



ACTION NEWSLETTER

SPRING 2003

Kids In Danger (KID)

is a nonprofit organization dedicated to protecting children by improving children's product safety. KID was founded in 1998 by Linda Ginzel and Boaz Keysar, the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck.



KID's Mission

is to **promote** the development of safer children's products, **advocate** for children, and **educate** the public, especially parents and caregivers, about dangerous children's products.

**Look inside this newsletter
to add your voice for safer
products and return the
form to KID.** →

Targeting the Root Cause of Dangerous Children's Products

Since its founding, Kids In Danger (KID) has focused on the urgent task of protecting children from injury and death by eliminating dangerous products from children's environments. But that effort begins to feel more and more like holding a finger in the dike - the recalled products keep coming and children continue to be injured and killed by defects in products. This year marks a shift in KID's focus to address the root cause of the problem with children's product safety: inadequately tested, poorly designed children's products. By ensuring that products are designed with safety in mind and adequately tested, KID hopes to stem the flow of faulty products and keep children safe.

KID is pleased to announce three programs that will allow KID to work towards this objective this year. **Teach Early Safety Testing (TEST)** is a new program to reach tomorrow's designers and product engineers with vital information about product safety, standards and testing. Funded by a generous grant from **Underwriters Laboratories, Inc.**, KID's TEST will provide important background materials and educational opportunities to engineering students to incorporate safety into design work from the start. The goal of KID's TEST is to encourage the development of safer children's products.

KID's **Health Care Providers Outreach Program** is a new initiative to reach parents and caregivers with the critical message of children's product safety through their health care providers. The program's objectives are:

- To inform health care providers about the dangers of recalled and unsafe children's products and give them tools to educate their patients about the issue;
- To provide parents and caregivers in Chicago communities specific information about the risks of children's products and how to identify and remove these products from use;
- To provide a model that can be replicated in other communities for health care providers to serve as conduits of the important safety message.

KID would like to thank the **Col. Stanley R. McNeil Foundation, Lands' End**, and the **Park West Community Association** for their support of this program.

Launched last fall, **Test It Now! A Grassroots Awareness Campaign for Children's Product Safety**, is an ambitious project to raise the visibility of dangerous children's products and the shortfalls of the current system of children's product safety. Funded by **Ben & Jerry's Foundation** and KID's founders, **Linda Ginzel and Boaz Keysar**, the campaign is working to create a groundswell of consumer support for safer children's products leading to needed changes. KID executive director, Nancy Cowles, kicked off the program by meeting with U.S. Consumer Product Safety Commission (CPSC) Chairman, Hal Stratton, in October. Outreach in Seattle began in December through a meeting of the Washington State SAFEKIDS Coalition and other groups concerned about children's product safety. KID will continue to develop the program through outreach campaigns in Boston and Washington D.C.

We encourage all parents, caregivers, health care professionals, policymakers and others to help KID protect our children from injury and death by working with us as we develop these vital programs in 2003/2004. Visit our web site for more information about children's product safety and program updates at www.KidsInDanger.org.



Workshop Package Now Available

Last year, KID educated over 200 parents, caregivers and service providers about dangerous children's products through our **Education and Outreach** campaign. Through workshops in English and Spanish, KID presented the issue of children's product safety to diverse groups throughout metropolitan Chicago.



KID is pleased to announce that we have developed our workshop presentation into a useful package format for trainers. We can now offer the **Don't Learn About Recalls From Your Child** workshop package to groups nationwide to increase the reach of this vital safety information.

Don't Learn About Recalls From Your Child is an engaging one to two hour workshop presentation that:

- Educates participants about dangerous children's products;
- Informs participants about actions they can take to protect the children in their care from injury and death in juvenile products; and
- Provides participants with tools and support to create a secure environment for children.

Evaluation of the pilot program indicates that Don't Learn About Recalls From Your Child is highly effective. Most parents and caregivers take direct action to create a safer environment for children after hearing KID's safety message.

Available in English and Spanish, Don't Learn About Recalls From Your Child is an excellent educational presentation that helps to protect our most vulnerable population: children. To learn more about the workshop package, or to order Don't Learn About Recalls From Your Child, please call KID or visit our web site to download an order form.

