



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 and beyond 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 X ([@TheToyAssoc](#)) to follow along and share our posts.

### **Examples**

#### **Counterfeits:**

A third of U.S. parents don't know that counterfeit toys have the potential to be unsafe, according to a recent survey conducted on behalf of The Toy Association. But illicit sellers of counterfeit goods are unlikely to adhere to safety standards – and their knockoff "toys" could pose a serious risk to kids. Learn how to spot counterfeits by reading our [Toy Shopping Checklist for Families](#). #ToySafetyAwarenessMonth #PlaySafe #ToySafety #Counterfeits

Looking to snag a hot toy for the holidays? It's always better to buy the real thing or wait for a trusted retailer to re-stock the product you're looking for than to buy a "fake" toy or cheaper alternative that has the potential to be unsafe. #ToySafetyAwarenessMonth #PlaySafe #ToySafety #Counterfeits [LINK TO: [Counterfeit Toy Tips Infographic](#)]

Fake toys are a real problem! 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. On the other hand, legitimate toys sold at reputable stores and online retailers are tested for compliance with 100+ strict, federally mandated standards and tests. #ToySafetyAwarenessMonth #PlaySafe #ToySafety #Counterfeits [LINK TO: [YouTube Video](#)]

When shopping online, only buy toys from reputable sellers and/or known brands, whose products comply with hundreds of strict safety standards required by federal law, and who follow guidance within the Children's Online Privacy Protection Act (COPPA), which ensures children's privacy and data security online. “Smart toys” sold by illicit sellers may be unsafe because these bad actors are unlikely to comply with all the relevant safety laws and guidance. [LINK TO: [Click here for more tips to protect children in digital spaces.](#)]

#### Recalls:

Toy recalls are a rare but important part of the process of making sure toys are safe. Recalls are a sign that the safety system works – they are the “safety net” used to remove any faulty products from stores and people's homes. Before accepting hand-me-downs or buying a product second-hand, be sure to check whether the toy has previously been recalled. Visit the [Recall Section](#) of PlaySafe.org for a list of recalled toys over the past few years, or visit [www.recalls.gov](http://www.recalls.gov) for more information on recalls.

#ToySafetyAwarenessMonth #PlaySafe #ToySafety #Recalls

#### “Smart Toys”:

Toy companies follow guidance within the Children's Online Privacy Protection Act (COPPA) to ensure children's privacy and safety when playing with internet-connected “smart toys.” However, there are steps parents can take to help protect their children interacting in digital spaces. Parents are advised to only bring connected products into the home that they feel comfortable with – and that they can safely and confidently manage on behalf of their kids. #ToySafetyAwarenessMonth #PlaySafe #SmartToys [LINK TO: [Click here for more tips to protect children in digital spaces.](#)]

Parents should be familiar with a toy's privacy policy and enable all parental controls – and disable a device's camera and chat functions – before handing a smart toy over to their kids. Toy companies work hard to ensure children's safety and follow protective guidance within the Children's Online Privacy Protection Act (COPPA), but safety is a shared partnership. #ToySafetyAwarenessMonth #SmartToys #PlaySafe [LINK TO: [Click here for more tips to protect children in digital spaces.](#)]

#### Small Parts/General Safety:

Toys labelled for older children may contain small parts that pose a choking risk to kids under age 3 and those who mouth items. Always check – and follow – the age recommendation on toys. It can protect a child from preventable injuries! Get more #ToySafetyAwarenessMonth tips at

<https://www.playsafe.org/#toy-safety-tips> #ToySafety #PlaySafe

Before clicking “add to cart” and checking off holiday shopping lists, parents and other toy shoppers are urged to visit [www.PlaySafe.org](http://www.PlaySafe.org) for tons of safety advice – including details on why you should always follow a toy's age-grading (and why you should always keep small parts away from children under age 3),

and why it's crucial to keep non-toy items like accessories containing high-powered magnets, balloons, and button cell batteries out of a child's reach. #PlaySafe #ToySafetyAwarenessMonth #ToySafety VISIT: [www.PlaySafe.org](http://www.PlaySafe.org) for more safety tips.

Toy Safety Awareness Month is all about keeping little ones safe at play! 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](http://PlaySafe.org) #ToySafetyAwarenessMonth #PlaySafe #ToySafety

### Non-Toy Items

"Toys are among the safest consumer products found in the home and are strictly regulated to ensure battery compartments have locking mechanisms and that high-powered magnets are not found in toy parts that are small enough to be swallowed, among many other stringent safety measures. However, kids may come into contact with items that are not meant to be played with, so parents should be knowledgeable about risks and remain vigilant at all times." – Joan Lawrence, "Toy Safety Mom" and SVP of standards and regulatory affairs at The Toy Association. #PlaySafe #ToySafetyAwarenessMonth #ToySafety VISIT: [www.PlaySafe.org](http://www.PlaySafe.org) for more safety tips.

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](http://PlaySafe.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 Assets:**

[Toy Safety 365 Days a Year video](#)  
[Toy Shopping Checklist for Families](#)  
[Counterfeit Toy Tips Infographic](#)  
[Toy Safety Awareness Month Logo](#)