

**For Immediate Release
February 9, 2015**



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Recalls drop, but little progress in getting them out of consumer hands a new report shows

(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 the injuries and incidents reported with those recalled products.

Kids in Danger (KID), a nonprofit organization dedicated to protecting children by improving children's product safety, released *A Decade of Data: An In-depth Look at 2014 and a Ten-Year Retrospective on Children's Product Recalls*. The report reviews recall data from the US Consumer Product Safety Commission (CPSC) for 2014 as well as previous years.

The report found that both incidents, injuries, the number of children's product recalls and the deaths related to them decreased. Developing mandatory standards for children's products is a required part of the breakthrough 2008 Consumer Product Safety Act (CPSIA), a key section of which is named for Danny Keysar, whose parents founded KID. In total there were nearly 17 million units of children's products recalled in 2014; including five recalls that included over 1 million units per recall.

Additional findings of the report include:

- Twenty-five percent of the products recalled by the CPSC in 2014 were children's products.
- Clothing recalls made up the largest children's product category this year with 25 recalls (33%).
- Injuries (29) dropped to their lowest levels since KID began studying recalls.
- From 2005-2014, there have been a total of 19,581 incidents, 2464 injuries, and 54 deaths related to recalled children's products reported prior to recall.

- Over the same ten year period, toys were the most recalled products (471), while nursery products injured (1,298) and killed (32) the most children.
- Manufacturer's efforts to retrieve dangerous recalled products through social media, while up from 2013, are still low.
- Still, the report shows, most products recalled remain in consumer hands (80%).

“Stronger standards, port surveillance and testing requirements have reduced recalls and improved safety, stated Nancy Cowles, Executive Director of Kids In Danger. “We need to keep strengthening that safety net and address the gap between recalling a product and getting it out of our homes.”

Also of note is the role the Danny's Law and mandatory standards have played in reducing the overall number of children's product recalls and preventing recall related deaths.

"When looking through the ten years of data, it was striking to see how closely related deaths and mandatory standards were," said the report's author, Jordan Durrett. "As a rule, once a mandatory standard was put into place for a certain hazard, like drawstring strangulations, the hazard was no longer associated with deaths. The only exception was the choking hazard small toy parts pose to children that continues to be related to child deaths."

"This year's important report shows continued progress in improving the safety of children's products, stated Congresswoman Jan Schakowsky. "I am proud of the clear impact that the Consumer Product Safety Improvement Act - which I helped write and pass in 2008 - has had on that progress. I know KID will continue to work to raise awareness about dangerous products and I will continue to work with KID, consumers, and the CPSC to make children's products even safer."

“Because of the work and dedication of Kids In Danger, we see recalls decreasing as well as injuries and deaths related to dangerous toys and products,” said Illinois Attorney General Lisa Madigan. “Though we have made important strides in improving children's

product safety, there is still much work to be done to alert families to recalls so they can remove dangerous items from their homes.”

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.

“Although children’s products are structurally safer than ever before, thanks in part to decades of work by product safety advocates, the leadership of U.S. Congress and state lawmakers, and the Consumer Product Safety Commission, the message today is clear: we need to protect our youngest consumers from unsafe toys and other products,” added Maggie Galka, Campaign Organizer with Illinois PIRG. “Parents and caregivers should be on the lookout for toy recalls and watch out for common hazards when shopping for toys and children's products.”

KID recommends that parents check SaferProducts.gov for recalls and injury reports and sign up for safety updates at 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. In addition, parents should report problems with a product both to the manufacturer and to CPSC at 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