

# THE REGULATION ZONE

Emerging safety hazard - silicone bowls



# **BREAKING NEWS**



## **An emerging hazard has come to light involving silicone bowls often used by infants and toddlers.**

Recently, we became aware of an issue involving silicone bowls used by young children in the UK and the US.

These reports have suggested that the flexible nature of these bowls could potentially create a seal around a young child's face, posing a severe asphyxiation hazard.

While there have been no similar incidents reported in Australia, we believe that the overseas cases warrant our close attention and consideration. It is a vital opportunity for us to raise awareness among parents and industry stakeholders regarding this potential hazard.



# The Global Reports

- [Mum says Primark bowl stuck to baby's face and she almost couldn't get it off - Wales Online](#)
- [Why this mum is warning parents against using silicone suction bowls to feed their kids after she saw the dangers first-hand: 'My baby could have died' | Daily Mail Online](#)
- [Suction cups - what happened when my little boy got one stuck over his face | When I became a parent, I - like many other new mums and dads - started baby-proofing the house. It wasn't until they started moving, though, that I... | By Tumbles and Grumbles | Facebook](#)



## What are the hazards?

Silicone, a soft and flexible material, is used in a number of children's feeding, care and play products.

The very pliability that makes silicone so appealing can be dangerous to toddlers, as it can enable these products to inadvertently create a suffocating seal around a child's face.

If this happens and the seal around the child's face is not broken, it can lead to serious injury or death.



## How can this be mitigated from a supply perspective?

Designers and suppliers can take several proactive steps to mitigate the risk associated with silicone products in children's feeding and care items:

### Product design

- Modify product shapes: Redesign products to minimise the risk of forming an airtight seal around a child's face. Use shapes, contours and holes that discourage suction or sealing.

### Safety testing and certification

- Comprehensive testing: Conduct rigorous safety testing - including suffocation risk assessments - on all products, and ensure they meet relevant safety standards.



# What can we do to improve awareness?

## Clear warnings and labels

- Prominent warnings: Clearly label products with age-appropriate warnings, including information about potential suffocation risks.
- Instructions for use: Include detailed instructions for safe use, highlighting the importance of supervision.

## Education and awareness

- Consumer education: Educate consumers, parents, and caregivers about the potential dangers and safe use of silicone products through packaging, online resources, and instruction manuals.
- Retailer training: Provide retailers with educational materials and training on safety aspects of the products they sell.



## How can we best prepare for a scenario where an issue arises with a product?

### Recall and Reporting Systems

- Encourage reporting: Encourage customers to report any incidents or issues related to product safety.
- Develop a system for recalling products in case of safety concerns or issues, and inform customers about the procedure for returning or replacing hazardous items.



## What more can we do ongoing?

- **Supplier audits:** Regularly audit and assess your supply chain to ensure that safety standards are adhered to throughout the manufacturing process.
- **Collaboration with manufacturers:** Work closely with manufacturers to improve product safety and design.
- **Regulatory compliance:** Ensure compliance with national and international regulations for child product safety.
- **Continuous improvement:** Conduct regular safety reviews and update products and safety guidelines based on the latest research and industry best practices.





# Communication and collaboration

- **Customer feedback:** Establish easy channels for customers to provide feedback and safety concerns, and act promptly on any reported issues.
- **Third-party verification and certification:** Consider third-party verification. Seek certification from reputable third-party organisations that specialise in product safety and childproofing.
- **Stakeholder engagement:** Collaborate with child safety experts. Engage with pediatricians, child safety organisations, and experts to gain insights and guidance on product safety improvements.

