



ACTION NEWSLETTER

SPRING 2005

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 to read more about our 2005 KID's Best Friend, Michigan Governor Jennifer M. Granholm →

KID Testifies in Congressional Committee, Michigan Governor to be 2005 Best Friend

The latest data from the U.S. Consumer Product Safety Commission (CPSC) provides grounds for concern for the safety of America's children. CPSC's *Nursery Product-Related Injuries and Death Report for 2003* shows that while overall injuries involving nursery products dropped in 2003, injuries from some products, such as high chairs and playpens, have increased. KID continues to work to address the underlying causes of unsafe children's products.

In October, Linda Ginzel, KID co-founder and president, was the first to testify following CPSC chair Hal Stratton at a Congressional hearing. The House Sub-committee on Commerce, Trade and Consumer Protection held an hearing entitled, "*Children's Product Safety: Do Current Standards Provide Enough Protection?*"

At the end of Linda's testimony, it was clear the answer was an emphatic 'no.' While Chairman Stratton left prior to the consumer testimony; Chairman Cliff Stearns and Ranking Member Jan Schakowsky were visibly shaken by the flaws in the current children's product safety system that had contributed to Danny Keysar's death. Linda suggested three things CPSC could do to prevent more deaths: use marketing and advertising to reach purchasers of products, require product registration cards in all children's products, and notify licensed childcare facilities of all recalls. Any one of these actions would have been enough to prevent Danny's death. Linda, as well as others, also spoke of the major hurdle to safe products: lack of premarket safety testing.

In addition to Linda, testimony was heard from Lisa Lipin, E. Marla Felcher, author of *It's No Accident: How Corporations Sell Dangerous Baby Products*, Nancy Cowles, executive director of Kids In Danger and Rachel Weintraub, Assistant General Counsel of Consumer Federation of America. The full transcript is available at the Subcommittee's website.

Congresswoman Schakowsky will be reintroducing The Infant and Toddler Durable Product Safety Act this session, which requires certification of premarket testing of children's products.

KID will honor Michigan Governor Jennifer M. Granholm at our Fifth Annual Best Friend Award Night on April 19th. Read more details inside. While Michigan Attorney General in 2000, Granholm championed the Children's Product Safety Act, making Michigan the second state to adopt the landmark legislation. This year Texas, New Jersey and Wisconsin are the latest states to introduce the Act. KID is making it a priority to ensure all parents and caregivers have the protection from unsafe products that this bill affords. Visit KID's website for more information about how you can help.

Our programs, Teach Early Safety Testing and Safe from the Start, have made strides in 2004. More than 30 campuses now have information about integrating safety into engineering programs and KID is developing new materials, thanks to grants from the Park West Community Association and the Child Welfare Foundation for our Safe from the Start outreach program. Call the office or email us for more information and to learn how you can be involved.



Spotlight: Andy Sage

Andy and Jake Sage were born on November 11, 2001 to loving parents Judy and Mark Sage. Wanting to protect their beautiful twin boys from Sudden Infant Death Syndrome (SIDS), Judy and Mark furnished Andy's crib with a Graco® curved sleep positioner that led to his tragic death at less than two months old. In a recent interview with Consumer Reports Television, Mark said, "There is nothing worse than a parent having to attend the funeral of their own child, especially in a case where it could have been prevented."

Sleep positioners and wedges are still available in stores, however, Judy and Mark stand supported when they warn parents against purchasing them. Judy says, "Had I not used the wedge I feel certain Andy would be here — smiling. But, instead he is going to smile on all of us and help us make a difference for other new parents so they do not have to face a similar tragedy."

The **American Academy of Pediatrics (AAP)** does not recommend the use of these products to prevent SIDS. The First Candle website for expectant parents says that no product designed to reduce the risk of SIDS has been adequately studied to demonstrate that they achieve this result. Therefore, sleep positioners are only added hazards in a child's sleeping environment.

Kids In Danger, First Candle/SIDS Alliance and the **AAP** recommend a safety-approved crib furnished only with a mattress and snugly fitted sheet. Any excess bedding, soft pillows, or toys can be dangerous.



Andy Sage (left) and his twin Jake

Hazards of Child's Play: Children's Product Recalls in 2004

Kids In Danger's annual examination of recalled children's products highlights the dangers facing our children. Necklaces that lead to lead poisoning; travel swings that dump occupants out on their faces and pacifiers that fall apart in a baby's mouth are just a few of the 88 children's products recalled in 2004. Over 156,000,000 items were recalled, many of them trinkets from vending machines that contain accessible lead.



