

...To Communities. KID's programs are innovating new ways to empower you to protect children and create safe environments for children in this new era in product safety oversight.

Grandparent outreach to all corners of the state: As part of **The Debby Sayah Grandparent Outreach**, KID has introduced our resources to over 140 agencies and organizations that serve this population throughout the state, from **Freeport** to **Mount Vernon**, from **Granite City** to **Effingham**. We bring our presentations on safety to a wide array of settings, from a small evening support group at the **Austin Counseling Center** in Chicago, to residents at **Sanfoka House**, a community-based transition program initiative, to the local **'Grams Club'** in the small town of Pecatonica.



Safe from the Start partnerships: As part of our continuing partnership with **Asian Human Services**, KID created a version of our workshop, **Don't Learn about Recalls from your Baby**, geared toward ESL students, with an interactive tour of CPSC's Spanish-language pages. We continue to work with public libraries, most recently through a workshop, **Choosing Safe Toys for Kids: What you Need to Know**, for parents at **Mt. Prospect Public Library**.

New Resources: Have you visited the Publications page of KID's website lately? If you do, you'll find a host of new resources to help you learn about unsafe products and other pertinent safety issues. Check out KID's **Product Registration brochure**, or the new grandparent-focused version of our educational brochure, **Are your grandkids SAFE? Interested in the new CPSIA provisions?** Check our KID's **FAQ flyer** to learn about what the new crib standards mean to you. Childcare providers can contact us to **sign up for our email listserv** dedicated to child care and product safety issues. **Need other language options?** KID's *Are your Kids SAFE?* brochure is now available in Spanish and Polish.

On April 8, 2010, a family was changed forever. Seven-week-old Preston was beloved by his parents and his big sister. He was put to bed the night before, but never woke up that morning.



Preston was placed in a sleep positioner in his crib as he was each night. But in the morning, his father awoke with a start – surprised Preston wasn't awake yet. He found his son lifeless in the corner of his crib. Somehow he rolled out of the positioner and into the corner of the crib where he smothered against the crib bumper pad and mattress.

"The products I used, I fully thought were going to protect my child, not harm him," said Preston's mother Laura. "I was an educated mother only wanting the best."

Preston's death added to the information the US Consumer Product Safety Commission (CPSC) and the Food and Drug Administration already had on the dangers of sleep positioners. They have reports of 13 deaths since 1997 in that product. Preston's death was one of the deaths in 2010 that led them to take action: warning parents and caregivers that the product was both unnecessary and deadly. Retailers stopped selling the product immediately, welcome news for Preston's parents and others such as the Sages of New York whose son died in 2002 when he suffocated on a sleep positioner.

But Preston's mom Laura wants to see more done. "My life has been turned upside down and I've lost most of what I had through this tragedy," Laura told us. "But the products continue to be sold. There has been no action on crib bumper pads and no ban or recall on sleep positioners."

After Preston's story (and Aiden's; both on **Family Voices** on our website) was reported in the *Chicago Tribune* and other media outlets, CPSC did say they would re-examine the safety of crib bumper pads. Their final report hasn't been released yet.

KID continues to work with Preston's family and other advocates to make all parents aware of the dangers of both crib bumper pads and sleep positioners. KID's message is that a bare crib is safest for a baby.

"My son's life will always mean the world to me and my family, but in his death, I also choose to tell his story, as uncomfortable and heart wrenching as it may be," Laura concluded. "If it will save another precious, innocent baby's life; it is worth the story being told."

Learn more about the dangers of these products, safe sleep guidelines and Preston's story on our website, www.KidsInDanger.org.

In an effort to improve the way KID delivers information to our community, we are working with **MBA students from the University of Chicago** to assess how to best deliver content to our supporters. **You can help** – take 5 minutes to complete a survey (link at www.KidsInDanger.org) and tell us what information you value and how we can best deliver it to you.

Best Friend Award Night: A Chef's Tasting Event

On Thursday, May 19, 2011, Kids In Danger will present the **2011 Best Friend Award** to **Mitch Lipka** for his journalism on children's product safety issues. Mitch wrote one of the first investigative articles on product safety in 1999 while at the *Sun-Sentinel*. He has been a reporter and editor for more than 25 years and, in addition to his tenure at the *Sun-Sentinel*, has worked for *The Philadelphia Inquirer* and *Consumer Reports*. In his current position as **Consumer Ally at AOL's Wallet Pop**, he leads a team of reporters that write about issues affecting consumers from product and food safety to scams. He also writes a consumer column for *The Boston Globe* and is the child product safety expert for *Parents'* magazine's website, *Parents.com*.



For this occasion, KID is pleased to offer our guests an entirely new and exciting event experience with a **sampling of culinary delights** from **Chicago's finest chefs**. Take in the beautiful views along the east bank of the Chicago River as you enjoy the cocktail reception, event program and the exciting raffle, and live and silent auctions.

This year's Best Friend Award Night will be held at **Fulton's on the River** at 315 N. LaSalle St. in Chicago from 6pm to 8:30pm.

The Best Friend Award Night is KID's primary fundraiser. The proceeds from this event go to fund our vital safety work to protect children from unsafe children's products.

