



Sponsored by The Toy Association and its PlaySafe.org resource, **Toy Safety Awareness Month** occurs in November. The goal of Toy Safety Awareness Month is to educate parents and caregivers about safe toy shopping/selection and safe play at home, and to encourage Toy Association members and others in the play industry to share helpful safety tips and advice with consumers on their social media channels, websites, in-stores, etc.

Toy manufacturers and retailers work year-round to design, produce, and deliver safe products that comply with 100+ stringent federal safety standards and tests. However, safety is a partnership shared by industry and consumers, and Toy Safety Awareness Month aims to strengthen that relationship to ensure that every play date is both fun and safe.

How to Get Involved

Manufacturers, retailers, and any other professional working in the business of play; parents, caregivers, and grandparents; online influencers; like-minded organizations; and anyone else who wants to, can get involved. Your participation in Toy Safety Awareness Month demonstrates a personal or company commitment to being an advocate for safe play. We encourage everyone to repost/reshare/retweet Toy Association safety content throughout the month of November and use the official hashtag, #ToySafetyAwarenessMonth as well as #PlaySafe in your posts.

Sample Social Media Posts

Each week, The Toy Association will be highlighting a different aspect of toy safety and related assets. Be sure to follow us on Facebook ([@TheToyAssociation](#)), LinkedIn ([The Toy Association](#)), and Twitter([@TheToyAssoc](#)) to follow along and share our posts.

Sample posts:

Toys sold at reputable stores and online retailers are guaranteed to have been safety tested for compliance with more than 100 strict standards and tests. #ToySafetyAwarenessMonth #PlaySafe #ToySafety #ToyTesting [LINK TO: [YouTube Video](#)]

Counterfeit toys are a real issue! Beware of "toys" sold in person or online from sellers you don't know – they could be #counterfeits that haven't undergone required safety testing. #ToySafetyAwarenessMonth #PlaySafe #ToySafety [LINK TO: <https://drive.google.com/file/d/1OP-8EAnN7x4pGCcF79xGe0vExAyX5VL/view>]

Keep small parts out of little hands! Small parts from toys labelled for older children can pose a risk to kids under three and those who mouth items. Get #ToySafetyAwarenessMonth tips at <https://www.playsafe.org/#toy-safety-tips> #ToySafety #PlaySafe

If a deal on a "hot" toy looks too good to be true, it probably is. It's better to buy the real thing or wait for a trusted retailer to re-stock the product than to buy a "fake" toy or cheaper alternative that has the potential to be unsafe. #ToySafetyAwarenessMonth #PlaySafe #counterfeits [LINK TO: <https://drive.google.com/file/d/1OP-8EAnN7tx4pGCcF79xGe0vExAyX5VL/view>]

This month is the first-ever Toy Safety Awareness Month! With the holiday season in full swing, it's the perfect time to learn the importance of following age labels on toys, keeping small parts away from infants and toddlers, and shopping smart to avoid counterfeit toys. Check out all this and more at [PlaySafe.org](https://www.play-safe.org) #ToySafetyAwarenessMonth #PlaySafe #ToySafety

Did you know? Toys have led the way in battery safety! A longstanding federal law requires batteries in toys for young children be kept inaccessible, thanks to the use of a locking mechanism. When installing batteries in toys for your kids this holiday, take a moment and lock the battery compartment. Another way to help keep your kids safe at play! Find more tips at [PlaySafe.org](https://www.play-safe.org). #ToySafetyAwarenessMonth #PlaySafe #ToySafety

You know what DOESN'T make a good holiday gift for kids? Non-toy products, like desk puzzles that contain magnets. Magnets can be a fun, highly regulated feature in a toy. However, certain small, powerful magnets (known as "rare earth magnets") found in non-toy items can pose a serious risk to children if they're swallowed. #ToySafetyAwarenessMonth #PlaySafe #ToySafety

Social Media Logos and Infographics:

[Toy Safety Awareness Month Logo](#)

[Counterfeit Toy Tips Infographic](#)

Toy Shopping Guide for Families

The global shipping crisis, ongoing effects of the pandemic, and rising consumer demand for toys has created a "perfect storm," leading to unprecedented toy shortages this holiday season. As families scramble to check off their holiday shopping lists, they might be tempted to purchase counterfeit toys online, but these noncompliant products have the potential to be dangerous! And while parents, grandparents, and other gift-givers will be eager to find all the toys their kids have their hearts set on, they should always put safety first by following these important tips:

- **Don't put off your shopping this year** – experts warn that toy shortages will grow as the holidays get closer. Traditional Black Friday and December sales might not happen because there might not be enough products to go around. Shop now for the toys your kids want and stash them away until Christmas or Hanukkah to avoid disappointment.
- **Before purchasing a toy, whether online or in stores, be sure to check and follow the age grading on the packaging or in the online description.** Age labels aren't about how smart your child is—it's safety guidance that's based on the developmental skills and abilities of children at a given age, and the specific features of a toy. Pay special attention to toys labeled 3+, since they may contain small parts that can be a choking hazard for children under 3, or those who still mouth toys.

- **Whether shopping online or in stores, be sure to purchase only from reputable sellers and known brands,** whose legitimate toys comply with more than 100 different safety standards and tests required by federal law. Counterfeit/knock-off toys sold by illicit sellers have the potential to be unsafe, because these bad actors are unlikely to comply with strict toy safety laws.
- **When shopping online, your best bet is to visit the toy brand's website** and either purchase directly from the site or follow links to an official retailer to purchase. Can't find a website? That may be a red flag that you are dealing with an illicit seller.
- **Check product reviews and images.** If a product's reviews are negative, or if there aren't many, it's a clue it could be a fake. Poorly photoshopped pictures, typos, or spelling mistakes in the online description or packaging are other clues that the product could be illegitimate, and therefore unsafe.
- **Be vigilant when buying from international sellers.** For products shipped directly from international sellers, check seller ratings. You can generally identify international shipments based on how long it takes for a product to get to you.
- **If you do receive a product that you believe is fake, contact your credit card company.** Not only will you get a refund, if there are numerous complaints, the fraudulent seller can be identified by the credit card company who will in turn stop working with them.
- **Inspect the product and packaging when it arrives** to not only make sure it meets expectations, but also to check for broken or damaged parts that may break off and pose choking hazards. If you still aren't sure, contact the original brand's customer service. They will gladly help ensure that you have the real thing!
- **Can't find a toy on your child's wish list?** Wait for a trusted retailer to restock the product. Buying fake or cheaper alternatives is just not worth the risk.
- **Ahead of playtime, parents should always read the instructions for assembly and use.** For children that are too young to read, demonstrating how to play with a toy is the best way to make sure they understand how to safely enjoy it.

For more helpful tips, safety insights, and more visit [PlaySafe.org](https://www.play-safe.org), The Toy Association's trusted resource for parents and caregivers.