

#POWERSAFELY PARTNERSHIP EXTENDED TO 2027

Brussels/Geneva, 01 November 2024 - The European Academy of Paediatrics (EAP) and Duracell have decided to extend their strategic partnership to continue their #PowerSafely campaign for a three-year period, from 2025 onwards.

The joint objective of EAP and Duracell remains a significant reduction of the risk of Lithium Coin cell ingestion, and the number of actual cases. To that end, the partners continue to drive the awareness about prevention among parents and health care professionals. They will also address paediatricians, particularly EAP members, and other practitioners to improve their knowledge about detection, treatment and cure.

EAP and Duracell will also reinforce their public advocacy across Europe for the collection of reliable statistical data on battery ingestion by children hospital admissions etc. They are calling upon Eurostat and all national statistical offices to introduce the collection and publication of structured data related to battery ingestion incidents, particularly among young children.

"We are extremely happy to continue working with Duracell to help minimise the risks of battery ingestions," says Berthold Koletzko, President of the European Academy of Paediatrics. *"As part of our joint #PowerSafely campaign, we are launching a series of infographics called 'Protect Your Children' which we have translated into 15 languages. Our members are invited to hang up the information in their waiting rooms i.e., a prime location to reach parents and caregivers."*

"We have also developed a master presentation for health care professionals to advise on detection, first aid and further treatment of battery ingestion."

Javier Hernandez Reta, President Duracell Europe & Africa, adds, *"We are proud about partnering with the leading paediatric community in Europe. While EAP's expertise about child health and paediatric care is outstanding, we are contributing to the partnership through our unique knowledge about battery innovation for the benefit of child safety and our understanding of consumer attitudes."*

"A key criterion for our success will be the collection of reliable data about the ingestion of Lithium Coin cells. Such multi-year statistics will form a solid basis to understand the full magnitude of the issue, as well as the effectiveness of innovative solutions."

ENDS

About the European Academy of Paediatrics

The European Academy of Paediatrics (EAP / formerly Council of European Specialists in Paediatrics, CESP) was founded in 1961. Its members include national paediatric societies from over 41 countries across Europe (28 European Union (EU) countries, 4 European Economic Area (EEA) countries and 9 non-EU countries) as well as all 14 UEMS recognised European paediatric subspecialty societies and observer Countries.

EAP/EBP- European Board of Paediatrics also is the official Section of the [European Union of Medical Specialists](#) that is formally linked with the European Commission and Member States Institutions and is responsible for developing European training standards in paediatrics and paediatric subspecialties and the EAP-EBP Exam.

The European Academy of Paediatrics coordinates the only European Research Network in paediatric primary care since 2008. With over 2000 members and several papers published, the EAPRASnet (European Academy of Paediatrics Research in Ambulatory Settings network) is a practice-based research network that was established in 2009. It consists of paediatric practitioners in European and Mediterranean countries and research consultants from Europe in collaboration with the EAP and AAP PROS.

The Young EAP is by far the largest network of national junior paediatric representatives: twenty-four countries are currently represented within Young EAP. EAP represents the European Geographic region within the International Pediatric Academy- IPA world.

For more information, please visit [EAP'S website](#).

About Duracell Europe & Africa

Duracell is the world's number one consumer battery company by market share and the leading manufacturer of high-performance alkaline batteries. The company employs in total over 3,300 people, one third of them in Europe. It operates the European operations hub out of Belgium, i.e., the Aarschot production plant, which has been awarded as 'Factory of the Future 4.0' twice, and the adjacent distribution and logistics centre in Heist-op-den-Berg, which packages the batteries for markets in Europe and Africa.

Since the 1940s, the Duracell brand is renowned for ongoing cutting-edge innovation, including the first alkaline AA and AAA batteries, the first hearing aid cell button and most recently the Duracell Optimum unique formula that helps to improve device performance. The company is committed to offer highest quality and long-term value to consumers and trade partners. Through 'Powering a Greener Future', a tangible ESG strategy for Europe & Africa, Duracell is driving various initiatives for a positive impact on communities and the environment.

For more information please [visit Duracell's website](#).