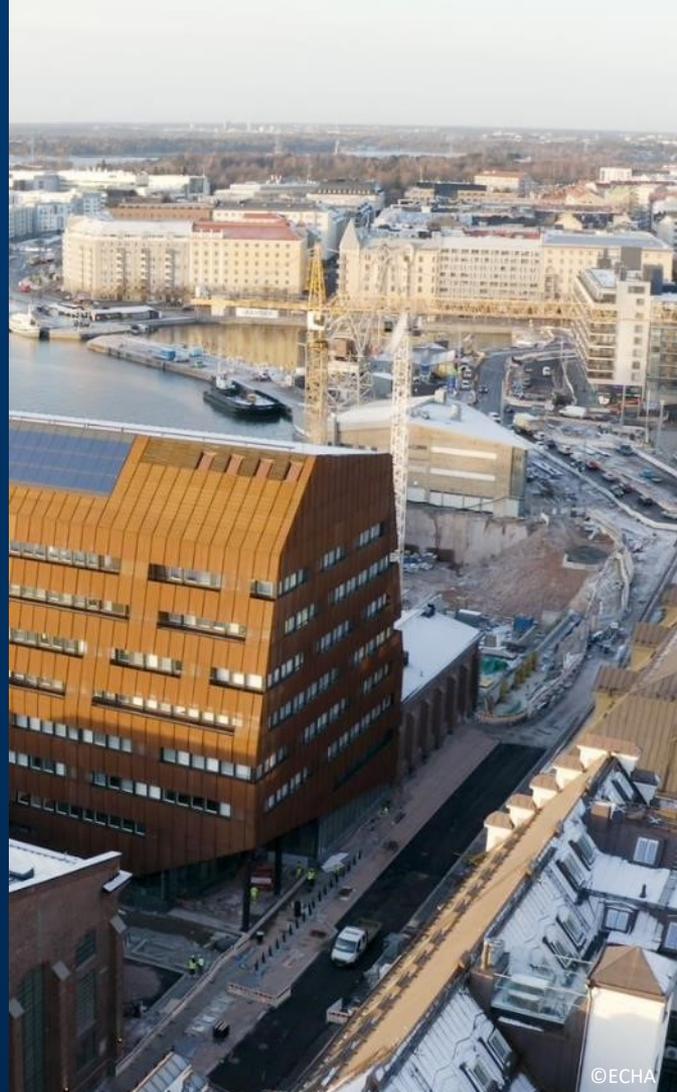


Tattoos and poisoning accidents – joint campaigning for EU citizens

3 November 2022

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European Chemicals Agency



Joint campaigns – why?

- Topics that will benefit from broad communication
- Harmonised messages across EU
- Efficient use of resources
- Reaching out to national audiences

Joint Tattoo campaign with Member States

- To **protect European citizens**, thousands of hazardous chemicals found in tattoo inks and permanent make-up are now restricted in the EU
- Joint campaigning led by ECHA with Italy, Denmark, Finland and Norway between November 2021-January 2022

