

**For Immediate Release
March 21, 2016**



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Recalls drop, progress made in social media usage to increase recall awareness: but most recalled products remain in use

(CHICAGO) Stronger standards and oversight by regulatory agencies have had a measurable effect on product safety. A new report out by Kids In Danger (KID) shows a decrease in the number of recalls of children's products, as well as in the injuries and fatalities reported with those recalled products. At the same time, the usage of social media to raise recall awareness nearly doubled from last year.

Developing mandatory standards for children's products is a required part of the breakthrough 2008 Consumer Product Safety Act (CPSIA). A key section of the CPSIA is named for Danny Keysar, whose parents founded Kids in Danger (KID) – a nonprofit organization dedicated to protecting children by improving children's product safety.

KID has released *A KID Report Card: Children's Product Recalls in 2015*. The report reviews recall data from the US Consumer Product Safety Commission (CPSC) for 2015 as well as looking at recall effectiveness for 2014 recalls. There were 68 children's product recalls and over 5.5 million total units of children's products recalled in 2015, the lowest since KID started tracking recalls in 2001.

Additional findings of the report include:

- Of all products recalled by the CPSC in 2014, 24% were children's products.
- Clothing and nursery product recalls accounted for more than half of all children's product recalls.
- In total, 819 incidents were reported prior to 2015's recalls, an average of 12 reported filed before a recall is issued.
- Injuries (36) have decreased 95% since Danny's Law passed in 2008.
- Although no deaths were reported prior to recall this year, there were IKEA furniture deaths that did not lead to a recall.

- Manufacturer's efforts to retrieve dangerous recalled products through social media improved greatly, with 44% of companies with a Facebook page posting about their recall.

Still, the report shows that data at CPSC shows just over 1% of 2014 children's recalled products were fixed or returned with an average of 8% for each recall – if the product was already in consumer hands. In total, 14% of recalled children's products were retrieved or fixed through recalls. This includes those still with manufacturers, retailers or somewhere in-between.

“Despite better records at CPSC and additional efforts by manufacturers, we still are seeing a dangerous gap between announcing a recall and actually repairing or removing the product from use,” stated Nancy Cowles, KID Executive Director. “KID is making this our priority for 2016 and we hope other stakeholders, including CPSC, will as well.”

“Together we have worked successfully to implement stronger safety standards for children's products, but unsafe children's products still cause too many preventable injuries,” said Illinois Attorney General Lisa Madigan. “Kids In Danger provides invaluable leadership and resources for parents and caregivers to protect children.”

KID will continue to work to provide consumers, manufacturers, and policymakers with the information they need to increase recall effectiveness, broaden consumer awareness, and decrease incidents, injuries and deaths related to children's product recalls.

“This report by Kids in Danger clearly indicates the continued need to educate providers, parents, and the public about children's product safety. While the CPSC has taken steps to improve their communication of product recalls and expedite the actions taken to get these products off the shelves, Kids in Danger's findings show that vigilance is absolutely necessary in order to get these products out of homes and child care setting,” said Sessy Nyman, V.P. of Policy and Strategic Partnerships at Illinois Action for Children. “Illinois needs to maintain our standing as a national leader on children's product safety by

continuing to work with our partners at Kids in Danger who lead our efforts on this critical issue for children where they live and in their programs across the state.”

KID recommends that parents check [SaferProducts.gov](https://www.saferproducts.gov) for recalls and injury reports and sign up for safety updates at [KidsInDanger.org](https://www.kidsindanger.org). Accessing KID’s website on a mobile device allows consumers to search for recall information while shopping or considering a second-hand product. KID also has new educational materials for parents and caregivers to allow them to keep safety information at their fingertips as their children grow.

Parents should report problems with a product both to the manufacturer and to CPSC at [SaferProducts.gov](https://www.saferproducts.gov), and urge elected representatives to make strong standards and recall effectiveness a priority.

More information about Kids In Danger and dangerous juvenile products is available at [www.KidsInDanger.org](https://www.kidsindanger.org)