Advocacy Update

The Children's Product Safety Act has been introduced in three more states for 2003. A 3109 (Weinberg-Johnson) in New Jersey has been approved by an Assembly committee and will now be heard by the full Assembly. HF 69 has been introduced by Representative Ro Foege in Iowa and HB 1244 by Representative Carol Chumney; and SB 1066 by Senator Herron in Tennessee. Call KID or visit our web site for more information.

Spotlight

Eight-month-old **Ethan Hauser's** parents, Laura and Todd Hauser, used a Baby Trend Home & Roam portable crib in part to keep him out of the reach of his rambunctious older sister. Had they been made aware of the greater danger the crib presented, they would have never taken the risk. His father put Ethan to bed in the crib in their Seattle home on June 26, 2001. Laura arrived home a short while later, said hello to her husband and guests, and went to check on Ethan. The horrific sight of her beloved son, strangled on the collapsed side rail of the crib, can never be erased from her memory. Ethan, a happy, amazing baby, died in the same manner as little Riley Grasseth had just months before in another part of Washington State and as 13 other children had since the Playskool Travel-Lite and other portable cribs with rotating top rails were introduced to the market in the early 1990's.



Ethan Hauser

Ethan's parents had received the crib from other parents - assuming that it was 'kid tested' and probably safer than a new product. However, new or used, the Baby Trend Home & Roam shared a defective side-rail system with four other brands of portable cribs. Five babies, including the two in Washington in 2001, had died in Baby Trend brand cribs, six in Playskool Travel-Lite cribs, three in Evenflo's Happy Camper and Happy Cabana models and one in Century's Fold-N-Go. The Draco "All My Kids" portable crib was also recalled for the same defect.

"I was stunned to find out afterwards that no independent testing is required for children's products," stated Laura Hauser. "The constant reminder to check our products for recalls, while important, will not stop this crisis. Products must be tested for safety before they are sold. We cannot tell parents that in addition to everything else, they must ensure the safety of products - we are not engineers."

Laura and Todd have joined KID's Test It Now! campaign to call on manufacturers and the government to require pre-market testing of durable children's products. KID executive director, Nancy Cowles, spoke to Laura and other Seattle area children's advocates in December to encourage support of the outreach effort. Laura and Todd's congressman Jim McDermott was one of 39 co-sponsors of the Infant and Toddler Durable Product Safety Act introduced in the last Congress by U.S. Representative Jan Schakowsky. The bill will be reintroduced this session.



A Minefield of Danger



KID released its first research report of the year in February.

A Minefield of Danger: Children's Product Recalls in 2002 is a comprehensive study of all children's products recalled last year. Of 210 products recalled by the U.S. Consumer Product Safety Commission (CPSC) in 2002, 90 were items intended for use by, or care of children (43%). This accounts for over 11 million individual recalled units. Other findings of the report include:

- ⚠ Fifty-six percent of all children's product recalls in 2002 were toys. Sporting products followed at 23%, nursery products at 13% and clothing at 8%.
- ⚠ The recall of 4 million plush Snuggle bears was the largest children's product recall by unit in 2002. The eyes and noses of the bears can come off, posing a choking hazard to children.
- ⚠ The highest number of injuries reported was for mountain bicycles recalled by Brunswick Corp. Prior to the recall, the company received 31 reports of injuries to children and teenagers including serious head injuries, bodily abrasions, bruises and chipped teeth when the bike suspension forks broke apart, causing the rider to lose control of the bike.
- ⚠ With 29 recalls (32%), choking was the top hazard of children's product recalls in 2002. Falls followed at 23% and bodily injury at 14%.
- ⚠ Several products were recalled in 2002 for failure to meet existing federal safety regulations. Five products violated the Federal Hazardous Substance Act and one product violated the Federal Flammable Fabrics Act.
- ⚠ Many nursery products with a track record of product failure and injury continue to be recalled for the same product faults that were identified in earlier recalls.

KID recommends that juvenile product manufacturers proactively alert consumers of children's product recalls and eliminate dangerous products from children's environments. In addition, we urge the CPSC to work with the industry to develop strict, mandatory standards for durable children's products and enforce compliance. To ensure the safety of our children, KID suggests that policymakers and product manufacturers work together to develop a strategy for pre-market testing of durable children's products. Finally, KID recommends that the public learn more about the inadequate children's product safety system in the United States.

To obtain a copy of A Minefield of Danger, please call KID or visit our web site to download a copy of the report and related fact sheet.



