



10 Years of Dedication 1998-2008

Protecting Children by Improving Children's Product Safety

ACTION NEWSLETTER

FALL 2008

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.

Watch your mailbox for the 10th anniversary edition of Kids In Danger's annual report.

KID marks the passage of landmark CPSC reforms as Danny Keysar's legacy

The Consumer Product Safety Improvement Act is now law. This landmark legislation brings sweeping reforms to our children's product safety system and once implemented, will help us protect our most vulnerable consumers – children.

KID's journey to this point, as you know, started ten years ago with the death of Danny Keysar in a recalled portable crib at his licensed childcare facility in Chicago. Danny's parents founded Kids In Danger to alert others to the hazards of unsafe products and to advocate for safer products.

Danny's death highlights everything that is wrong with our product safety system: products aren't tested for safety before they are sold; there are no mandatory safety standards for most products, numerous children can die or be injured by a product before CPSC takes action to remove it from store shelves, and too little is done to reach families who have dangerous recalled products.

Since 1998, Linda and Boaz and Kids In Danger have worked to bring the problem to the public's and policymakers' attention; brainstormed solutions such as the Children's Product Safety Act in the states and the Infant and Toddler Durable Product Safety Act in Congress; and participated in standard setting efforts to encourage the safest products possible under this broken system.

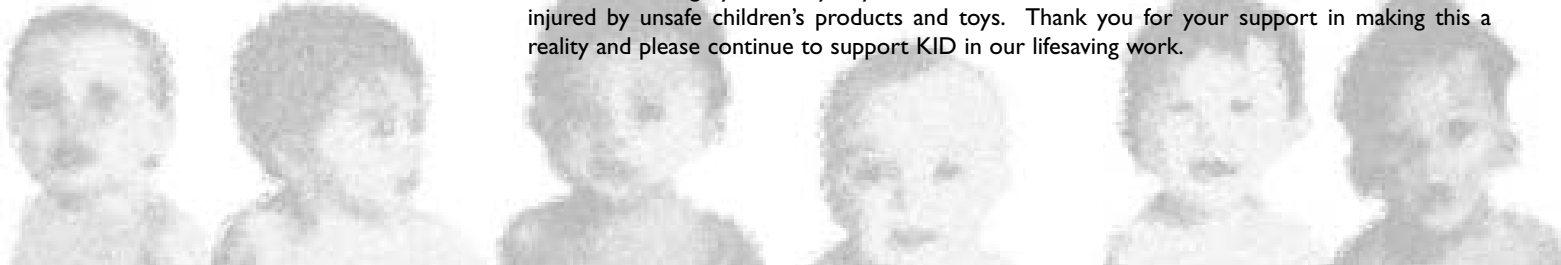
Then, last year, a groundbreaking, Pulitzer Prize winning series in the *Chicago Tribune*, coupled with an avalanche of toxic toy and collapsing crib recalls, focused attention on the issue and the need for reform became clear to everyone. Congress worked together to quickly pass two versions of a reform package and then, supported by the efforts of many consumer advocates, painstakingly worked on a joint bill which takes the best of both and provides the most sweeping reform of product regulation in decades.

Key provisions of the legislation provide more funding and greater authority to act for CPSC. One section, the **Danny Keysar Child Product Safety Notification Act** requires mandatory standards and testing for infant and toddler durable products, a ban on the sale or lease of unsafe cribs in commercial settings and a product registration system to assure that families are notified when there is a recall. Here are other examples of how this legislation changes and improves the safety of products sold in the United States:

- Lead will be essentially eliminated from toys and children's products.
- Consumers will have access to a publicly-accessible database to report and learn about hazards posed by unsafe products.
- Toys and other children's products will be required to meet rigorous mandatory standards and be tested for safety before they are sold.
- State Attorneys General will have the necessary authority to enforce product safety laws.
- Toxic phthalates will be banned from children's products.

There is of course more work to be done. Kids In Danger will continue to act as a watchdog of the process, to make sure implementation is timely and best protects children.