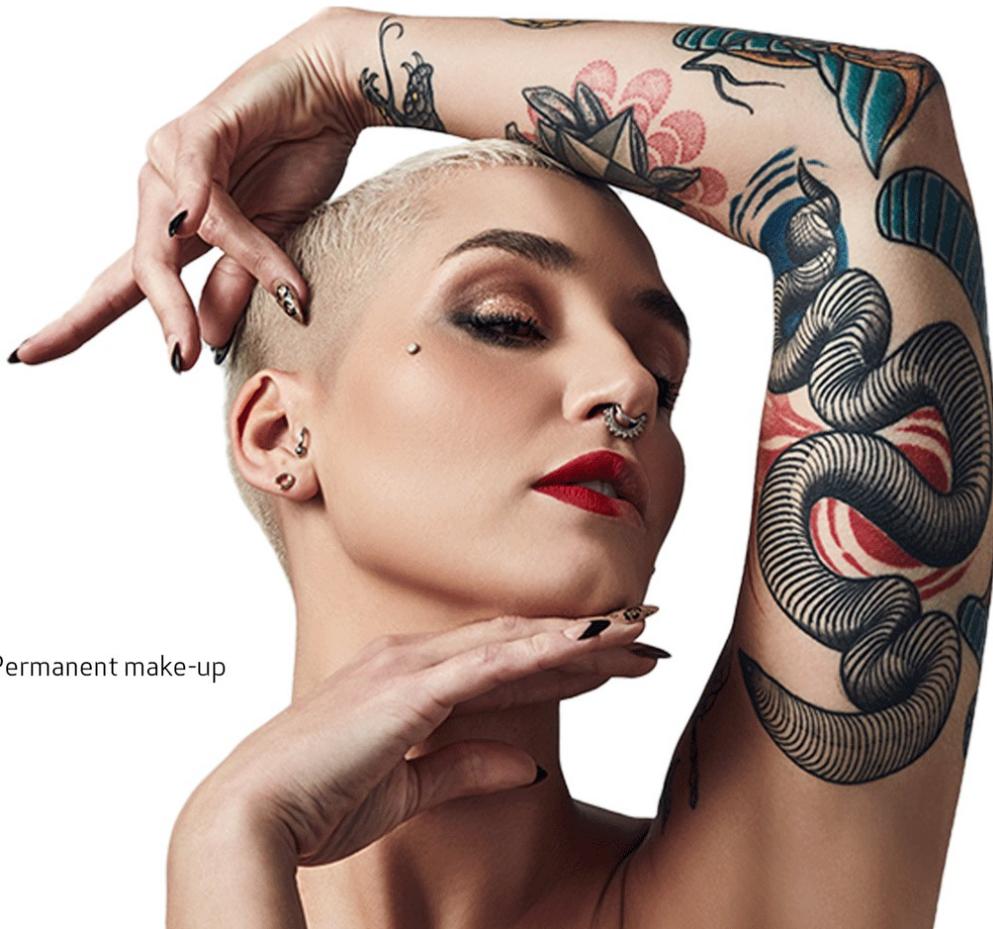


Tattoo campaign

Making **tattoos** safer

Permanent make-up

Tattoos



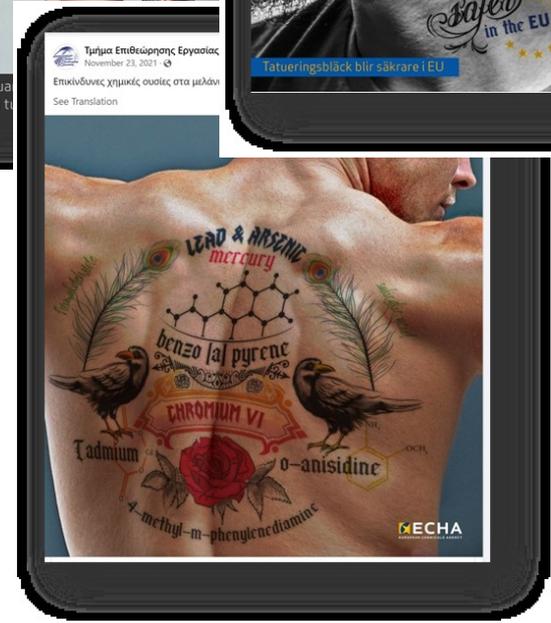
Our messages

- Tattoos are becoming safer
- Harmonised legislation in the EU
- Same chemicals already restricted in cosmetics and other consumer products (nationally or EU wide)
- Hazards of the chemicals
- Safer alternatives available for most
- Process has been scientific, transparent and participatory

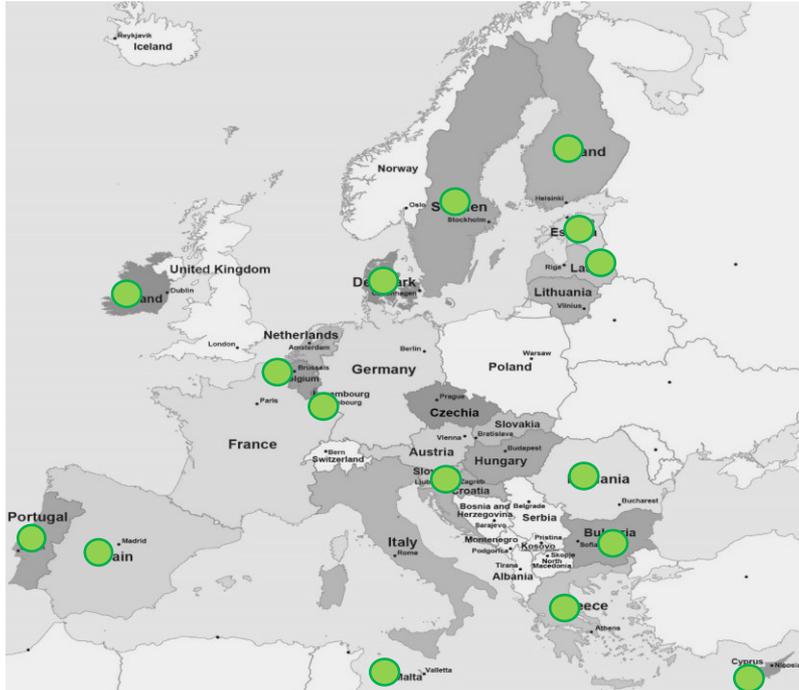


How we did it

- Dedicated web page on the restriction, interactive infographic
- Toolkit - social media material in all EU languages distributed to Member States and other EU institutions
- Paid campaign on Instagram and Facebook
- Podcast and videos



16 countries engaged - Campaign material shared by MS appointed bodies, ECHA's stakeholders and Commission's representations in the EU.