Add Your Voice for Safer Products

As part of the **Test It Now!** campaign, KID is gathering individual and organizational support for the principle that durable children's products should be tested prior to sale. If you support this tenet of Test It Now, please fill out this form and fax or mail it to us at KID. Or, send an email to nancy@kidsindanger.org with the information. All supporters of safer children's products must join together to give this issue the weight it needs to become reality!

Yes, list me (my organization) as a supporter of Test It Now!

I/We believe that children's products should be tested to strong standards before they are sold.

Name: _____ Organization: _____

Address: _____ City, State, Zip: _____

Email: _____ Phone: _____



Program Book Advertisement Form

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

1. Select your desired ad size:

<u>Select Ad Size</u>	<u>Donation</u>	<u>Artwork Enclosed?</u>
<input type="checkbox"/> Business Card	\$75	<input type="checkbox"/>
<input type="checkbox"/> 1/2 page (5.5" x 4.25")	\$150	<input type="checkbox"/>
<input type="checkbox"/> Full page (5.5" x 8.5")	\$300	<input type="checkbox"/>



2. Attach a camera-ready copy of your text or business card or write your message below. Electronic files may be sent to genny@kidsindanger.org. If you need more space, please continue on an additional sheet of paper.

3. Return this form, your artwork (if necessary) and your payment to Kids In Danger, 116 W. Illinois Street, Suite 5E, Chicago. IL 60610 by **April 15, 2003**.

4. Fill in your contact information:

Name: _____ Group Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Contact KID at 312-595-0649 if you have questions.



Honoring KID's 2003 Best Friends

KID's **Third Annual Best Friend Award Night** fundraiser will take place on Monday, May 5, 2003 at the distinctive Indian-Asian restaurant, Monsoon, in Chicago. Watch your mail for an invitation to this exciting event! The reception will include a silent auction and the presentation of the 2003 Best Friend Awards.

This year, KID is delighted to honor government officials on the local, state and national levels as our Best Friends. Awards will be presented to **Caroline O. Shoenberger**, Chicago Commissioner of Consumer Services, **Carol Ronen**, Illinois State Senator, and **Jan Schakowsky**, U.S. Representative. Together, these public officials demonstrate a resolute commitment to children through their work as advocates for children's product safety.

The Annual Best Friend Award Night is KID's primary fundraising event. We depend on the generous contributions of individuals, organizations and businesses raised through this fundraiser to support our programs. Please join KID in honoring the accomplishments of our 2003 Best Friends by supporting this exciting event.

KID is pleased to announce that we are printing a **program book** for the fundraiser. We need your help to make this publication a tremendous success! Please consider purchasing an advertisement in the program book. This is a great way to express your appreciation of our honorees and KID's work. Businesses may also use the program book to advertise goods or services to KID's diverse audience.

Kelly Pernel of **pbj creative studios** has generously agreed to donate her graphic design and printing services for the program book. Thanks to this kind donation, the full value of each ad placed will directly support KID's lifesaving work.

To place an ad, please complete the attached form and return it to us with your camera-ready artwork, logo, or business card. The deadline for ads is April 15, 2003.



Caroline O. Shoenberger



Carol Ronen



Jan Schakowsky





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Save the Date

Watch your mail for an invitation to the **Third Annual Best Friend Award Night!** KID will honor our 2003 Best Friends at this exciting fundraiser that will take place on Monday, May 5, 2003 at Monsoon in Chicago. See inside for more information.

Donor Notes

Thank you. Thank you. Thank you. Thank you.

- KID extends a heartfelt thank you to all who responded to our appeal for fundraising support in 2002. Our **year-end giving program** raised over \$17,800 to implement the programs outlined within this newsletter.
- Our thanks to all who purchased event packets for the **Carson's Community Day Event** in November. The event raised \$750 for KID.
- KID invites our supporters to **Shop for Charity** while supporting our cause. Shop online from over 350 stores like Barnes & Noble, Gap, Office Max, 1-800-Flowers, Dell, J.Crew, and more at BuyforCharity.com. A percentage of each purchase will benefit Kids In Danger if you select KID as your cause of choice.
- There are many ways to support KID's work through in-kind donations of time, goods or services. Log onto our web site to view our **Wish List** of office supplies and other items needed for our program support. Fill out our **Volunteer Form** to join our energetic volunteer corps. For more information on how you can make a difference, give us a call.

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