

# Kids In Danger

KID is a 501(c)(3) nonprofit organization dedicated to protecting children by improving children's product safety. University of Chicago professors Linda Ginzel and Boaz Keysar founded KID in 1998 following the death of their son in an unsafe portable crib. KID is dedicated in loving memory of Danny Keysar and all victims of dangerous children's products. Our mission is to:

- Promote the development of safe children's products
- Advocate for children
- Educate the public, especially parents and caregivers, about dangerous children's products

Sign me up for monthly email updates on unsafe products and KID's ACTION newsletter. Let me know how I can help keep children safe from dangerous products.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

Fax to 312-595-0939, mail to KID's office, or sign up at [www.KidsInDanger.org](http://www.KidsInDanger.org).

## Kids in Danger

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## facts:

Unintentional injuries are the **leading cause of death** among children.

An estimated 81,700 children under age 5 were rushed to U.S hospital emergency rooms in 2010 for **injuries associated with nursery products**.

An average of **101 children under age 5 die annually** in incidents associated with nursery products.

In calendar year 2011, the U.S Consumer Product Safety Commission recalled children's products, including nursery items, toys, and clothing, at a rate of almost **2 per week**. This accounts for over **11 million recalled** units.

Some juvenile products that have never been recalled are still dangerous. These include **sleep positioners, walkers, baby bath seats, and crib bumper pads**.

New federal rules improves the children's product safety system, but **parents and caregivers must be informed** to keep children safe.



IMPROVING  
CHILDREN'S  
PRODUCT  
SAFETY

Visit [www.KidsInDanger.org](http://www.KidsInDanger.org) for more information on cribs, strollers, high chairs, and other children's products.



# Are your kids SAFE?

**Protect your children from dangerous children's products**



# the three steps to safety

## 1. learn

### about the problem.

Visit [www.KidsInDanger.org](http://www.KidsInDanger.org) regularly for updated information. **KID** publications and other informative materials are available on our website as free downloads, or call our office at 312-595-0649 to request more information about children's product safety.

Share this lifesaving information with other parents and childcare providers. Help them learn about the importance of children's product safety. Contact **KID** to learn more about how you can educate others about this important issue.

### Safe Sleeping:

Babies sleep safest on their backs in a bare crib that meets current safety standards. As of June 2011, older cribs are illegal to sell and might pose a risk to your baby.

- Remove all soft bedding, including blankets, stuffed toys, pillows, and bumper pads, and use a tight-fitted sheet.
- Check the crib's hardware often to ensure it is tight and in good condition.
- All monitors, mobiles and hanging toys should be positioned out of the child's reach.

These precautions can help ensure your child's safety.

## 2. check

### your products for recalls.



First, do an inventory of items used by your children. Visit [www.recalls.gov](http://www.recalls.gov) or contact the agencies listed below to check for recalls or other product hazards. Use KID's mobile app to search for recalls as well.

Next, stay informed with email alerts from **Kids In Danger**. Sign up at [www.KidsInDanger.org](http://www.KidsInDanger.org)

### Resources

#### For most children's products:

U.S Consumer Product Safety Commission (CPSC)  
1-800-638-2772 [www.cpsc.gov](http://www.cpsc.gov)

#### For car seats:

National Highway Traffic Safety Administration (NHTSA)  
1-800-424-9393 [www.nhtsa.gov](http://www.nhtsa.gov)

#### For foods and medicines:

U.S Food and Drug Administration (FDA)  
1-888-463-6332 [www.fda.gov](http://www.fda.gov)

### Now – take action!

## 3. act

### to keep children safe.

Once you have checked your products, alert your family and friends of the dangers of unsafe children's products.

Fill out your name and address on registration cards that accompany new products or register your product online. This is the only way the manufacturer can contact you directly in the event of a product recall.

Report product defects, injuries, or other problems to both the product manufacturer and CPSC, through SaferProducts.gov. You can also search here for reports from other consumers on children's products.

When shopping, ask to see the store's recall postings. Encourage the retailer to post recalls in a prominent location. Use KID's mobile site to search for recall information while shopping.

Tell your elected officials that they must make children's safety a priority. Check out **KID's** advocacy page for more information.

Visit [www.KidsInDanger.org](http://www.KidsInDanger.org) to learn more. On smartphones and other devices, KID's mobile site allows you to search for recalls while at garage sales or anywhere!



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