

Poison Control Center Data

INCIDENT STATISTICS: AVERAGE 32% DECREASE SINCE PSP* INTRODUCTION

PCC DATA:

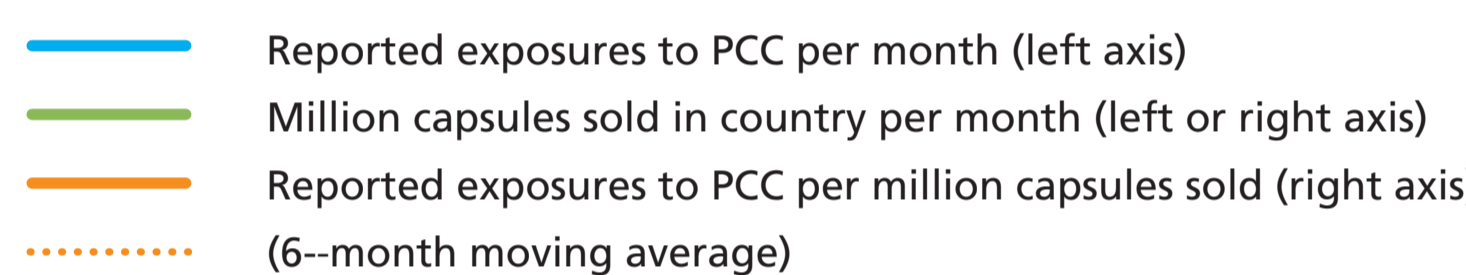
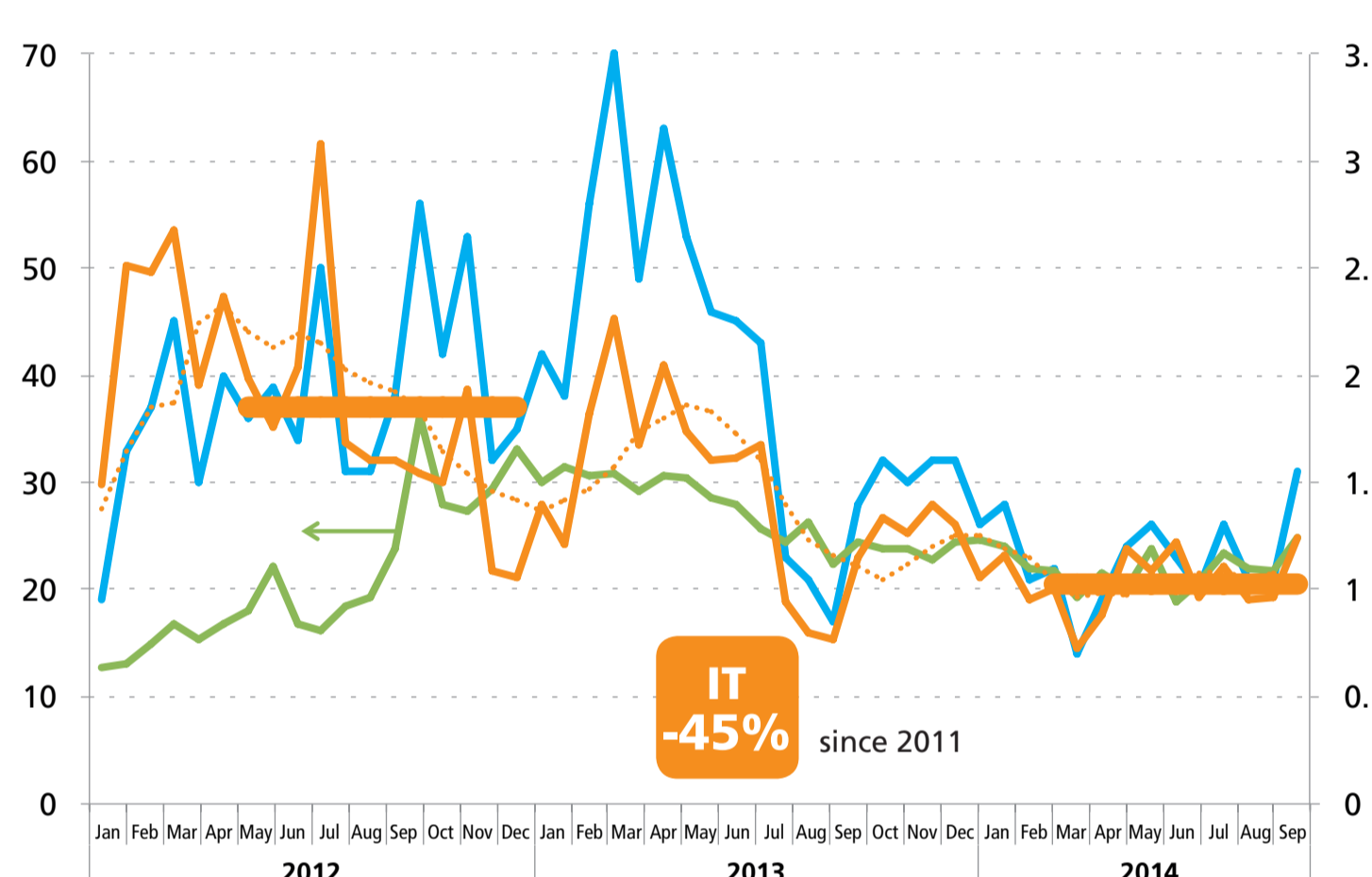
