

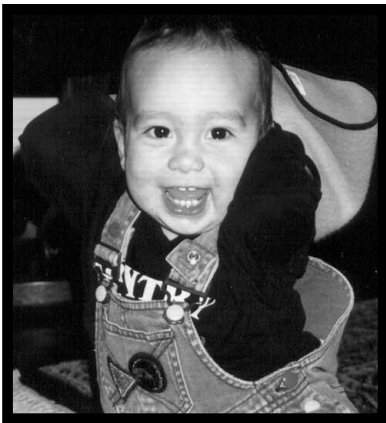


ACTION NEWSLETTER

FALL 2007

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 Ginzler 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.

See the exciting news from New Jersey and program updates inside.



Lead-laced toys bring children's product safety to public's attention

For the first time since KID was founded, stories of children's product safety appear almost daily in newspapers across the country and around the world. Unfortunately, it isn't new initiatives to keep children safe or improved safety testing that has spawned this coverage. It is instead a rash of enormous recalls for hazards as old as lead paint and as new as magnet ingestion. Millions of toys have been recalled in the past few months, many after causing painful injuries and even death.

For years KID has been calling for rigorous premarket testing of children's products – so the flaws are discovered in the testing lab and not the playroom. Now, public officials such as Senator Durbin of Illinois and Senator Nelson of Florida, along with long-time advocates such as US Representative Jan Schakowsky are increasing the pressure for legislative changes to protect children.

Even the Toy Industry of America is calling for mandatory testing of children's products. KID is heartened to see this new push for children's product safety and we are working hard to make sure all hazards are addressed. The issue isn't just lead paint from China, but design flaws that put children at risk, such as the portable crib that killed Danny Keysar almost ten years ago and the Easy Bake Oven that burned a child so severely her finger had to be amputated just this year.

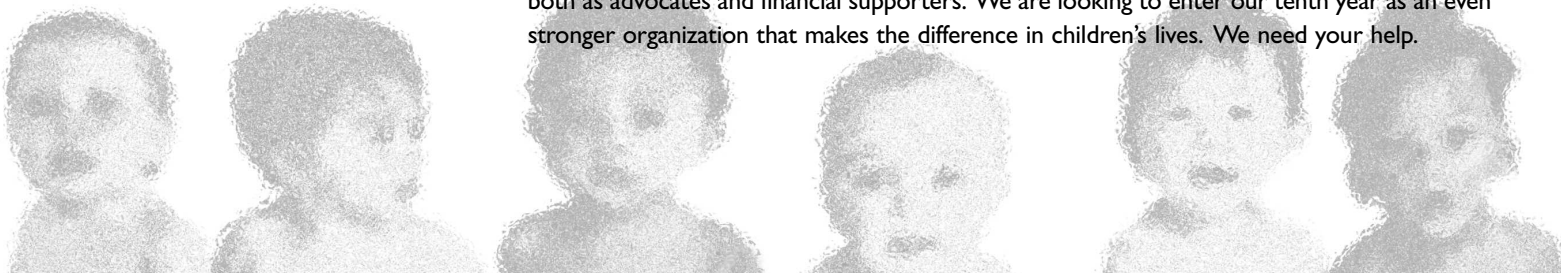
What can you do to protect your own children and improve children's product safety for all our children?

First, let your public officials know that we want **stronger regulation and better funding for product safety**. The CPSC needs more money, a stronger mandate and tough tools to ensure that our children's products are safe. Write to Congress and your state legislators and ask them to make children's product safety a priority. Find more information at the advocacy pages at KidsInDanger.org.

Then, **keep up to date on all these recalls and other product safety news**. If you aren't already getting KID's monthly email alert, sign up now at KidsInDanger.org. For immediate news of recalls, join the recall email list serve at www.cpsc.gov.

Finally, **spread the news**. KID's website is full of information and fact sheets on donating children's products, summer safety, recalls and injury statistics, and more. Pass this information onto your friends and families and urge them to become child product safety advocates as well.

The media attention on the issue of toys from China now gives KID unprecedented opportunity to achieve real progress on children's product safety. We need your support—both as advocates and financial supporters. We are looking to enter our tenth year as an even stronger organization that makes the difference in children's lives. We need your help.



Spotlight: Tyler Malcolm

Every time Jessi Malcolm buckled her 4-month-old son Tyler into his On My Way car seat, she thought she was keeping him safe. She was tragically mistaken.

