

Messaging Guide: Social Media

What the Public Needs to Know about Water Beads

Empower Caregivers: Prevent Water Bead Injuries through Swift Action and Proven Preventive Measures.

This Messaging Works – That’s Why It’s Essential to Use!

We’re thrilled that you’re eager to help raise awareness about the dangers of water beads. The support of caring and compassionate individuals like yourself has a significant impact.

- Caregivers should check the SaferProducts.gov website for reports from fellow consumers, sharing product concerns and incidents, before making purchases. There are numerous published reports about water beads encourage folks to read them
- Water beads may not show on X-rays or CT scans because they can mimic intestinal fluid—ultrasound is best for detection, but even small beads can be missed
- Despite using adult supervision, following age recommendations, directions, and cleaning up water bead injuries still occur.
- Often, caregivers don’t know when a child ingests, inserts, or inhales a water bead, as incidents happen quickly—even under direct adult supervision
- Significant gaps, varying from days to years, can exist between the usage of water beads as a toy for an older child and the occurrence of water bead-related injuries affecting other household members, like pets or younger siblings.
- Early diagnosis is essential to prevent complications and reduce healthcare costs
- Remember, ‘non toxic’ is unregulated. Water beads aren’t toys; they can be toxic and are dangerous
- Even just one swallowed water bead can be fatal
- There are tons of fun edible sensory play alternatives such as jello, cooked pasta, popping boba, and tapioca pearls
- For more information and resources, like a letter to ask your child’s school, daycare, center, or therapy center to stop using water beads, visit our non profit’s website ThatWaterBeadLady.org

Keep Fun, Ditch Risks: Say No to Water Beads in Homes with Kids and Pets!

By spreading accurate information about water bead dangers, you’re combating misleading information that endangers children. Many wrongly assume water beads are safe, but they can pose risks if swallowed, inserted, or inhaled. Due to misleading ads, blogs, and unclear labels, it’s best to avoid using the term ‘non-toxic’ when discussing water beads unless it’s to highlight the lack of regulation.

While we all agree that adult supervision, a child’s environment, and product research are essential for child safety, we must remember that these alone won’t make inherently unsafe products safe. It’s crucial to steer clear of the idea that increased supervision or better housekeeping alone can prevent water bead injuries. These measures, while important, aren’t the most effective ways to protect children from water beads.

Water beads have a knack for hiding in various places like carpet fibers, under furniture, appliances, and even other toys. They can shrink to the size of a sprinkle when dry and are often difficult to spot even when fully hydrated. They present a swift risk of being swallowed, inhaled, or inserted into the nose or ear, even when adults are present. Overconfidence in adult supervision, not only among parents but also teachers and therapists, can lead to delayed help, diagnosis, and treatment. Caregivers may mistakenly believe they’ve averted disaster, only to later discover that a water bead was indeed ingested, inhaled, or inserted, prompting the need for immediate medical attention. Early identification and diagnosis are essential to prevent severe complications and reduce healthcare costs for families and insurance companies. The most effective prevention strategy is to avoid using water beads in homes with children and pets.

Thank you so much for your help and support.