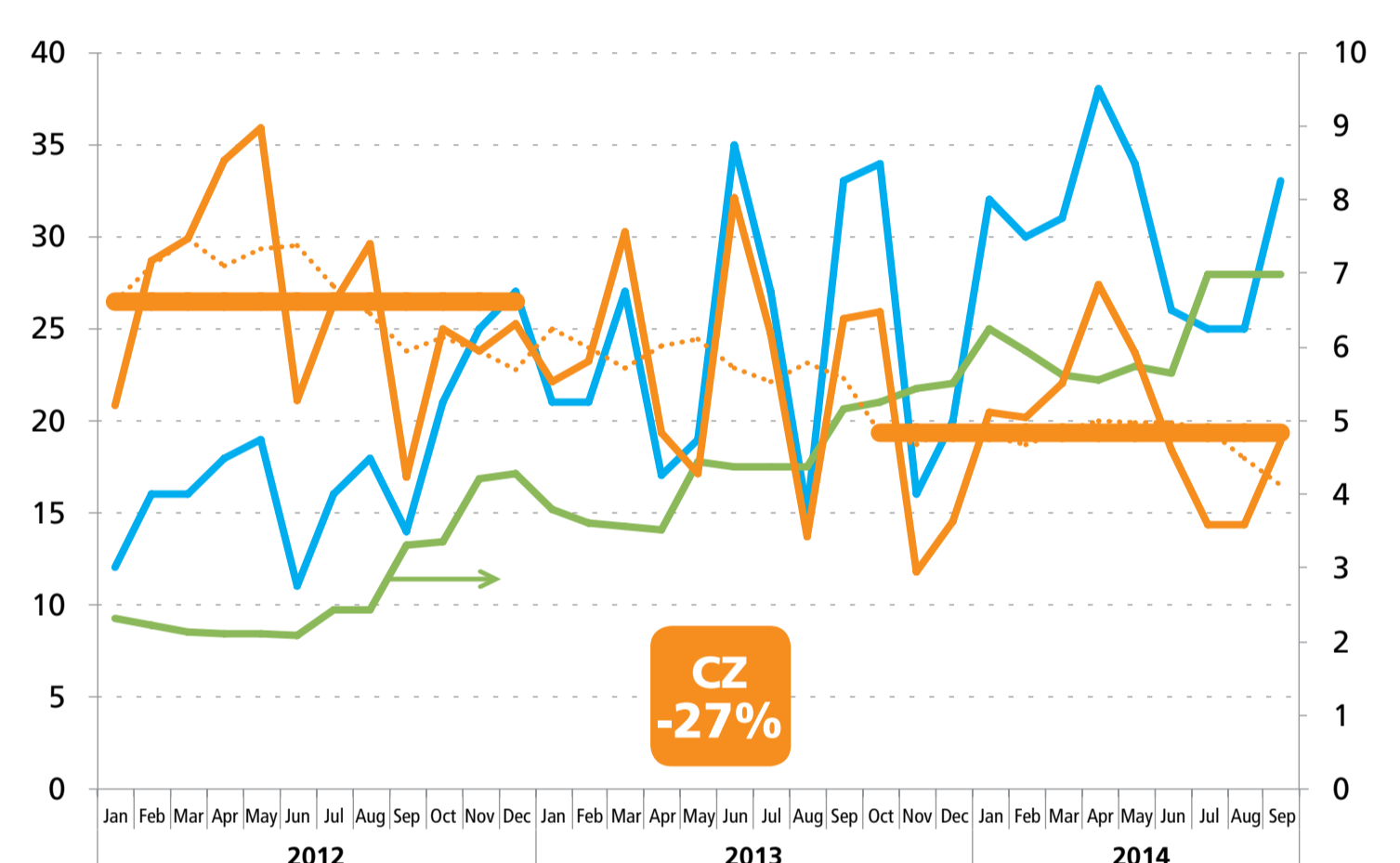
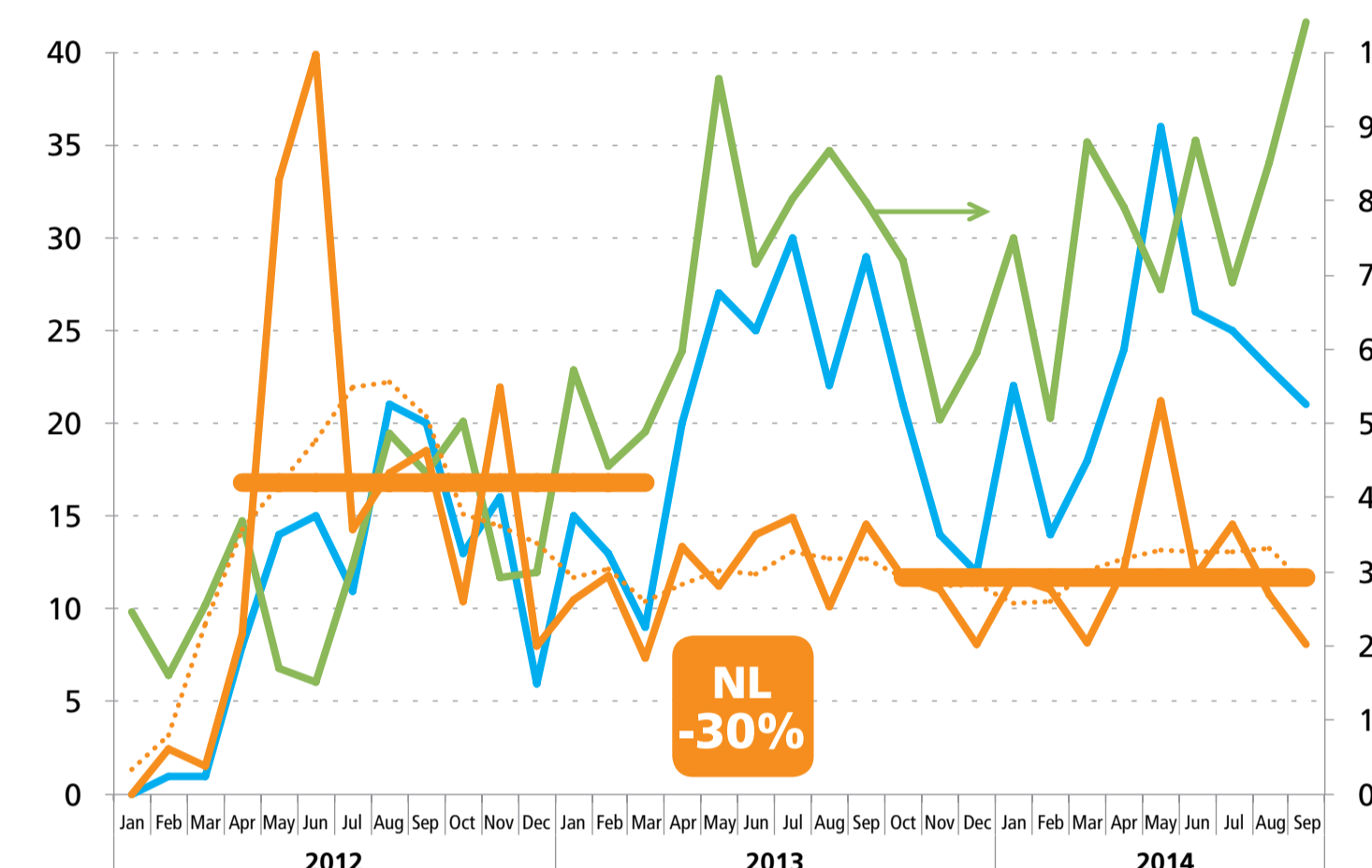