Well-known brand names led the list of products with the most injuries before recall. CPSC reported 128 incidents involving injuries from **Graco's Travel-Lite Swing**. In addition to falling forward and hitting their head on the floor, infants also received bloody or swollen lips, bumps and bruises from being hit in the face with the handle. Forty-eight injuries were reported from **Cosco's Rock 'N Roller Baby Stroller**, 14 from **Mattel's Batman Batmobile** and 9 from **Hasbro's Nerf Big Play Football**. Are you wondering how injuries could result from a Nerf football? This one had a hard plastic interior frame that can cause facial cuts.

Other findings of the report:

- ⚠ Toys accounted for the largest number (42%) of the children's product recalls.
- ⚠ The most common hazard of the recalled products was choking (33%) followed by fall risks (25%).
- ⚠ Eight companies recalled more than one product in 2004.
- ⚠ **On the positive news side**, none of the companies with more than one recall in 2003 repeated that in 2004. In fact, only two of the seven companies with multiple recalls in 2003 had any recalls in 2004.

KID plans to release **Hazards of Child's Play: Children's Product Recalls of 2004** in March. The full report will be available on our website for download or call us at (312) 595-0649 for a copy.



Best Friend Award Night

On April 19, 2005, Kids In Danger will present our 2005 Best Friend Award to **Michigan Governor Jennifer M. Granholm**. In 2000, then Attorney General Granholm led the fight to pass the Children's Product Safety Act in Michigan. It became the first state after Illinois to adopt this lifesaving measure.

KID will present the award at our fifth annual **Best Friend Award Night** held this year at the Westin Chicago River North from 6:00pm to 8:00pm on Tuesday, April 19. In addition to the award ceremony, the reception will include comments from Governor Granholm and others and our 2005 Best Friend Raffle. **Janet Davies**, Host and Executive Producer of ABC Chicago's **190 North**, will be the Mistress of Ceremonies.

While raffle prizes are still being solicited, we have dinners at local restaurants, hotel stays, gift certificates and tickets to Legoland in California! Check our website for the most recent list of raffle items. Raffle tickets are \$5 each or 6 for \$25.

Event tickets are \$125 or become a Sponsor for \$1,000 (10 tickets) or Benefactor for \$500 (5 tickets). Join us for this annual event to honor our Best Friend, Governor Jennifer Granholm, celebrate the work of KID and remember Danny Keysar and all victims of unsafe children's products.



We also encourage you to mark this fifth anniversary and honor Governor Granholm by placing an ad in our 2005 Program Book. Please use the adjacent form or call the office for information.

Visit the Best Friend Award page at www.KidsInDanger.org for tickets, information and forms to submit an ad for our 2005 Program Book. Email or call the office for more information.

Program Book Ad Form

Thank you for your support of KID's Fifth 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 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 email@KidsInDanger.org.

3. Fill in your contact information:

Name: _____

Company or Org.: _____

Address: _____

City, State & Zip code: _____

Phone: _____ Fax: _____

Email: _____

4. Return this form, artwork and your payment to Kids In Danger, 116 W. Illinois Street, Suite 5E, Chicago, IL 60610 by April 5, 2005. Contact KID at 312-595-0649 if you have questions.

Thank you for your support!





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Cookies Anyone?

Daniel Levine, the son of Susan and Michael Levine, adopted Kids In Danger as his Bar Mitzvah project. Daniel gave out information about KID and held a bake sale that raised \$250. Kids In Danger's board members were so impressed with his actions that they pledged to match his donation. Therefore, his \$250 is now over \$1000 and growing. We are hoping that others might contribute as well. While every dollar raised is vital to KID's programs to improve children's product safety, it is also a valuable way to show Daniel and other young people that a selfless act of generosity can yield far-reaching benefits. To contribute to the Daniel Levine Bar Mitzvah project at Kids In Danger, checks can be sent to KID with a note that it is for Daniel's Bar Mitzvah project or donate online and include Daniel Levine's Bar Mitzvah in the comment or tribute section. Daniel will celebrate his Bar Mitzvah in June at KAM Isaiah Israel Congregation in Hyde Park.



Donor & Supporter Notes

- Thank you to everyone who participated in our 2004 annual giving campaign. KID raised over \$30,000 from your year-end gifts.
- We are especially moved by donations made to honor others. Recent donations include those to celebrate the birth of Pat and Karen Stanton's son, Lisa and Scott Solano's son Rocco, and Kyle's fifth birthday. Donations have been made in honor of Sarah Pettit, Katherine Schipper and Marla and David Fry. In addition, we have received precious gifts in memory of Danny Keysar, Andy Sage, Jared Adams and Elizabeth Davis as well as Doris Gilbert. Thank you so much for these heartfelt gifts. To make a tribute donation, use the enclosed envelope or make a note of the tribute on our online donation form at www.KidsInDanger.org.
- KID received a \$500 grant from the Park West Community Association and \$15,000 from the American Legion Child Welfare Foundation for our Safe from the Start outreach program. These donations will allow us to provide materials and a short educational video on children's product safety.
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