Consider supporting the event by:

- **Becoming an event sponsor:** Includes event tickets, a complimentary program ad and promotional opportunities
- **Donating raffle or auction items**
- **Placing an ad in the commemorative program:** Show your support for our honoree, promote your business, honor loved ones, make a dedication 'From the Heart' to a child in your life or simply voice your commitment to improving children's product safety.

To place an ad, make a dedication, or to donate items for the auction and raffle, please use the form below.

Visit the Best Friend Award Page at www.KidsInDanger.org for tickets, to view the prize offerings or for more information on becoming involved in this great event.

Program Book Ad Form

Thank you for supporting **KID's Annual Best Friend Award Night!** To include your message of congratulations to this year's Best Friend Award recipient or to place an advertisement in our fundraiser program book, please do the following:

1. Select your desired message/ad size:

- From The Heart \$25 Business Card \$75 1/2 page (5.5" x 4.25") \$150 Full page (5.5" x 8.5") \$300
Art Enclosed? Yes No

2. Attach a camera-ready copy of your text or business card or write your message below. Electronic files may be sent to Nancy@KidsInDanger.org.

3. Please provide the following: Name _____ Company or Org. _____

Address _____ City, State, Zip _____

Phone _____ Fax _____ Email _____

Return this form, artwork and your payment to Kids In Danger, 116 W. Illinois St., Suite 5E, Chicago, IL 60654 by April 9, 2011. Contact KID at 312-595-0649 if you have questions. **Thank you for your support!**

Kids in Danger

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Moving Towards Safety:

Children's Product Safety & Recalls in 2010

On March 7, 2011, KID released our 10th annual report on children's product recalls. This year's report examines recalls in 2010 and other actions that have an impact on safety.

There were **160 children's products recalled** in 2010, up slightly from 2009. Most of the products were either nursery products such as cribs, strollers and high chairs (29%) or clothing (28%), recalled primarily for strangulation risks from drawstrings. Other findings:

- There were **11 recalls of 1 million or more units**. The largest single recall was of 12 million glasses from McDonald's tainted with cadmium, a dangerous heavy metal.
- There were **18 deaths reported prior to recall** in these products.
- The five products with the most incidents reported before recall were a trampoline, stroller, gate and two cribs.

The report also looked at other actions taken by the US Consumer Product Safety Commission (CPSC) that had a direct impact on safety. For instance, after a warning by CPSC and FDA on sleep positioners, an issue KID has raised since 2002, most retailers stopped selling these dangerous products. Other actions:

- CPSC issued alerts on the safe use of baby slings.
- A strong mandatory standard for cribs was developed and adopted to go into effect June 28, 2010.
- The CPSC public database was developed and goes online Friday, March 11.
- Most nursery products must now come with a product registration card and website address to assist in alerting consumers in the event of a recall.

KID recommends that CPSC continue their work in implementing new safety regulations and Congress should consider looking at ways to improve recall effectiveness and support CPSC's efforts.

The full report is available for download at www.KidsInDanger.org.

SAVE THE DATE!
2011 Best Friend
Award Night
Thursday, May 19

Donor Notes... Thank You!

Thank you all for supporting our 2010 annual giving campaign! KID raised over \$43,000 that will be used to keep children safe. That includes \$10,888 raised through a special online appeal that was matched by Linda Ginzel and Boaz Keysar. Among the many other generous donations were \$4,250 from the Cowlin Foundation, \$5,000 from the Elias Foundation (thanks to Eldar and Stacy Shafir), \$5,000 from the Turano Foundation, \$2,000 from France Leclerc & Richard Thaler, \$2,000 from William Meadow and Susan Goldin-Meadow, and \$1,000 each from the Romano Family Foundation, Sally Blount and Dr. and Mrs. Robert Tanz.

KID received a \$19,000 grant from Underwriters Laboratories to continue and grow our **Teach Early Safety Testing (TEST)** program.

KID has received donations in honor of the birth of Eliana Madison Schimmel; the birthdays of Booty Pomeroy, Zahi Ben-David, Theo Lafontant Kagan, Pedma-Tara Roushdy; and in honor of the Sage Family, Dan McClure, Katherine Schipper, Dr. Mark Plante, Steve Swibel, Abby Rickmeier's first Christmas, Robert J. Hughes, Dan Gilbert & Marilyn Oliphant, Linda Ginzel & Boaz Keyar, Sarah Schimmel, and Katherine Schipper. Donations were made in memory of Danny Keysar, Andy Sage, Norman Cohan, Ernie Rubin, Myrna Sam, Savannah Weathers and Luna.

KID was thrilled to receive \$5,000 from individual contributions from the 100+ Funding Futures—a group of women raising money for programs that help the community. A special thanks to Dawn Kasserman for raising KID's cause with the group and to Laura Phillips for her support.

Many generous supporters give to KID through the Combined Federal Campaign or their workplace giving program. Contact Sarah@KidsInDanger.org to get KID included in your workplace program.

Thanks for graphic design from Peggy Groves Design www.peggygroves.com & printing from JB Graphics, Inc. 773-539-7457.