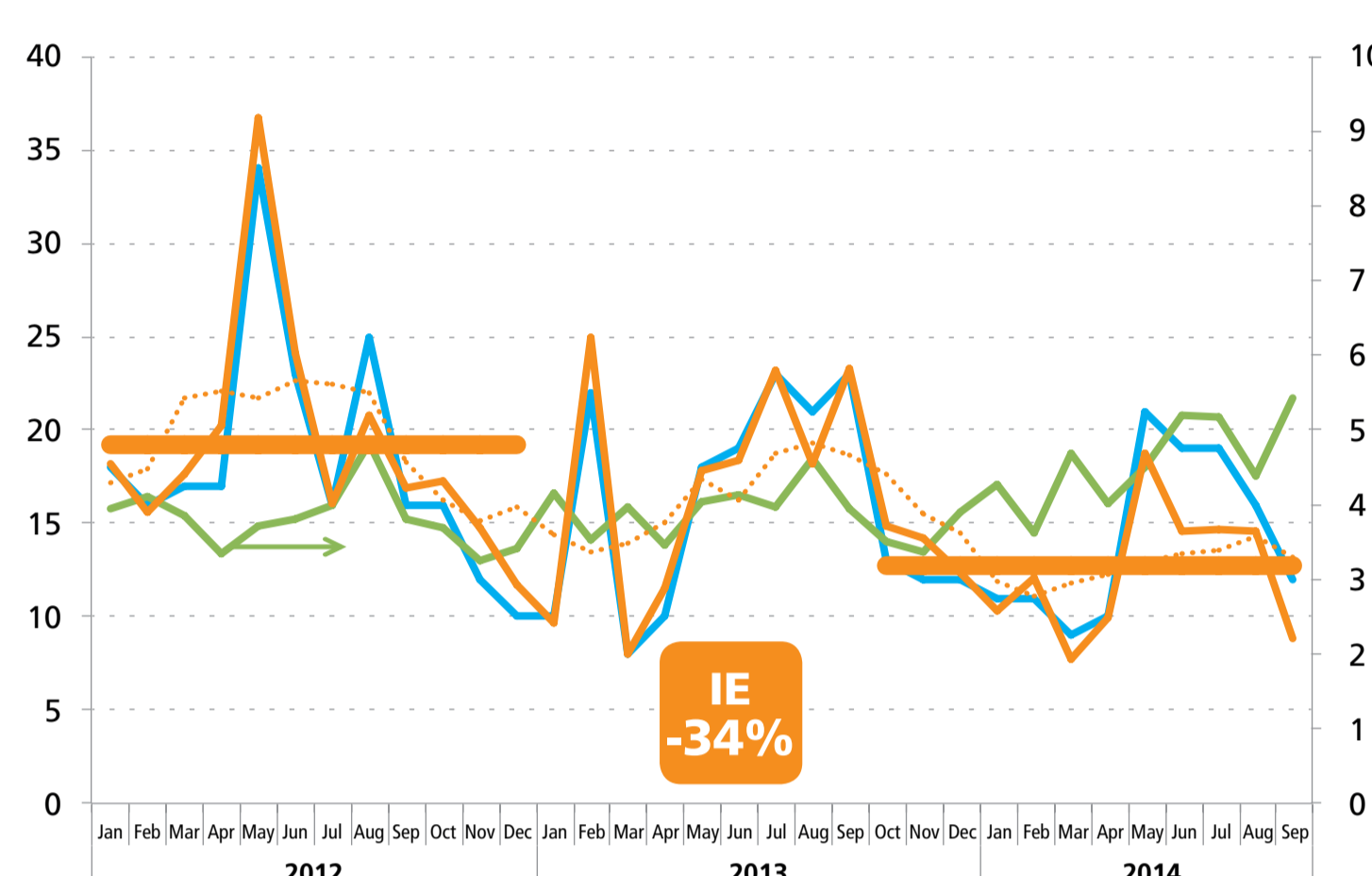
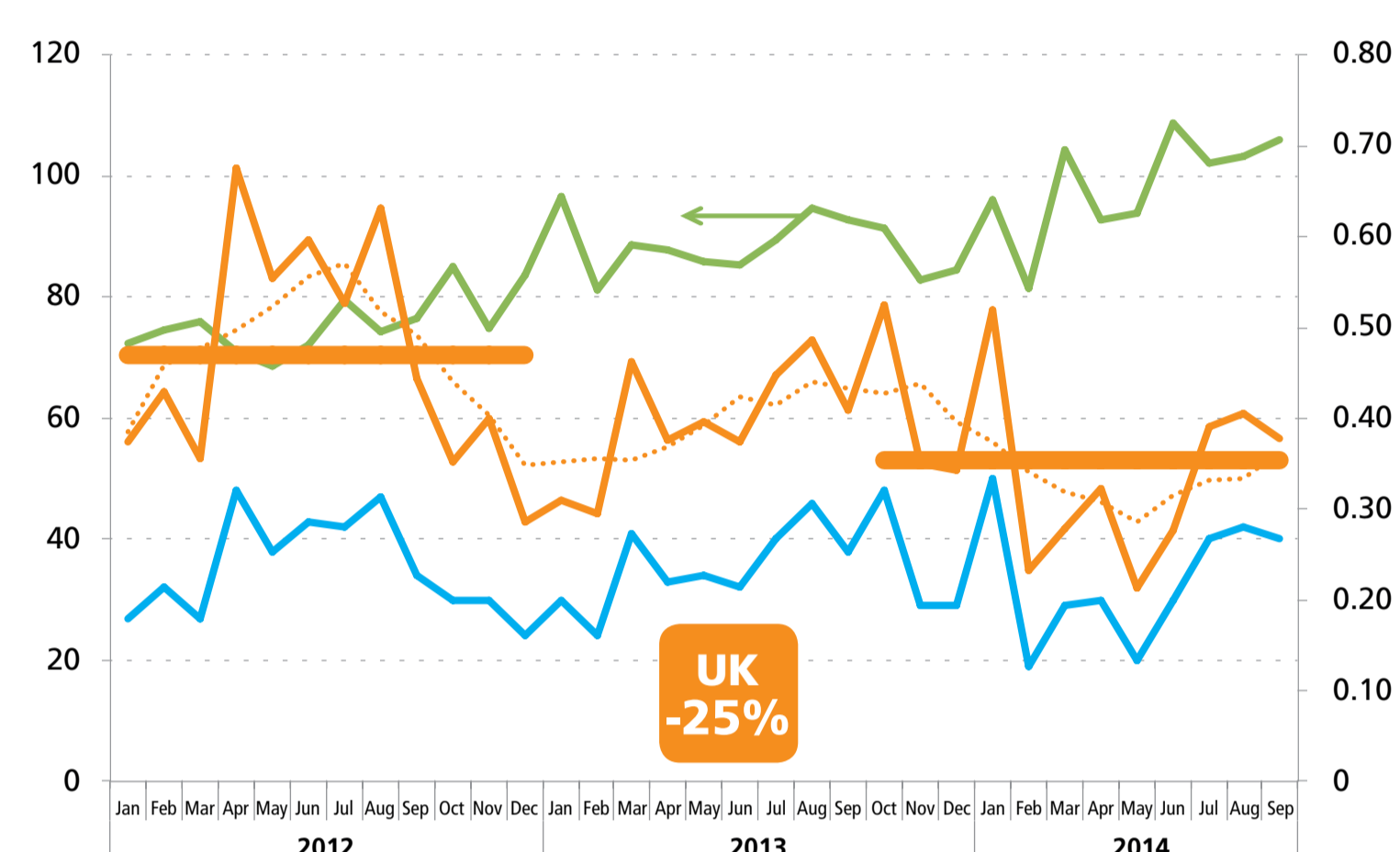
- Monthly data until at least 9/2014
- 5 countries: UK, IE, NL, IT, CZ
- 'Reported exposures' (≠ incidents!)