In July of 2000, Jessi was forced off the road when a truck swerved into her lane. The plastic hook securing the car seat to the seat belt snapped and the car seat, with Tyler firmly strapped in it, flew out of the window of the car. Tyler did not survive the crash.



The Malcolms sued Evenflo and the company was forced to reveal that the plastic shell of Tyler's model had the same tendency to crack as a previous model they had recalled. Even more disturbing was footage of private tests the company had done on the car seat which showed the plastic hook attached to the seat belt shattering, catapulting the car seat off the testing belt. Because the tests were conducted at slightly different conditions than federal ones, Evenflo had no legal obligation to disclose their findings. Tyler died because of Evenflo's position that they do not have a moral obligation to act on test failures for impact speeds of 30.8 mph when the federal testing requirement peaks at 30 mph.

The state of Montana disagreed. On July 26th, a jury ordered Evenflo to pay the Tyler's parents \$10.4 million in punitive and compensatory damages. The seven-year anniversary of Tyler's death marked a victory in consumers holding manufacturers accountable for the safety of their products, but the price was too high.

"Three times I contacted Evenflo about the seat, once when I first got it to make sure it wasn't recalled," says Jessi Malcolm, Tyler's mom. "And again twice to order replacement parts. But they chose not to tell me of the potential hazard."

The details of Tyler's death and the car seat testing were taken from the Chicago Tribune series on children's product safety, **Hidden Hazards: Kids at Risk** from the July 14, 2007 article, **When Car-Seat Safety, Commerce Collide**, by Patricia Callahan.

Best Friend Award Night 2007

On Wednesday, May 2, 2007, Kids In Danger presented our 2007 Best Friend Award to Dr. Robert Tanz and Dr. Elizabeth Powell for their lifesaving work in childhood injury prevention.

The award presentation took place at our seventh annual Best Friend Award Night held at Lux Bar in Chicago. Dr. Tanz and Dr. Powell both spoke of the importance of injury prevention in health care. Dr. Tanz spoke of four basic safety principles the honorees have developed through their groundbreaking research:

- 1) Fatalities are easy to count**, but they are truly just the tip of the iceberg. We must try to prevent all injuries.
- 2) Don't count on serendipity.** Sometimes, as in motor vehicle crashes, some drivers and passengers escape injury while others are severely injured. Why? Serendipity. We shouldn't count on serendipity to protect children. We must protect children with laws and regulations that require safety to be built into all products intended for use by and around children.
- 3) Don't count on supervision.** No one can supervise children all the time. Children escape our view. We can bolster the protection parental supervision offers with laws and regulation that will help to eliminate preventable injury and death from unsafe products.
- 4) Children can't take care of themselves.** Adults must advocate on behalf of children.

The event was well attended, raising over \$50,000 for our programs aimed at protecting children by improving children's product safety. Special thanks to our event committee, especially Leslie Batterson, Lisa Turano, and Karen Bertoli who worked tirelessly to make it a wonderful event.

You can see more pictures and a list of the honorees' research at our website, KidsInDanger.org.



Many KID supporters gathered to honor Dr. Robert Tanz and Dr. Elizabeth Powell (left) at KID's 2007 Best Friend Award Night. Guests included (from left to right), KID co-founder and President Linda Ginzel with Jane Coen and Tracy Wellington from Underwriters Laboratories, Inc; Board member Sonny Garg with Paul and Dana Utigard; and Marci Goldberg and Elissa Goldsmith with Board member Judy Sage.



Program Updates

Advocacy

The Children's Products Safety Act (CPSA) which prohibits the resale or lease of unsafe children's products or their use in licensed child care facilities has been signed into law in New Jersey. Governor Corzine signed the bill on August 6, 2007. New Jersey joins Illinois, Michigan, Arkansas, Louisiana and Rhode Island in prohibiting both the sale and lease of dangerous children's products or their use in childcare. Vermont prohibits the sale of products, while Missouri prohibits their use in childcare. KID continues to work with lawmakers to build support for the CPSA in all fifty states.

Call KID or visit our website for the most up to date information on this legislation in your state and what you can do to help.

