



IMPROVING  
CHILDREN'S  
PRODUCT  
SAFETY

**For Immediate Release**  
**December 21, 2016**

**Contact**  
Nancy Cowles  
312.595.0649  
nancy@kidsindanger.org

**TOY RECALL DATA DEMONSTRATES HOW SAFETY STANDARDS MAKE AN IMPACT**

Data from CPSC provides us with information on toy hazards, recall numbers, and how safety standards can save lives.

(CHICAGO) After the Consumer Product Safety Commission (CPSC) adopted the Toy Safety Standard (ASTM F963) in 2008, the number of injuries related to recalled toys dropped considerably throughout the following years. The standard went into effect in February 2009, causing almost immediate drops in reports. Between 2007 and 2009, numbers went down by 80%. As time passed, the numbers fell further, declining overall by 93% since 2006. These persistent drops in injuries and recalls reveals the strong connection between standards and product safety.

Kids In Danger (KID), a nonprofit organization dedicated to protecting children by improving children's product safety, released ***Safety Standards Work: How Toy Safety Standards Elicit Dramatic Drops in Recalls and Preventable Injuries***. In this report, KID tracks the types of recalled toys and the injuries suffered. "This data revealed multiple trends, the most notable being after the standard went into effect in 2009, when both injury and recall numbers radically decreased," stated Rachel Constanzo, Program Assistant at KID. The new standards were part of the landmark 2008 Consumer Product Safety Improvement Act (CPSIA), a portion of which is named for Danny Keysar, whose parents founded KID.

"The report tracks trends on injuries and hazards, as well as type of toys being recalled. The top reported injury categories were: bodily injury, entrapment, ingestion, and fires/burns,"

stated Cindy Lui, Program Assistant at KID. “However, numbers in all categories have decreased since 2008,” continued Lui. Overall, since 2006 the number of injuries has decreased by 93%, declining by 122 injuries in 2006 to just 8 by June 2016.

Likewise, total toy recall numbers declined by 69%, from 62 in 2006 to 19 in as of June 2016. The most dramatic decline happened between 2007 and 2009, when numbers went down by 80%. Dolls, plush figures, and action figures represent the majority of the toy recalls. Although, more recent trends show recall increases within the toy jewelry and accessories category.

Additional findings from the report are:

- Choking was the most frequent hazard, followed by lead poisoning. However, lead poisoning dramatically dropped in 2008.
- Most injuries fell into the bodily injury category.
- There was a large increase in ingestion hazard in 2012 due to magnet toys.
- The number of fire/burn injuries recently increased, mostly from electronic toys.

Overall, the report emphasizes that when product safety is a concern for engineers, product designers, manufacturers, and retail stores, an impact can be seen. With continued support across the government and market for safety standards, injuries from unsafe products can be dramatically reduced. KID will continue to work to address new and emerging hazards in standards. .

KID recommends that families visit [SaferProducts.gov](http://SaferProducts.gov) before shopping for toy products. “SaferProducts.gov is one of the most current and accurate resources in regards to toy safety,” stated Nancy Cowles, Executive Director at KID. The website allows consumers to report incidents or injuries with products they have recently purchased. In addition, KID recommends that parents and caregivers sign up for safety updates at [KidsInDanger.org](http://KidsInDanger.org).

Contact KID for more information at (312) 595-0649 or [www.KidsInDanger.org](http://www.KidsInDanger.org).

###