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## **Kids In Danger surveys Illinois parents on product safety: more efforts needed to get dangerous products out of homes**

(CHICAGO) The U.S. Consumer Product Safety Commission (CPSC) recalls children's products over twice a week on average. Yet, only 43% of parents hear of recalls even once a month. This is just one of the findings of Kids In Danger's recent survey of Illinois Parents.

Kids In Danger, a nonprofit organization dedicated to protecting children by improving children's product safety, released *The Illinois Parent Survey on Product Safety* today. The report explores parents' knowledge and awareness surrounding the issue of recall and product safety. KID will use the survey results to inform their outreach and advocacy efforts.

The survey, conducted in September 2009, found that when asked to list safety issues, parents stated home safety concerns most often, with 31% of responses (above crime, traffic, and outside injuries concerns). However, parents still seem to underestimate the danger of "high risk" products. According to Nancy Cowles, Executive Director of Kids In Danger, "There is much to be done in the way of parental awareness for children's product safety. Many parents are still not aware of the hundreds of recalls that happen every year. Despite increased efforts, they're still not getting the information they need."

Additional findings of the report include:

- Thirty-seven percent of parents report having found a recalled product in their home on at least one occasion.
- Despite the increase in internet usage, 50% of parents still cite TV as their number one source for recall information.
- The percentage of parents receiving email alerts on children's product safety is small, but can serve as a measure of awareness.

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**DON'T LEARN ABOUT RECALLS FROM YOUR BABY**

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- Parents are more likely to comply with recalls that offer a replacement product or refund.

KID recommends the CPSC and other safety organizations should refine and enhance their methods of communicating safety messages to parents and other caretakers. This can be done by dedicating more time and creative resources to develop community outreach campaigns, especially in minority and other vulnerable neighborhoods. Manufacturers and retailers must increase efforts to convey recall and other safety information directly and provide consumers with incentives (refund or product replacement) to comply.

Parents can sign up for safety updates at [www.KidsInDanger.org](http://www.KidsInDanger.org). In addition, parents should report problems with a product to both the manufacturer and CPSC and urge Congress to continue its oversight of CPSC.

More information about Kids In Danger and awareness about children's product safety is available at [www.KidsInDanger.org](http://www.KidsInDanger.org) or (312) 595-0649.