NORMALISATION FOR MARKET SIZE:

- Reported exposures per million caps sold
- Time-independent metric
- Market data = total market size per country
- (average from different data sources)

ASSESSMENT:

- Post-PSP (≈2014) versus pre-PSP baseline (≈2012)
- Full year: avoid seasonality
- T-test for significance



On average 32% reduction (statistically significant)

'ACCIDENTOLOGY': MAPPING THE ROOT CAUSES OF INCIDENTS

OBJECTIVE:

- Follow-up on all relevant circumstances (product/pack, storage, use,...)
- Determine key causal factors
- Reduce incidents

METHODOLOGY:

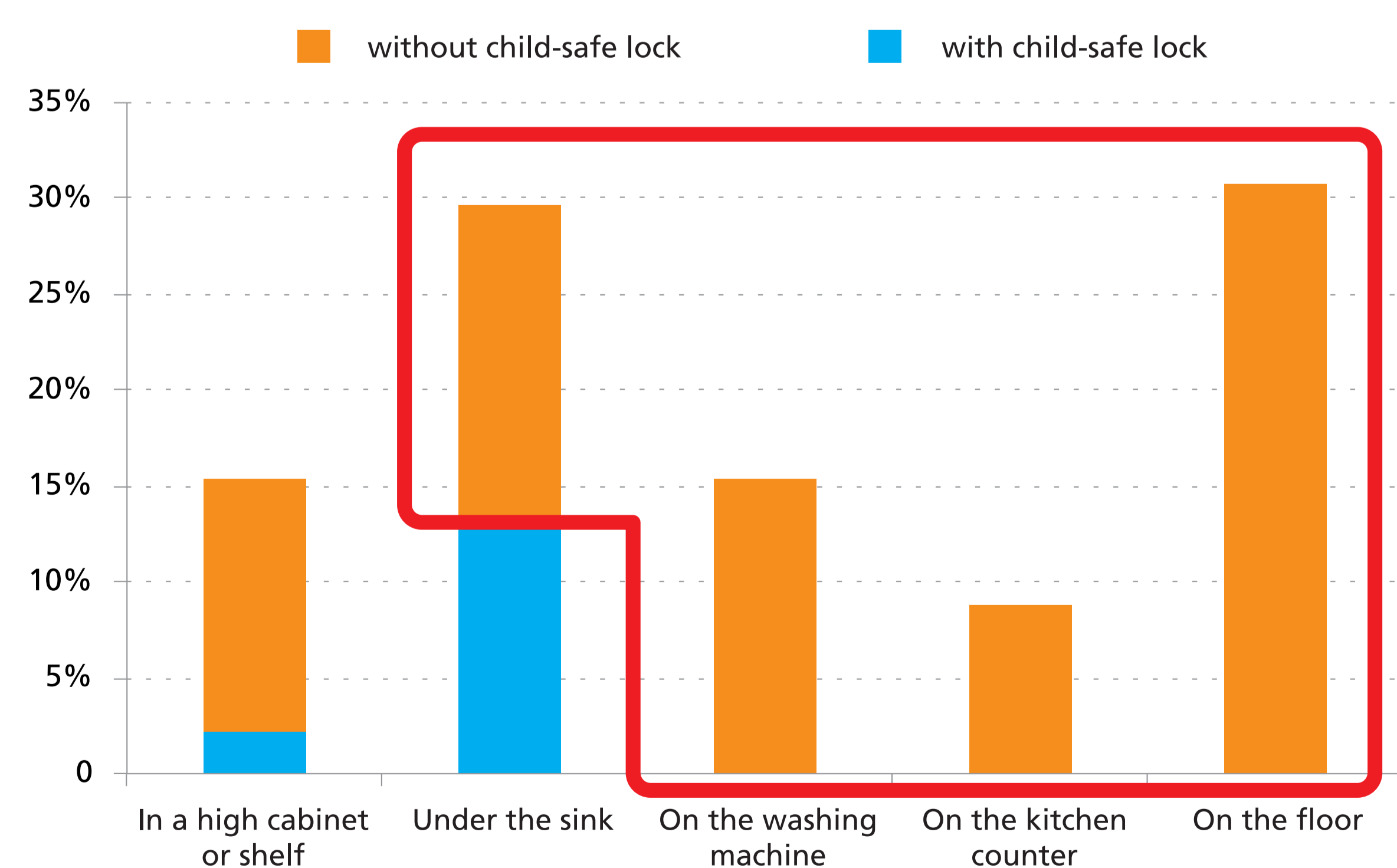
- Partnership of A.I.S.E. + 5 PCCs: Dublin, Göttingen, Milan, Prague, Utrecht
- Standardised questionnaire
- Alignment with PCCs on final interpretation

STATUS (May 2015):

- Data collection completed: >350 exposures (Oct/Nov 2014 to March/April 2015)
- PCC Workshop (summer 2015)
- EU Commission will continue the data collection (similar protocol) > mid 2015

PRELIMINARY FINDINGS (MID TERM – 200 CASES): UNSAFE STORAGE SEEMS PROMINENT DRIVER

Over 4 out of 5 incidents happened with capsules not safely stored away from children!



Other observations - Indicative

CHILDREN

- primarily very young
- (1-2 years old)
- no gender differences

EXPOSURE

- mainly ingestion
- (95% of cases)
- biting the capsule

WHERE & WHEN

- at home
- room where product is stored or used
- any time, any day

CAPSULE TYPE

- mainly laundry, mainly fully liquid
- influence of colour to be assessed

PACKAGE TYPE

- mainly plastic boxes, in line with highest market presence
- to be further assessed

* Product Stewardship Programme of A.I.S.E.