Poisoning accidents UFI campaign

UFI campaign with Member States and partners

- Over half of calls to European poison centres concern children
- The UFI code is found on products that are classified for health or physical hazards in EU
- The UFI code helps poison centres identify the product and its ingredients quicker
- Aim of the campaign: educate parents of small children in the EU to know about UFI and where to find it



How we did it

- Joint campaign planning and material with key stakeholders (A.I.S.E & ANEC) and national authorities (BfR, Germany and CLP HelpDesk, Cyprus) between October–November 2021
- Social media material in all EU languages, available on the [campaign website](#) – instructions, copies and infographics
- Paid campaigning on Instagram and Facebook
- Targeting journalists, influencers and MEPs



» KEEP YOUR LOVED ONES SAFE

Accidents involving everyday chemical products can occur at any time. Use the UFI code to get faster medical advice.

Get familiar with the UFI code. Make sure you know where to find it on the products you have at home.

Check who to contact in case of an accident and save the number on your phone.

Everyday chemical products may be harmful if not used correctly – to avoid accidents, keep them out of your children's reach.

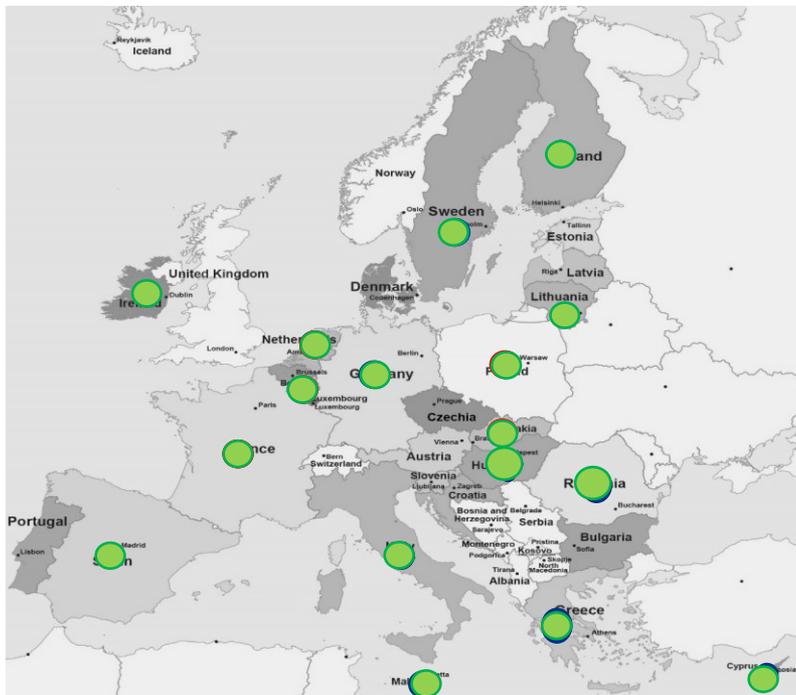
#UFI matters EU

ECHA
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EUROPEAN CHEMICALS AGENCY

The infographic features a purple header with the text '» KEEP YOUR LOVED ONES SAFE'. It includes a circular inset of a child with a bottle, a spray bottle labeled 'SURIFEX' with a magnifying glass over its UFI code 'UFI: H563-L905-R783-J823', and a hand holding a smartphone displaying a contact list. A purple speech bubble at the bottom contains the text 'Everyday chemical products may be harmful if not used correctly – to avoid accidents, keep them out of your children's reach.' The hashtag '#UFI matters EU' is written in a purple circle. The ECHA logo is present at the bottom left and bottom right.

17 countries engaged - Campaign material shared by MS appointed bodies, poison centres, ECHA's stakeholders, Commission's representations in the EU and other EU institutions



Main results

Tattoos

- 4.9 million reached by social media mentions
- 15 000 visits to the campaign page
- 419 mentions on social media and 394 blog posts

UFI campaign

- 13.3 million reached by social media mentions
- 21 000 visits to the campaign page
- 813 mentions on social media, 22 press articles and 27 blog posts

Conclusions

- Working together helps to spread the message to different audiences, especially at the national level
- This requires translated content in all EU languages, providing a tool kit for social media and networking with key multipliers
- We are keen to work further with national authorities and other partners on future topics, and continuously assess efforts vs results; the upcoming PFAS restriction can present a new opportunity



Thank you

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