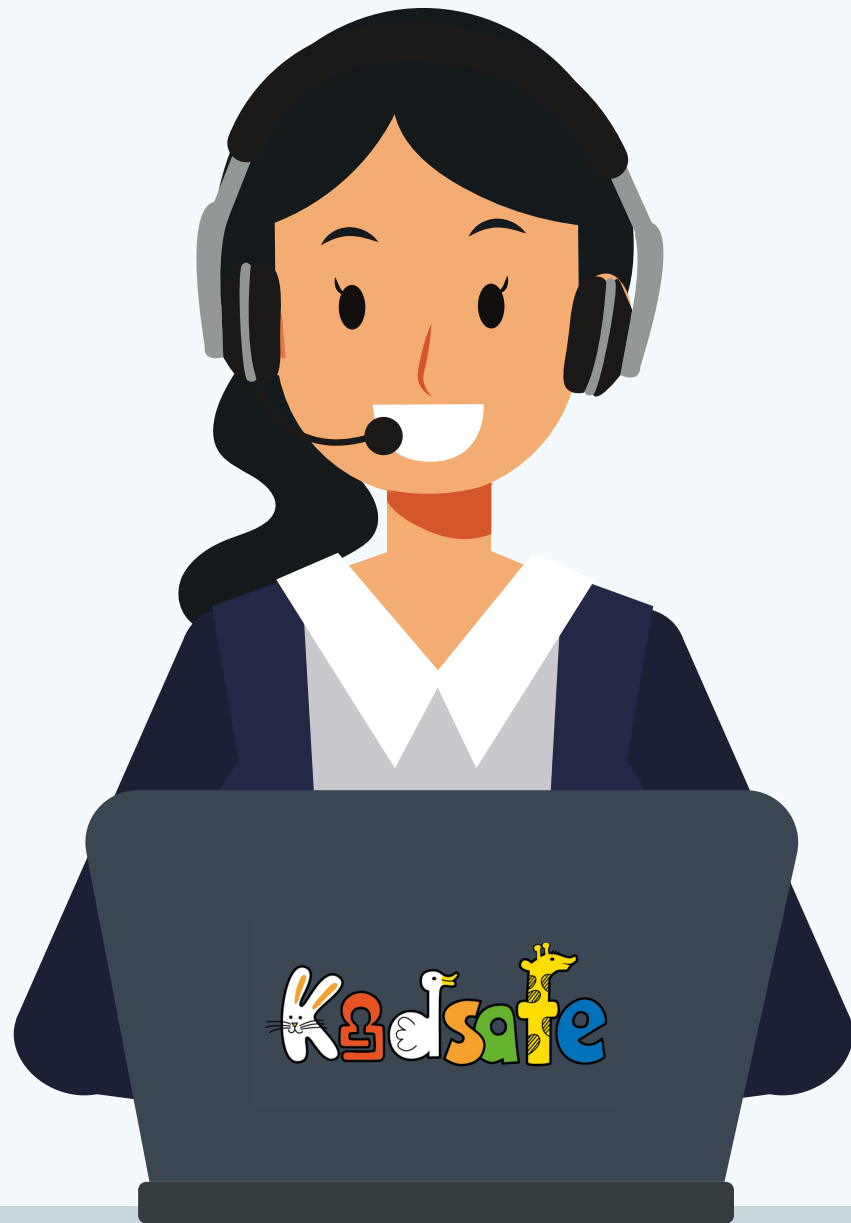


## The benefits

Implementing these steps can help designers and suppliers make children's silicone products safer and reduce the risk of suffocation.

Overall, by taking action proactively you are contributing to creating a safer environment for our children.

# HOW CAN KIDSAFE VICTORIA HELP?



Kidsafe Vic can help your team understand the requirements - we can virtually walk you through these.



We can provide guidance on the testing pathways - we can help you build a suitable program for testing externally that will demonstrate compliance.



Kidsafe Vic can conduct an independent audit of your product range - this could include a desktop sweep of your online or marketplace platform.



We can provide an initial product and test report review to give you an unbiased view of how your product/s stack up.

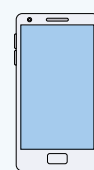


**Need help? Looking for an external consultancy  
specialising in child product safety?  
Contact us today**

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