



KIDS IN DANGERSM

Protecting children by improving
children's product safety

2009 ANNUAL REPORT



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Kids In Danger is a nonprofit organization dedicated to protecting children by improving children's product safety. Founded in 1998 by Linda Ginzler and Boaz Keysar following the death of their son in a recalled portable crib, 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. The work of KID is done in loving memory of Danny Keysar and all victims of dangerous juvenile products. This is the annual report for the fiscal year ending May 31, 2009.

Dear Friends,

Last year, just as our FY 2009 was starting in June, the US House and Senate were finalizing a major overhaul of the Consumer Product Safety Commission (CPSC) – giving the beleaguered agency a legislative framework and the resources to become a strong voice for product safety. President Bush signed the Consumer Product Safety Improvement Act (CPSIA) into law on August 14, 2008.

Much of Kids In Danger's (KID) advocacy work over the past year has focused on monitoring the implementation of this vital legislation. From formal comments filed at the CPSC regarding new rules and regulations to regular contact with media to working with resellers or rewriting our materials to reflect the new law, CPSIA has kept KID busy. With Danny Keysar's name in the bill, we want it to be the strongest consumer protection possible.

You'll also read in this report about new and expanded programs, including the Debby Sayah Grandparent Outreach Program – designed to give grandparents the tools they need to keep their beloved grandchildren safe. It is named in honor of Judy Sage's (KID board member) mother who died in 2008.

Students in our TEST program at Northwestern University and University of Michigan took on real world design safety problems such as dangerous drop-side cribs, and developed possible solutions.

During these tough economic times, our message of product safety is more vital than ever – parents are relying on our efforts to promote the safest cribs and other products to keep their children safe.

Thanks to your support, KID has made great strides this year in keeping children safe, but the work continues. Over ten years after Danny Keysar was killed in a recalled portable crib, children are still dying in incidents associated with unsafe children's products. Just this September, CPSC announced that two more babies died in the Simplicity Bassinet recalled last year, bringing the death count to at least four. No child should die because of a product used for their care and KID will continue working diligently until all of our children are protected from preventable injuries and deaths.



Nancy A. Cowles, Executive Director

Promoting the Development

“Wisely, and slow. They stumble that run fast.” -William Shakespeare

With strong regulations now in place through the **Consumer Product Safety Improvement Act of 2008 (CPSIA)**, our work to promote the development of safer products is more important than ever. Children’s product designers and those working to assess the safety of products must strive to make new items safer and to design flaws out of products currently on the market. By working closely with the **US Consumer Product Safety Commission (CPSC)** as they establish the architecture of the post-CPSIA oversight framework – including developing stricter standards and testing methods as well as our continuing work with voluntary standard setting organizations such as **ASTM International** and future engineers through our innovative TEST program, KID is working hard to ensure that new children’s products are safer than ever before.

KID executive director Nancy Cowles continues to attend meetings of the juvenile product and toy subcommittees of ASTM International, the nonprofit organization that sets volun-

tary standards for products. With committee meetings filled with manufacturers and testing labs, KID is a vital consumer voice. This year, the committees have been addressing hazards involving dropside cribs and bassinet entrapments.

The **ASTM Toy Standard (F 963)** has been adopted by CPSC as a mandatory standard for all toys sold in the US. This raises the importance of the work of this committee. We continue to address the emerging hazards of magnets in toys and impaction hazards such as those that led to recalls of toy tool benches with nail-shaped parts that became lodged in children’s mouths.

While the ASTM voluntary standards for juvenile products are not incorporated into the mandatory standards automatically, the CPSIA does require CPSC to start developing mandatory standards for a range of infant and toddler durable products including cribs, strollers, high chairs and more. It is likely the ASTM standards will be the starting point for those standards.



of Safer Children's Products

Teach Early Safety Testing (TEST) program integrates design safety into engineering education.

