingested, and the UK's Office for Product Safety and Standards "Nil by Mouth" campaign highlighted exactly that. I supported this campaign to remind parents to be aware of what they are buying, where they are buying from, and how they can keep their children safe from in their homes."

In 2022, the United Kingdom's Office for Product Safety and Standards lead a campaign to raise awareness among parents and carers about potential hazards to children associated with putting items, such as strong magnets and button batteries in their mouths and ingesting them. The campaign had a reach of 2.5 million accounts across OPSS social media channels and 2 680 views of the gov.uk campaign page and advice materials.