This bill is the legacy of Danny Keysar's and the countless other children who have been killed or injured by unsafe children's products and toys. Thank you for your support in making this a reality and please continue to support KID in our lifesaving work.



Spotlight on Safety: Crib Recalls

Safe sleeping environments are crucial for babies. Over the past several years, crib recalls have escalated, with two recent cases involving massive numbers of recalled units.

Last September, **Simplicity** recalled 1 million cribs after three deaths and numerous injuries and failures. The drop-side of the crib can detach, creating a dangerous gap and posing entrapment and suffocation hazards. Not only was the recall issued more than two years after the deaths, but consumers were forced to wait weeks to receive repair kits. In June, **Jardine** recalled 320,000 cribs due to entrapment and strangulations hazards caused by the wooden crib slats and spindles breaking. Four children became entrapped, two suffering abrasions and bruising. Entrapment and strangulation hazards have also led to the recall of nearly 9,500 **Bassettbaby** cribs. Either the bolts connecting the top corners of the crib or the spindles on the drop-side can come loose, creating a dangerous gap. A fall hazard also led to the recall of 27,000 cribs by **Munire Furniture**, **Mother Hubbard's Cupboards**, and **Baby Appleseed**. These cribs fail to meet the federal safety standard of a 26 inch minimum height when the mattress support is in its lowest position.

Unlike a toy recall, where a parent can set aside the product and deal with it when they have time or even throw it away, crib recalls must be addressed immediately. First parents must determine if their crib is subject to the recall, then find a safe place for their baby to sleep **that night!** Parents must contact the manufacturer or distributor for instructions about repairs, reimbursements, and replacement cribs. The recalled crib must be properly disposed of to avoid its reuse. Unfortunately, this process can be frustrating. In the **Jardine** recall early this summer, hotlines repeatedly dropped callers, stores had low inventories of replacement cribs, and confusion ensued at the branch level concerning store policies on online purchases and refunds on vouchers.

How can parents ensure the safety of their child in the event of a crib recall?

- *Your child should not sleep in the recalled crib until it is repaired, if it can be.*
- *Explore alternative sleeping environments in the short term. Use a portable crib or play yard after checking that it has not been recalled and meets current safety standards (JPMA seal). Newborns and babies unable to roll over may sleep in a bassinet. Babies close to age two may use the crib mattress on the floor of a childproofed nursery.*
- *Never put a baby to sleep on a couch, chair, or waterbed, in a stroller, or with another child, and do not use soft bedding.*
- *If you need help securing a safe sleeping product while you wait for your new crib, contact the CPSC public affairs department at 301-504-7908. If you have problems with a recall remedy, contact CPSC as well.*
- *Finally, continue spreading the word about the recall to other caregivers. Past recalls tell us that most of the cribs recalled in the past year have not been repaired or replaced. And if your crib fails or appears to be dangerous in any way, report it immediately to the manufacturer and the CPSC. Parents' sharp eyes and willingness to report problems have taken many dangerous cribs off the market.*

Best Friend Award Night 2008

On April 18, Kids In Danger commemorated our tenth anniversary and presented our 2008 Best Friend Award to **US Senator Richard Durbin** for his tireless efforts to keep children safe. Throughout his career, Senator Durbin has been a champion for children and their safety.

This year's event was held at Hugo's Frog Bar and Fish House in Chicago. Although Senator Durbin was unable to attend, US Representative Jan Schakowsky spoke eloquently of his work on children's product safety. KID co-founders Linda Ginzel and Boaz Keysar, and KID board member Sonny Garg offered reminiscences and reflections on KID's history and accomplishments. Janet Davies, Executive Director and Host of ABC 7 Chicago's 190 North served as Emcee. The evening ended with our 2008 Best Friend Auction and Raffle.

The event well attended, raising over \$57,000 for our programs aimed at protecting children by improving children's product safety. In addition to Representative Schakowsky, many other past recipients of the Best Friend Award were in attendance including Marla Felcher, author of **It's No Accident**, Dr. Robert Tanz, Rachel Weintraub and Mary Ellen Fise of Consumer Federation of America, Lisa Parker from the Target 5 Consumer Unit. Special thanks to our event committee, especially co-chairs, Leslie Batterson, Lisa Turano and Karen Bertoli whose efforts made the evening a resounding success.