In fall 2007, students at the University of Michigan joined together in **Project Safe Crib** to look at design ideas to eliminate some of the hazards that have led to millions of cribs being pulled from the market due to defects, injuries and deaths.

The team developed a prototype that can only be assembled one way and virtually without hardware.

This spring, KID collaborated with two Northwestern University student teams. One team took the current discussion on drop-side cribs and developed a safer alternative while the other looked at the heartbreaking problem of children being left in cars and worked on an electronic device to alert caregivers.

In examining a real-life design problem, researching injury data and developing a solution, all while meeting voluntary and mandatory standards, students learn to think about design in a way that will influence their work in the future. For more information, visit <http://www.kidsindanger.org/programs/test/index.asp>.



Pictured above (left to right) A University of Michigan student team demonstrates their crib design; a Northwestern University student team poses with their design

Advocating for Children

On August 14, 2008, President Bush signed the Consumer Product Safety Improvement Act of 2008 (CPSIA) into law. This far-reaching legislation represents the most significant change in children's product safety since the US Consumer Product Safety Commission (CPSC) was launched in the 1970's. KID's task this year has been to monitor and assist in its implementation – to ensure it does the most possible to keep children safe.

Our role as advocate and watchdog for our youngest consumers was a busy one this year. From participation in workshops at CPSC on the implementation of the CPSIA, to submitting comments on each new rule as CPSC announced them and helping to educate consumers on the requirements of the new law, KID has been busy.

Implementation was rocky in the beginning, slowing the effective progress of the law. CPSC, an agency that had spoken against many of the key provisions of the law, was still dealing with a decimated budget, reduced staffing and lack of strong leadership for consumer safety. But with a new administration in the White House, increased funding and staffing, and new leadership at CPSC, the prognosis for continued action appears to be stronger.

Perhaps one of the most long-lasting effects of the fight for stronger consumer protections is a broad coalition of consumer, scientific and health organizations that worked together through the passage of the bill and continues to collaborate on comments to the CPSC on rulemaking and participation in meetings.

“Keep me away from
the wisdom which does not cry,
the philosophy which does not laugh
and the greatness which does not
bow before children.”

-Kahlil Gibran

But KID worked at the local level too. We supported HB 974 which is now Illinois law, requiring that recall notices for infant and toddler durable products must remain posted in retail establishments for twice as long as other recalls – 240 days – to make it more likely a consumer with the product will see the notice. The law also made it possible for retailers to use new technology and post the recall notices and other safety news electronically.

Four other states enacted children's product safety legislation in 2008. Vermont State Senator Virginia "Ginny" Lyons' bill to prevent lead poisoning through exposure to lead in children's products was signed into law. In July, Delaware's General Assembly passed the Children's Toy Safety Act, prohibiting the sale of unsafe toys, with a specific ban on toys containing lead. In the fall, California Governor Arnold Schwarzenegger signed the Product Recall Safety & Protection Act into law, covering first and second hand retailers with a ban against the sale of unsafe children's products and a version of the Children's Product Safety Act was signed into law by Connecticut Governor Jodi Rell. With the passage of CPSIA, KID sent a letter to all State Attorneys General informing them of their increased powers of enforcement under the Act.

Educating the Public

KID has two main educational initiatives: **Safe from the Start (SFTS)**, a campaign to provide children's product safety and recall information to the public, and **The Debby Sayah Grandparent Outreach Project**, a focused effort to reach grandparents with KID's safety message. This year, KID expanded SFTS by broadening the scope and reach of the program to reach a wider net of people with lifesaving safety information. The Debby Sayah project, now in its maiden year, is being developed in consultation with experts on grandparenting issues.

"The pursuit of truth and beauty is a sphere of activity in which we are permitted to remain children all our lives." -*Albert Einstein*

Safe from the Start

In April 2009 KID, along with US Representative Jan Schakowsky and Illinois Attorney General Lisa Madigan, released a new study, **Toxic Toys and Faulty Cribs**. The report is an examination of children's product recalls in 2008, recall effectiveness at CPSC and the implications for child safety. It found that recalls remained high in 2008, including a record number of crib recalls. A look at CPSC's recall effectiveness measures showed that most recalled products remain unrecovered after the initial recall and that companies are not properly completing progress reports as required by CPSC.

