

#POWERSAFELY PARTNERSHIP EXTENDED TO 2027

Brussels/Geneva, 12 November 2024 - The European Academy of Paediatrics (EAP) and Duracell are extending their strategic partnership to continue their joint #PowerSafely campaign for a further 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 collaborating 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 share in 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 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 association 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 is the united European voice of paediatrics and child health, representing 53 national paediatric societies across Europe as well as all 14 recognised European paediatric subspecialty societies. It promotes excellence in health care for children, training and research, publishes position papers on pertinent topics, and is involved in several European collaborative research and development projects. It also acts as an advocacy voice for children at the World Health Organisation Regional Office for Europe, the European Commission, the European Parliament, and national bodies. EAP also incorporates the official Paediatric Section of the [European Union of Medical Specialists](#), formally linked with the European Commission and Member States Institutions, which is responsible for developing European training standards in paediatrics and paediatric subspecialties.

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

About Duracell Europe & Africa

Duracell is the world's leading consumer battery company and a 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 for alkaline batteries, which has been awarded as 'Factory of the Future 4.0' twice, and the adjacent distribution & logistics centre in Heist-op-den-Berg, which packages the batteries for Europe and Africa.

Since the 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries. 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](#).