Advocacy Update

With all the recent attention to children's product safety, many states have passed legislation to strengthen their oversight of product recalls and safety. In Delaware, the newly enacted Children's Toy Safety Act prohibits the sale or distribution of toys that are harmful or threaten the health of children. In Oregon, HB 3631 prohibits the sale of recalled children's products. In Vermont, Governor Jim Douglas signed into law an act which gradually, but greatly, reduces the amount of lead that can be used in the making of children's products. And in New York, the Children's Product Safety and Recall Effectiveness Act of 2008 bans the sale of recalled juvenile products in the state. It also requires that a safety card be included for all durable products, among other safety provisions. As of publication, this legislation is still awaiting Governor Patterson's signature.

The adoption of the federal **Consumer Product Safety Improvement Act** of 2008 gives state Attorneys General more authority to enforce federal regulation of products and also contains some measures that are the same as the state Children's Product Safety Act – for instance, the ban on selling recalled products or using older model or recalled unsafe cribs in commercial settings such as child care, second hand stores or hotels. KID is working to revamp our model legislation to fill in any gaps in states that don't yet have their own legislation.

TEST: Teach Early Safety Training

KID's program, **Teach Early Safety Testing (TEST)**, integrates knowledge about product safety into classroom settings. The goal is to promote innovative and safe ideas from the students as they tackle the design problems.

KID collaborated this spring with two Northwestern University student teams. The students developed safer alternatives to dining booster seats and bathing devices.



Booster chairs elevate children at tables while keeping them securely in place. However, some designs have proven unsafe as children fall off the booster or the chair. The student team developed The Better Baby Booster. The booster consists of a single plastic molded seat with straps that fasten it securely to the chair. To improve stability, the team adhered memory foam and high friction material to the bottom of the mold.

Baby bath seats keep a child in place while a caregiver is bathing them. Unfortunately, a misconception among some caregivers is that they can leave a child in the device unattended. This false belief, as well as the poor functionality of some baby bath seats, has caused an alarming toll of deaths. The second student team constructed The Seahorse, a harness system that connects the child to their caregiver. The design ensures that the caregiver remains close to the child during bath time.

KID's TEST offers a new lens through which students can view product design while emphasizing the importance of safety. KID hopes to continue to influence a movement towards increased children's product safety. For more information, visit kidsindanger.org/programs/test/index.asp.

Summer Hazards

Kids in Danger (KID) released **Summer Safety: Product Injury Patterns for Children under Six**, a report that captures some of the dangers associated with summertime products. The report uses 2007 summer data from CPSC's NEISS database to look at summer products and their associated injuries sustained by children five years old and younger. It also includes recent recalls and summer safety tips for families.

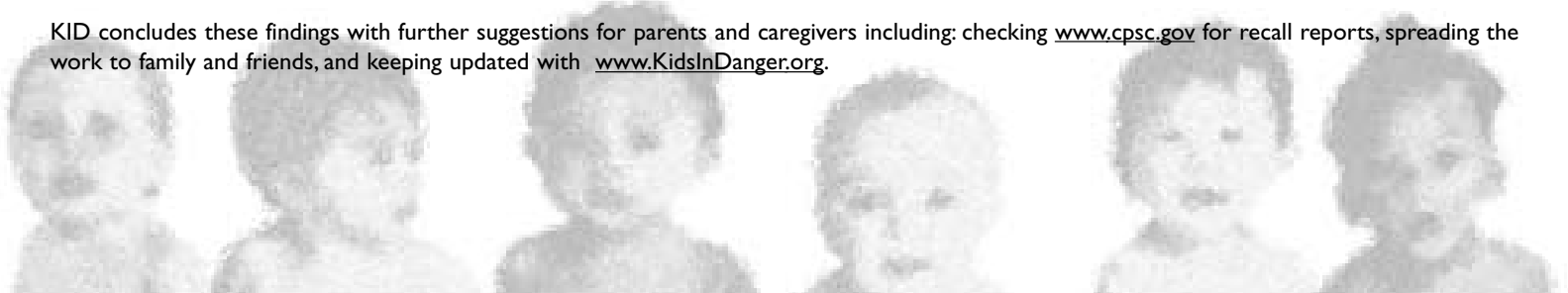
"Last summer, products lead to the injury of 473,417 children younger than six, which is more than any other season," stated Nancy Cowles, Executive Director. "Many recalled outdoor products posed fall, burn, aspiration, and choking hazards to young children, which is unacceptable."