To increase the visibility of KID's product safety message, we targeted networks of health care and child care professionals, licensing bodies, parents and retailers. Some of these activities include collaborating with Illinois SIDS on visibility campaign featuring Safe Sleep signs on public transport in Peoria, IL and a mailing campaign to the largest nursery product



retailers to distribute safety information and encourage owners to sign up for recall alerts. To help resellers and retailers comply with CPSIA, KID's executive director spoke on a panel at the International Consumer Product Health and Safety Organization on Retailer's Responsibilities for Product Safety and created a flyer, **Guidelines for Second Hand Sellers**.

The central goal of SFTS is to provide parents and caregivers with specific tools and information about recalls and unsafe children's products. A special emphasis is placed on distributing information to low-income and non-English speaking populations. *(continued on page 8)*

KID staffers conducted presentations before Na'amat, a women's education group, childcare providers at Charlotte's Learning Center, parents at the Lincolnshire Community Nursery School, a bi-lingual presentation for parents at the Uptown Chinese Mutual Aid Association and health care professionals at LaRabida Children's Hospital.

KID participates in health and community events year-round. We distributed safety information this year at Rush Medical Center's 34th Annual Preemie Picnic, the 15th Annual All Kids and Family Health Fair in Logan Square, the Chicago Children's Museum Health Fair and the Marriott Employee Wellness Fair. KID's materials are distributed in all parent education classes held at Northwestern Memorial Hospital.

Getting the Word Out

SFTS aims to reach raise awareness of children's product safety issues by placing articles in publications that serve parents and caregiving populations. In February

2009, KID began writing a monthly **Recall Roundup** in **Metro Parent**, which reaches parents in the Detroit area. In May 2009, KID's ED penned an article on the tenuous state of product safety in this country, which appeared in **Product Safety Letter**, an independent weekly newsletter for executives concerned with consumer product safety regulations, legislation and standards. KID has also expanded its presence on social networking web sites, with a regularly updated blog and pages on Facebook and Twitter.

With a generous grant from The American Legion Child Welfare Foundation, KID printed an updated version of our educational brochure, **Are your kids safe?**, along with an expanded version of the brochure with inserts that can be updated with new information. KID created the **Safe Sleep Tips** flyer, with information on creating safe sleep environments and a list of the recalls.



The *Debby Sayah* Grandparent Outreach Project

2009 marked the launch of **The Debby Sayah Grandparent Outreach Project**, an initiative named in honor of KID board member Judy Sage's mother, who passed away last year. This project will provide grandparents with tools and information to help this vital population of caregivers remove unsafe children's products from homes and other child care settings.



This year, KID focused on developing the project and gave an overview of our plans at two quarterly meetings of the City Wide Task Force on Grandparents and Other Relatives Raising Grandchildren, a coalition of professionals and concerned relatives who deal with grandparenting issues. Feedback from these sessions, along with results from a survey that was distributed at each gathering, will inform the development of future materials to meet the specific needs of this population of caregivers.

Financial Statement 2009

SUMMARY OF FINANCIAL POSITION AS OF MAY 31, 2009

Assets

Current Assets	\$ 126,977
Fixed Assets	0
Total Assets	\$ 126,977

Liabilities & Net Assets

Current Liabilities	\$ 6,988
Unrestricted Net Assets	119,989
Total Liabilities & Net Assets	\$ 126,977

SUMMARY OF REVENUES & EXPENSES

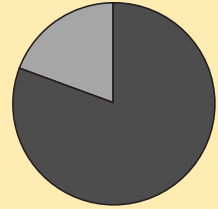
Unrestricted Net Assets Support

Net Fundraising Support	\$ 30,664
Public Contributions	185,512
Interest Income	1,051
Total Unrestricted Support	\$ 217,227