Safe from the Start

Safe from the Start, KID's educational program, reaches out to a diverse spectrum of child care providers, parents, health care providers and community centers with lifesaving product safety information. KID continues to reach thousands with a monthly email alert containing the latest recall information and product safety news, and by attending a wide variety of community events, parent resource days and health fairs. New educational flyers include **Summer Safety Tips**, **Yard Sale Safety**, and **Recall Digest**, a monthly quick-reference poster for display in pediatric waiting rooms and childcare facilities. KID met with state, county and city officials to plan new ways to distribute information regarding lead hazards in children's products and with Junior Achievement on a youth outreach safety initiative.

TEST: Teach Early Safety Testing

This spring, first year students from Northwestern University participated in the TEST program with a design project. The four member team looked at injury data, recalls and incident reports, and chose to address hazards of the popular, but dangerous, infant walker. The team redesigned the walker addressing everything from pinch points and small openings, to the speed at which it rolls and a warning system for parents when it got too near off-limit objects such as stairs and stoves. In addition to their engineering ideas, the students also surveyed area parents and observed the product in use to come up with their changes. The goal of TEST is to teach design safety skills to students that they can carry with them as they design products in the future. This team showed that with research, knowledge of child development and ingenuity, products can be designed with safety in mind.



Smoldering Hazards: Fire and Burn Hazards of Children's Product Recalls: 2002-2007

Compelled by the number of fire and burn-related injuries caused by recalled children's products, KID conducted a study of the recalls of these products for the last five years and came to some alarming conclusions. Contrary to the popular belief that greater technology means safer toys, KID found that in the last five years, the number of injuries caused by these products, 121, more than doubled in comparison with the number of injuries recorded in the preceding decade. This increase of nearly 400% underlines the ineffectiveness of the recall process and the lack of governmental and manufacturer's commitment to children's safety.

The 40 products recalled between 2002 and 2007 ran the gamut from flammable children's sleepwear to extraordinarily sophisticated remote-control flying airplanes. Almost half, 47.5%, of the products were toys, and 30% were articles of clothing. The rest were sporting goods and nursery items. Battery failure was the defect behind 37.5% of the recalls, yet the defect which caused the most injuries was an exposed hot surface or substance. This defect, present in only two products caused 85 (70%) of all injuries.

Some of the most hazardous products recalled included:

- ⚠ 1,000,000 units of Hasbro Inc.'s Easy-Bake Oven, responsible for 82 burns, one so severe as to require the amputation of a five year old's finger
- ⚠ 233,000 units of Fisher-Price's Crib Mobile Toy, responsible for dripping battery acid on six infants, chemically burning them
- ⚠ 180,000 units of Creative Innovation and Sourcing LLC's radio-control Pro-Flying Saucer, responsible for burning 7 children

KID concluded that a more comprehensive approach is needed to eliminate the threat of fire-related injuries and burns caused by children's products. This necessitates a more collaborative partnership between all parties involved: the government, the manufacturer, the retailer, and the consumer; to increase the flow of information and bring about more stringent pre-market testing.

KID held a press conference with Chicago Children's Memorial Hospital to release the report on August 27. Nancy Cowles and Emma Rosenberg, KID's Summer Link intern and study author, were joined by Illinois PIRG's Brian Imus, KID board member and Children's Memorial physician Dr. Robert Tanz, as well as a representative from the Chicago Fire Department.

A full copy of the report is available for download at KidsInDanger.org or by calling KID at (312) 595-0649.





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Recent recalls of millions of toys have parents wondering how to keep their children safe from dangerous children's products. Sign up for the KID monthly email update, learn how to protect your children, and donate to help us reach more families all at **www.KidsInDanger.org**.

Donor & Supporter Notes

Thank you to everyone who supported our 2007 Best Friend Award Night. KID raised over \$50,000 from the event, including support from our Leadership sponsors, Sara Lee Corporation and Concentra Health Services.

KID received grants recently of \$5,000 from the Seabury Foundation and \$10,000 from the Civil Justice Foundation. As July Charity of the Month of the Signature Room at the 95th, KID received \$4,047.

KID was the beneficiary of fundraising efforts from the students at Akiba-Schechter Jewish Day School and from the Des Plaines Firemen's Association. We thank them for helping us in our mission to keep children safe.

Tribute donations were made in honor of our Best Friend honorees, the birthday of Linda Ginzler, the 50th anniversary of Debby and Larry Sayah, the first birthday of Brooks Hamilton Hawkins, the blessing ceremony of Lincoln Ross, and in honor of the birth of Grace Nelson, Samuel Sparks, Paul Jackson Bonaventure Stafford and Romy Ben-David as well as in memory of Lester Carroll.

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