



A nonprofit organization dedicated to protecting children by improving children's product safety

Dear friends and allies,

In April of 2004, a baby in Wisconsin was killed in an Evenflo Happy Camper, a portable crib recalled in 1997. It shares the deadly rotating top rail with other products, including the Playskool Travel-Lite which killed Danny Keysar. At least 16 children have been killed by this design. It was a stark reminder here at **Kids In Danger (KID)** that it is staggeringly difficult to keep dangerous products from injuring or killing children once they are in the marketplace.

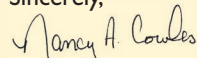
It is in honor of this baby and his family, along with Danny Keysar and all victims of unsafe children's products that KID rededicated ourselves this year to promoting the development of safer products while we continue to press forward with innovative ways to reach parents and caregivers about current dangers.

This past year continued to find us with reduced funding and tightened belts; but as you will read, KID, in that great American tradition, was able to do more with less.

- In April, Linda Ginzel and Boaz Keysar were named among the top 100 finalists out of over 3000 entries in the **Volvo for Life Awards**. Their continued commitment to children's product safety was also recognized when *Parents* magazine named Linda as a **Mom on a Mission** in May 2004. KID was on TV, either in the Chicago area or elsewhere, more than once a month during the year. Many parents who contact us say they first heard our safety message in the media.
- In May, KID held our **Fourth Annual KID's Best Friend Award Night**. Blackbird Restaurant served as our gracious host while we honored Rachel Weintraub and Mary Ellen Fise for their dedicated efforts at the Consumer Federation of America to improve children's product safety.

- In November, KID presented our **Health Care Providers Outreach Program** at the annual convention of the American Academy of Pediatrics in New Orleans.
- In December, students from University of Michigan presented their prototype of a **safer portable crib**, without the collapsing v-shape hazard, at the Fall Senior Design Expo.
- In October 2003, KID released a research report detailing the recall history of major children's brands and in February 2004, we released our annual report on recalls in the previous calendar year.

Our mission to promote safer products, advocate for children and educate the public informed our efforts this year and brings us closer to our goal of safe children's products.

Sincerely,  
  
 Nancy A. Cowles  
 Executive Director

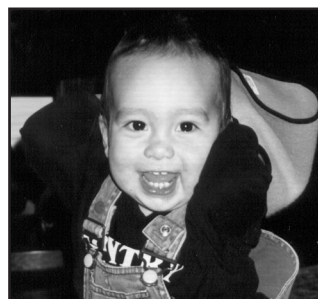
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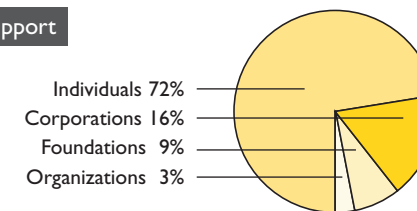
KID's Mission

is to **promote** the development of safer children's products, **advocate** for children, and **educate** the public, especially parents and caregivers, about dangerous children's products.

**Summary of Financial Position as of May 31, 2004**

<b>Assets</b>	
Current Assets	\$ 61,906
Fixed Assets	3,105
<b>Total Assets</b>	<b>\$ 65,011</b>
<b>Liabilities &amp; Net Assets</b>	
Current Liabilities	\$ 2,957
Unrestricted Net Assets	62,054
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 65,011</b>

**Sources of Support**



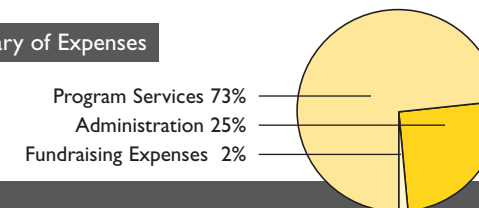
**Summary of Revenues & Expenses**

<b>Unrestricted Net Assets Support</b>	
Net Fundraising Support	\$ 18,300
Public Contributions	79,462
Interest Income	488
<b>Total Unrestricted Support</b>	<b>\$ 98,250</b>

<b>Expenses</b>	
Program Services	\$108,950
Administration	\$ 38,174
<b>Total Expenses</b>	<b>\$147,124</b>

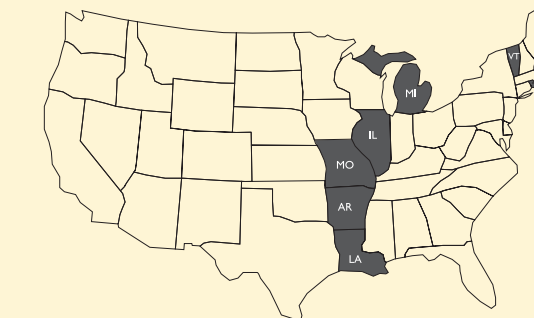
Decrease in Unrestricted Net Assets \$ 48,874

**Summary of Expenses**



ADVOCATING for Children

The **Children's Product Safety Act**, which prohibits the sale or lease of dangerous children's product or their use in licensed childcare was introduced or heard in Hawaii, New Hampshire, New Jersey and Pennsylvania. These states have not yet adopted the law. A look at the map will show a 'safety' belt of the Children's Product Safety Act across the country, but obviously leaves many unprotected children.