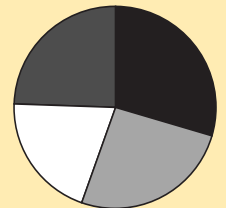
Expenses

Program Services	\$ 160,100
Administration	32,337
Total Expenses	\$ 192,437
 Increase in Unrestricted Net Assets	 \$ 24,790

SUMMARY OF EXPENSES



SOURCES OF SUPPORT



* KID received a \$50,000 donation as part of a cy pres award from a class action lawsuit against RC2 Corporation for selling lead-tainted toys.

Thank You

Contributors - Fiscal Year 2009

GRANTS

- American Legion Child Welfare Foundation
- Civil Justice Foundation
- The Seabury Foundation
- Underwriters Laboratories Inc.

GOLD CHAMPIONS

(\$10,000 & over)

- Linda Ginzel & Boaz Keysar
- RC2 Corporation
- Toys"R"Us Children's Fund

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- Campagna-Turano Bakery, Inc.
- Citizens for Lisa Madigan
- Cowlin Foundation
- The Elias Foundation
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- Miriam Schiller
- Senator Jeffrey Schoenberg
- Cynthia Schuch & Michael Lynch
- Delores Schulding
- Schwartz Brothers Insurance Agency, Inc.
- Tina & Barry Silverman
- Paul & Amy Sklar
- Mr. James Smirles
- Irene Smith
- Angeline & Christos Sotos
- Friends of Heather Steans

Thank You

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- Jed & Harriet Weisman
- Bruce Wright
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- Amy Zimmerman
- Anna Zolkowski & Dr. Mark Sobor
- Terry Zuckerman

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- AON Foundation
- GE Foundation
- Mattel Children's Foundation
- Wachovia Foundation

RAFFLE & AUCTION DONATIONS

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- Arranged by Erin
- Artimus Art LLC
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- Bourgeois Pig Café
- Orla Brady
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- Chicago Children's Museum
- Chicago Cosmetic Surgery & Dermatology
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- The Museum of Science & Industry
- Tony n' Tina's Wedding
- Toys "R" Us, Inc. & the Toys "R" Us Children's Fund, Inc.
- Yoga Now
- Zanies Comedy Club

IN-KIND CONTRIBUTIONS:

- Amy Cordell Designs
- Zoraida Sambolin
- Gibson Restaurant Group
- Peggy Groves Design
- JB Graphics
- Paul Karabush
- University of Chicago Gleacher Center
- Wolfgang Puck Catering

TRIBUTES IN HONOR OF:

- The Barr Family
- Karen Bertoli
- Caeden Cannan
- Nancy Cowles
- Dahlia Garnick
- Ginzel-Keysar Family
- Nathan Kane
- Shawn Kasserman
- JD Melchiorre
- Griffen Paulson
- Dalia Reiter
- Judy Sage
- Sarah Schimmel
- Katherine Schipper
- Robert Tanz
- Mariama Visser Wu

IN MEMORY OF:

- Anat Admati's father
- Henry Davis's son
- Catherine Fitzmaurice's father
- Raymond Glug
- Jori Gniadek
- Lucy Goldstein
- Danny Keysar
- Brendan Maruyama
- John Parker
- Sandra Passy
- Andy Sage
- Debby Sayah
- Muriel Silverman
- Abbie Smith's father
- Jennifer Tetlock

Best Friend Award 2009

On May 8, 2009, Kids In Danger presented the 2009 Best Friend Award to **US Senator Mark Pryor** and **Congressman Bobby Rush** for shaping a strong congressional response to unsafe products and their leadership in passing the CPSIA.

After Danny Keysar's death in 1998 from a recalled portable crib, his parents discovered key weaknesses in children's product oversight, prompting them to found KID to work towards resolving these issues. CPSIA's enactment represents the realization of important components of KID's mission to substantively improve children's product safety oversight. Senator Pryor and Congressman Rush's commitment and hard work were instrumental in moving this historic bill through the legislative process. CPSIA, a key section of which is named for Danny, is the legacy of all of the children who have been injured or killed by unsafe children's products.

