

For Immediate Release

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PHYSICIAN GROUPS ASK PARENTS AND CAREGIVERS TO HELP SHARE INFORMATION ABOUT CHOKING PREVENTION IN CHILDREN

CHICAGO--Choking remains a significant cause of injury and death for young children, and those under age 4 are most vulnerable. The American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS) is partnering with the American Academy of Pediatrics (AAP) to get choking prevention information to the widest possible audience via a new Web resource.

The joint AAO-HNS and AAP Choking Hazards Campaign can be found at <http://www.entnet.org/HealthInformation/Choking-Campaign.cfm>, where various resources are hosted and accessible for social media sharing.

This page features the following tools:

1. **Prevention tips:** A list of high-risk foods and tips to prevent and recognize choking are available in an easy-to-read PDF file. This will not only be helpful at home, but at any school, child care center, or play place.
2. **Latest News:** In addition to the fact sheets, the Web page provides links to the latest *AAP News* articles regarding choking prevention. *AAP News* is the official magazine of the AAP and consistently provides the most recent updates in child healthcare.
3. **Social Media:** To promote the campaign, AAP and AAO-HNS invite visitors to share vital information with friends and family using Facebook, Twitter, Google, and many other social networking platforms. By logging in with the icons at the top of the page, visitors can broaden the reach of the campaign with just one click.
4. **Further Resources:** The page also provides a link to read AAP's official policy statement on choking prevention as well as a link to its parenting Web site, www.healthychildren.org
In addition to common choking hazards and how to avoid them, Healthychildren.org offers tips on what to do if a child is choking.

The groups hope that by working together they can reach the widest possible audience with this important information.

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The American Academy of Otolaryngology-Head and Neck Surgery, one of the oldest medical associations in the nation, represents more than 12,000 physicians and allied health professionals who specialize in the treatment of the ears, nose, throat and related structures of the head and neck.

The American Academy of Pediatrics is an organization of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well being of infants, children, adolescents and young adults. For more information, visit www.aap.org.