In Illinois, children's advocates including KID, Action for Children (formerly Day Care Action Council of Illinois) and the Attorney General's office worked with legislators to strengthen our Children's Product Safety Act with new recall posting requirements at retail locations and on internet sites. While agreement was not reached in this session, the process will continue in 2005. Many retailers took the lead on their own with Amazon.com and their Toys 'R Us site sending out recall notices to any online purchasers of a product that was subsequently recalled.

With funding from the Civil Justice Foundation, KID continued the **Test It Now!** grassroots awareness campaign. Many organizations and individuals have signed onto to our call for manufacturers to test their products for safety prior to sale. Over 500 libraries, organizations, policy makers and parents receive Test It Now! information throughout the year. In addition, KID staff met with representatives from other consumer and safety organizations to develop a network on children's product safety. That network was put to the test in 2004 when a hearing on children's product safety was called with very short notice and many children's product safety advocates were able to attend and testify.

2004  
ANNUAL REPORT

2004  
FINANCIAL STATEMENT

# PROMOTING *the development of Safer Children's Products*

**TEST: Teach Early Safety Testing**, KID's program to integrate product safety into the undergraduate engineering curriculum, continued to grow this year. With funding from Underwriters Laboratories Inc, KID worked to develop relationships with engineering professors and develop curriculum materials addressing children's product safety.

In the fall of 2003, KID sent a list of proposed senior design projects to several schools. A senior design team at University of Michigan chose to design a prototype of a portable crib that doesn't allow a failure that results in a deadly v-shape.

The students bought an old crib online, took it apart, and using some of the wonderful technology available at University of Michigan and their own creativity, fashioned a prototype of a portable crib whose rails fold up, rather than down into a v-shape, eliminating the hazard. The students educated themselves on children's product safety, reviewed CPSC and ASTM International standards that might apply, evaluated their design to see if they had inadvertently created other hazards and presented the final project at the 2003 Fall Design Expo, garnering coverage in the Ann Arbor News for their unique project.

Also as a part of TEST, KID surveyed senior engineering students at University of Michigan about the issues of children's product safety. Only 22% of students surveyed had discussed design safety in a class. One third of the students felt they knew enough to integrate safety into their design work and one third expressed an interest in more coverage of design safety and standards in classrooms. KID hopes that the TEST program will provide this important service to engineering programs across the country.

KID continues to participate in the ASTM International voluntary standard setting process for juvenile products. This year, a new standard on changing tables was finalized. Two thousand children under age 4 are injured each year in changing table incidents. The new standard calls for barriers on all four sides of a changing table, to prevent the baby from rolling off.

# EDUCATING *Parents & Caregivers*

**The Health Care Providers Outreach Program** (HCPOP) reached thousands of parents and caregivers through their health care providers. With brochures at reception desks and waiting rooms, posters in exam rooms or waiting areas and staff materials to help in addressing the issue with patients, most providers and patients found it an effective way to reach parents with KID's vital safety message. As part of the program, each participant in Chicago's Northwestern Hospital's prenatal classes now receive KID's brochure on the three steps to safety.

Evaluations of the program show that it dramatically increased parents' awareness of product safety. The number of parents who felt they were 'very uninformed' about children's product safety dropped from 15% to zero and those who felt they were very informed increased by 50%. Best of all, after the program, 55% of parents and caregivers surveyed said their provider had raised the issue of product safety in a routine office visit.

In November 2003, KID presented the HCPOP program at the American Academy of Pediatrics Annual Convention and distributed materials throughout the country through contacts there. The success of the Health Care Providers Outreach Program led directly to our new program: Safe from the Start, which will use the findings of HCPOP to reach even more families.

KID's website, **www.KidsInDanger.org** continues to be an important education and empowerment tool for parents, policymakers and others. KID redesigned the site this year, making it easier to find information, take action or learn about KID. Site visits increased by 35% and more sites now provide a link to KID than ever before.

As part of our website redo, KID added a **Family Voices** section to highlight the stories of families who have experienced first hand the impact of unsafe children's products.

KID released two reports this year that highlighted the problems with the children's product safety system in the US. In October 2003, KID released "A False Sense of Security: Recall Histories of Leading Children's Manufacturers: 1993-2003." This report documents the woeful track record of well-known manufacturers. Several have more than one recall every year due to safety concerns about their products. In February, we released our annual report on children's product recalls in the past year, finding a discouraging drop in actions against unsafe products. In 2003, in the case of both the yo-yo water ball and the Graco Pack n' Play with a changing table attachment, the CPSC stopped short of a recall, leaving parents to fend for themselves against the dangers these products may pose.

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