This year's event was held at **Hugo's Frog Bar and Fish House** in Chicago. Event **co-chairs Lisa Turano Solano**

and **Karen Bertoli** kicked off the evening's program, followed by remarks from **KID co-founders Linda Ginzel and Boaz Keysar**. Congressman Bobby Rush addressed the group and spoke movingly of his compassion for victims of unsafe children's products and his commitment to improving children's product safety. Senator Mark Pryor sent a video message as he was unable to attend. KID's executive director concluded the program with comments on the hard work and commitment of everyone involved in the passage of CPSIA and the road ahead. The amazing **Zoraida Sambolin**, Anchor at NBC5 News Today, served as our Emcee. The evening concluded with a shower of prizes from the exciting Live and Silent Auctions and Raffle.

The event was a resounding success, raising much needed funds for KID's programs and initiatives. Special thanks to our event committee, especially co-chairs Lisa Turano Solano and Karen Bertoli who put a great deal of time and effort into making this year's event a triumph.



KID Boards and Staff

BOARD OF DIRECTORS

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Karen Bertoli
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Mirus Futures, 7Ticks and Sema4Group*

Linda Ginzler, Ph.D
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Shawn Kasserman
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Boaz Keysar, Ph.D
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If you want to help
KID and have an
hour or more to
donate to the cause.
let us know!

KID Volunteers

KID relies on the hard work of volunteers, interns and work-study students to carry out our mission. Volunteers help in the office with administrative tasks, mailings, research, design and legislative outreach. In addition, we have many who help each year at our annual event or special outreach projects. Some come alone, some, such as those from Student Leadership Development and Volunteer Services at the University of Illinois at Chicago came together for a special workday. We have been fortunate to have so many talented individuals willing to help our cause – here’s a brief look at just two such volunteers.

A graduate of Parsons the New School for Design, Devyani Seth has been applying her experience and education to KID’s graphic design projects since March 2009. Her projects include a tribute card for donations in memoriam, an ad in Chicago Baby to raise awareness of KID’s email alert and a flyer for KID’s grandparent outreach program, among others. With her clean designs and aesthetic sense, Devyani has produced visually striking materials that are widely used in our outreach efforts.



A former legislative aide, Barbara Legan, assisted with KID’s advocacy efforts for many months. She completely redesigned our bill tracking database, prepared mailings, and helped with outreach and advocacy on a range of proposals that were under consideration in different states. Barbara went above and beyond; doing whatever was needed to make KID’s operations run smoothly.

- JR Aguilar
- Manisha Arora
- Matthew Bain
- Danny Ball
- McKenna Batterson
- Justin Brudnichi
- Yoon-Mie Cho
- Kelsey Cousino
- Lucy Cowles-Costigan
- Walter Cowles-Costigan
- Lindsey Culpepper
- Gerrrome Diapula
- Ryan Dix
- Richard Duff
- Tiffany France
- Joe Goebel
- Christian Haas
- Kyle Hanson
- Sonal Hundekari
- Barbara Kelly
- Tomer Keysar
- Jim Ksiazek
- Barbara Legan
- Rachele Lockhart
- Jim McCarthy
- Maynard Morgan
- Tara Nowak
- Barbara Passy
- Jim Pegido
- Lisa Quinn
- Lauren Rhodes
- Jerome Rhodes
- Victoria Roe
- Arthur J. Rohde
- Melissa Rohde
- Lindsey Schwartz
- Devyani Seth
- Alex Sharp
- Ilene Shevrin
- Marc Shinderman
- Brian Smith
- Paola Susan
- Angelica Villacis
- Robert C. Wafle
- Erika Wafle-Grados
- Grant Weber
- Banu White
- Jennie Woods
- Jesse Wu



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