

# Pack Safe Appeal

## Carbon Monoxide: The Hidden Travel Health Risk



# Welcome to our family



# Our Hudson



Hudson died aged 24 years old from carbon monoxide poisoning in Ecuador

He was healthy and active

Talented table tennis player and golfer

Loyal Chelsea supporter, close family bond

Kind, positive, vibrant personality

A model young traveller with enthusiasm for life



# Our Story



Travelled to Latin America in May 2023

Structured volunteer and Spanish-learning trip

Stayed in homestay accommodation

Felt unwell for several days (sickness, light-headedness, fainting)

Found deceased in bathroom on 30<sup>th</sup> August 2023

Initial cause of death was Acute Pulmonary Edema

Repatriated and laid to rest on 19<sup>th</sup> October 2023



# Our Story (Cont)

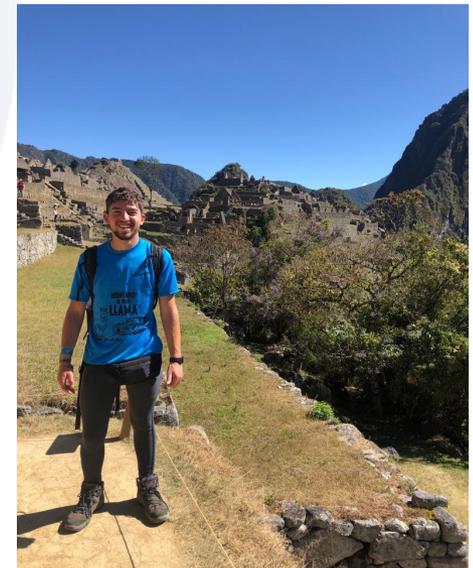


8 weeks later toxicology tests confirmed CoHb blood level:  
51.75% (Normal levels: 0-5%)

CO was the cause of Hudson's Acute Pulmonary Edema

In 2023, 30, 000 deaths reported globally caused by CO poisoning.(NICE 2023)

In 2023, 40 deaths in the UK with at least 4,000 hospitalised and injured (England & Wales)  
(NICE 2023)

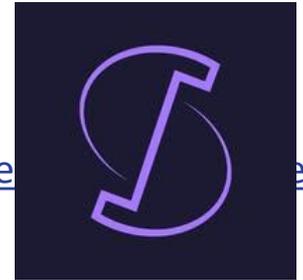


# Pack Safe Appeal



## HUDSON'S DEATH WAS PREVENTABLE !

The Lancet states “ carbon monoxide poisoning is a largely preventable cause of death received insufficient attention.”



Working with Safer Tourism Foundation, we set up the Pack Safe Appeal

Appeal inspired by other preventable CO deaths, such as Shepherd children

The **SILENT KILLER**: CO invisible, colorless and tasteless

Produced by incomplete combustion of carbon containing fuels-poorly ventilated fuel-burning appliances

No universal global CO safety standards- How do we protect ourselves ?

# Pack Safe Appeal (Cont)



Launched by BBC: Breakfast TV July 2024.

Campaign aims:

Holiday providers to feature CO safety advice

Travellers to pack CO travel alarm: Partnership with Safelincs

Accommodation providers to adopt safety measures

Government Travel guidance



# Pack Safe Appeal Success



FCDO updated travel advice

Political support (MP involvement)

Over 20,000 alarms sold in first year

Alarms donated to schools and colleges

Retail partnership (WHSmith InMotion and Euston Station)

One confirmed life saved at a hostel in Chile



# Pack Safe Appeal Next Steps



Push for FCDO to update all travel pages

Encourage all travel companies to include CO safety guidance

Recommend all travellers carry portable CO alarms

Increase public awareness through talks, media coverage and social media

Secure a major high street retailer

Make CO alarms as common to purchase as travel adaptors



# What We Know



Family visited accommodation multiple times

Water heater replaced 2 weeks after death

Evidence of poor maintenance (rust, LPG gas bottle inside, porous walls)

Symptoms suggest CO leak days before death

Police tested CO levels six months later

No CO expert within Ecuador so limited knowledge exists leading to low safety standards in accommodation