Other findings in this report include:

- Children five years old and younger sustained 17,212 bicycle-related injuries and 1,799 tricycle-related injuries during the summer 2007.
- Playgrounds and other related equipment accounted for 10,912 injuries, while swings lead to 6,470 injuries to young children last summer.
- Children under the age of five sustained 16,596 trampoline-related injuries in total, 48 percent of these injuries occurred from June to August 2007.
- Last summer, 11,117 children five years old or younger suffered a pool or swimming-related injury.
- Last year, lawn and garden equipment lead to 4,313 injuries for young children.

KID recommends supervision and awareness. Being aware of the potential risks products can pose is vital to children's health. Knowing the products intended age for use, purpose, and warnings as well as checking all products against recalls can reduce summertime injury.

KID concludes these findings with further suggestions for parents and caregivers including: checking www.cpsc.gov for recall reports, spreading the work to family and friends, and keeping updated with www.KidsInDanger.org.





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Kids In Danger Board of Directors, Executive Director Nancy Cowles, and previous Board Members Sunil Garg and Marla Felcher

Donor & Supporter Notes

Thank you to everyone who supported our 2008 Best Friend Award Night. KID raised over \$57,000 from the event, including support from our Leadership sponsors, **Toys"R"Us** and **Linda Ginzler and Boaz Keysar**. Other sponsors included the Batterson family and friends, Celsis, Corboy & Demetrio, Marla Felcher & Max Bazerman, Sunil Garg and Julia Harris, Gibsons Restaurant Group, Myung Ja Ginzler, Shawn and Dawn Kasserman, The Mazzetta Company, Judy and Mark Sage, Caroline Shoenberger, SF Investments, Dr. & Mrs. Robert Tanz and Turano Baking Company.

Tribute donations were made in honor of Polly Petrino, Mark and Judy Sage, and Elliana and Reese Kimelman, for the speedy recovery of Dahlia Garnick and the birthday of Shawn Kasserman, in honor of the births of Siena Kohl and Catherine Grace Goeckel and in memory of Andy Sage, Breanna Yvette Franco-Burquez and Danny Keysar.

Jason Koonin ran in a half marathon in March in Charlotte, NC and his friends and co-workers contributed \$455, most of it then matched by their employer, Wachovia. KID also received matching gifts from Aon Corporation, Sara Lee Corporation and Bank of America. To learn more about matching contributions to KID, email Nancy@kidsindanger.org.

Now is the time for the Combined Federal Campaign and other workplace giving programs. KID's CFC number is **42080**. Contact Nancy@kidsindanger.org for information needed to include KID in your workplace giving.

Safe from the Start

Safe from the Start (SFTS) is KID's educational campaign to distribute lifesaving recall information to the public. This summer, KID staff and volunteers, have participated in safety and health fairs around the Chicago area including the Children's Health and Safety Fair in McHenry County; the All Kids and Family Health Care Fair in Chicago; and a "Premie Picnic" at Rush Medical Center. You can download our new educational flyers, **Yard Safe Safety** and **Keeping Safe This Summer**, from our website, along with all of our other outreach materials.

Get involved! Be a KID Ambassador and pass out KID material at events in your community. Contact Sarah@KidsInDanger.org to learn about this and other volunteer opportunities.

This newsletter was printed by JB Graphics, Inc. 773-539-7457 and designed by Peggy Groves Design www.peggygroves.com.

