

Children and Youth at Home

A primary cause of injury in the home is falls. When portraying the home as the back drop for the message it is important to portray an environment that is healthy and safe. Visual images provide messages that have a powerful ability to inform and persuade.

Healthy Images are images that portray positive, healthy lifestyles by incorporating safe usage of equipment, clothing and physical environments, appropriate skill levels and adult supervision. If all images in visuals on TV, video, film, print are “Healthy Images”, this will have a significant impact towards fostering a safety culture, thereby helping to reduce injuries and promote healthy lifestyles.



The following checklist is designed to act as a starting point for individuals planning to produce visual images of children and youth in the home environment for TV, video, film, or print.

Please be advised that these considerations are specific to the home environment and do not represent all the items that should be taken into account when producing visual images involving children and youth. For a more detailed checklist on **General Considerations**, **Children, Youth and the Road** and **Children and Youth at Play**, please visit www.healthyimages.net.

Children and Youth at Home Checklist

Children and Youth at Home Product Safety Alerts, Bulletins, Fact Sheets

General Considerations

Children, Youth and the Road

Children and Youth at Play



Please check (✓) all that apply.

General

- Show active adult supervision of children at all times.
- Show environments that are smoke-free. Avoid showing cigarettes, ashtrays, and lighters.
- Do not show images of drinking or illicit drug use (even depictions on items such as clothing).
- Show products that meet current Canadian Standards (eg. cribs, playpens, baby gates, infant seats, strollers, sleepwear, etc.).
- Show products being used according to manufacturers instructions.
- Do not show children or youth close to fireplaces, stoves, barbecues, heaters, etc.
- Do not show obvious sources of fire (eg. lighters, matches).
- Show clothing that fits properly (e.g. shoe laces are tied, no drawstrings).
- Do not show shaking, tossing, bouncing or swinging of babies or toddlers.
- Show blind cords tied up and out of reach of small children.
- Do not show children handling or near hot liquids such as coffee or tea.
- Show installed smoke detectors and fire extinguishers where appropriate.
- Do not show furniture under/in front of windows.
- Show electrical outlets with safety covers and avoid showing electric cords.
- Do not show potentially dangerous items (eg. knives, scissors, power tools, firearms) unless they are safely stored.
- Do not show babies in baby walkers.
- Do not show babies or toddlers wearing jewelry.
- Babies being breastfed should be positioned level with the breast, and tummy to tummy with the mother.
- Do not show baby bottles, pacifiers and infant formula.
- Do not show small objects around young children (magnets, coins, candies, etc.).

Stairs

- Show baby gates placed at the top and bottom of stairs, securely fastened in the doorway or passage. Do not show babygates that have large v-shaped openings along the top or large diamond-shaped openings along the sides.
- Do not show tripping hazards in and around stairs and walkways (eg. toys, clothes, plants, etc.).
- Show children and youth using handrails at all times - going up and coming down the stairs.

Bedroom

- Show sleeping babies lying on their backs.
- Show mattresses that fit snugly in the bed, crib or playpen.
- Do not show toys, stuffed animals, bottles, pillows, comforters, etc. in the crib or playpen with the child.
- Show sleeping babies in proper sleepwear.
- Do not show babies being placed on an adult bed of any kind without adult supervision.
- Do not show babies on waterbeds.
- Do not show babies sleeping on couches, chairs or on the chest of sleeping adults.
- Do not show mobiles attached to or hung above the crib (if baby appears to be 6 months or younger).
- Show the sides of the crib up and locked securely in position after placement of the child.
- Show change tables with straps to keep baby in place while being changed or dressed.
- Show bunk beds with guard rails on all sides.
- Do not show children appearing under age 6 on the upper bunk bed.
- Do not show children or youth playing on the upper bunk or ladder.

Bathroom

- Show children supervised in a bathtub at all times.
- Show clearly child-proofed bathroom vanities and medicine cabinets.
- Do not show hazardous items such as razors, perfume, medicine, etc.
- Show toilet lids closed.

Kitchen

- Show infant seats on the floor, never on counters, tables or stoves.
- Show children in highchairs with the strap fitting between the legs and waist belt securely fastened and away from electrical outlets.
- Show adults using the back stove elements instead of the front elements.
- Show pot handles turned towards the centre of the stove.
- Show children and youth a safe distance from the stove
- Show any household chemicals safely stored, out of sight and out of reach (eg. cleaners, laundry detergent, etc.).