March 2024



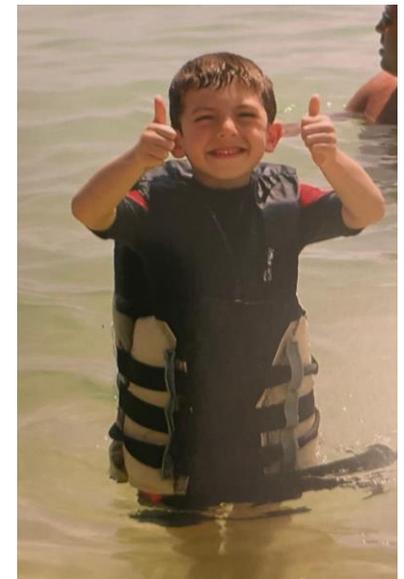
January 2026

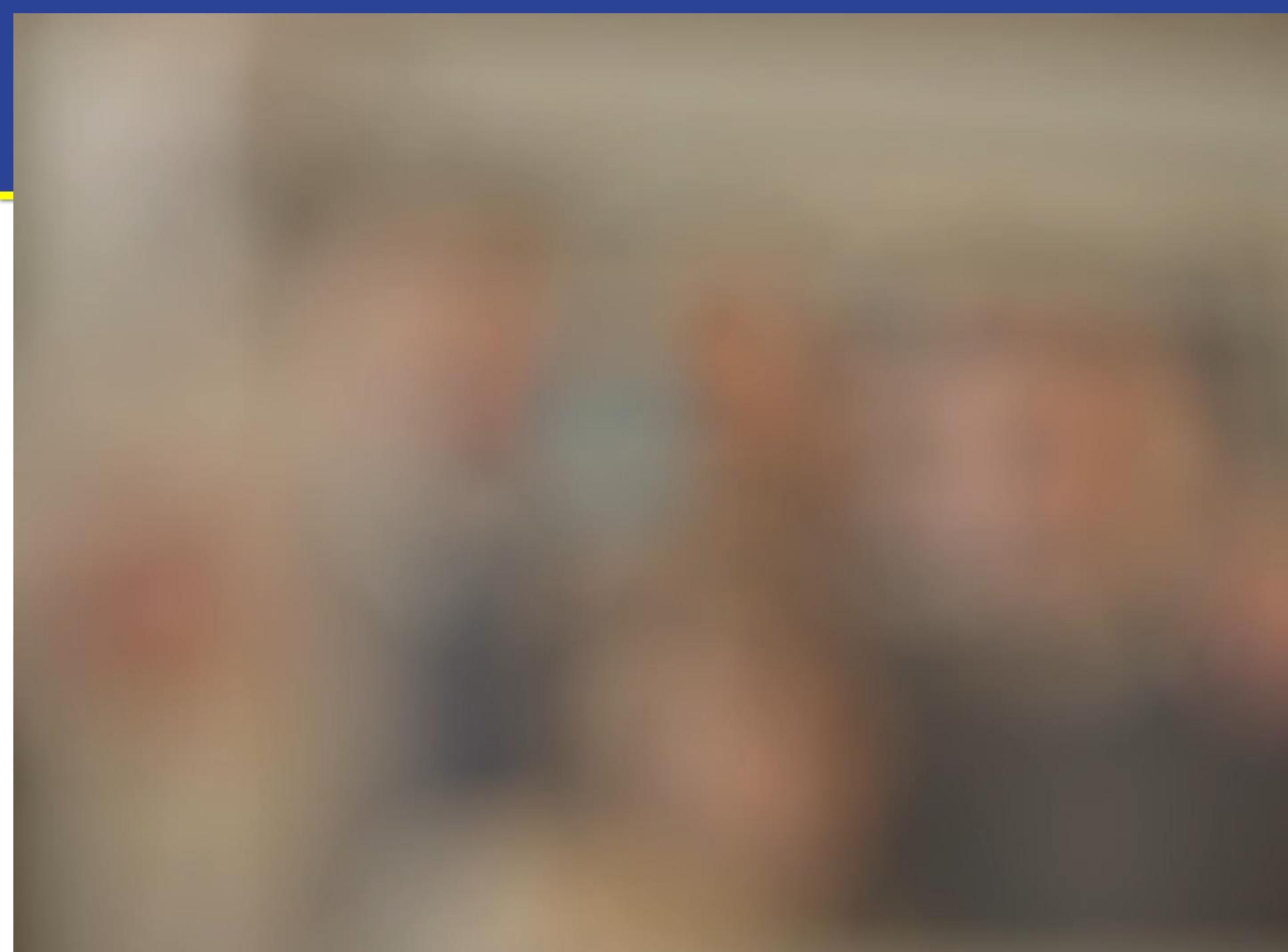
# How Can You Help?



In memory of Hudson and to continue his legacy of protecting other travellers, we must ensure everybody here today takes action NOW:

- Share Hudson's story, post on socials
- Distribute leaflets and share campaign link:  
<https://www.safertourism.org.uk/pack-co-safe>
- Recommend British-standard CO travel alarm with a long life inbuilt battery:  
Share HUDSON15 code for 15% discount, no commission
- Lobby any travel provider you know
- Raise Co awareness among everyone you know or come
- into contact with at work





# Summary and Thank you



Our family will always have unanswered questions. But we are certain of this: if Hudson had travelled with a carbon monoxide alarm, he would still be alive today.

His death was preventable.

We are speaking out today because no other family should have to experience the lifelong pain that comes from a tragedy that could have been avoided.

**Please share Hudsons story**

