

ACTION NEWSLETTER



Exciting Changes in Product Safety and at KID...

A year ago we were writing about the amazing victory in Congress of passing a comprehensive product safety bill, the **Consumer Product Safety Improvement Act of 2008 (CPSIA)**. Since that time, many implementation deadlines in the bill have come and gone; a new Chairman has been seated at the **Consumer Product Safety Commission (CPSC)**, along with two additional commissioners and many of the Act's safety measures are in effect. The road to implementation has not been smooth, but already the impact on product safety is being felt. Read inside for more information on the new CPSC, the ongoing implementation of the CPSIA and other product safety news.

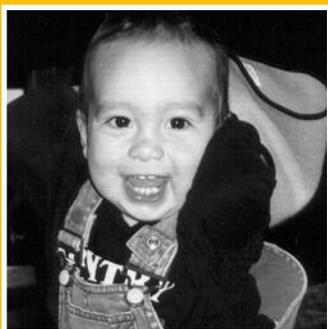
What sparked the **"Year of the Recall"** and set Congress on the path to passing this landmark legislation was a highly publicized series of recalls of toys made in China that were coated with lead-tainted paint. One of the companies responsible for many of those products was **Mattel** and its subsidiary **Fisher-Price**.

Thirty-nine state attorneys general brought a lawsuit against Mattel for their actions and settled in December for \$12 million which was split among the states. **Kids In Danger** has received a grant from the **State of Illinois** from that fund to greatly increase our outreach to parents and caregivers in Illinois over the next three years. The funds will support efforts to educate parents and caregivers about dangerous children's products and provide the tools to help keep Illinois' children safe. In part, KID will seek to expand the reach of our monthly email alert, which includes a list of all recalls and other product

safety news; develop an outreach program to grandparents, especially those who are caregivers to their grandchildren; survey Illinois families about their knowledge of product safety to inform our printed materials and outreach efforts and produce educational videos in English and Spanish. For more information, you can email Nancy@KidsInDanger.org. **Illinois PIRG** also received a grant to expand their vital work of testing products for lead and other dangers. You can read about the nascent efforts of **The Debby Sayah Grandparent Outreach Program** inside.

Finally, KID was deeply saddened by the news that two more babies have died in the **Simplicity bassinet** (also sold under Graco and Disney names) that was recalled last year. Please, take a minute to check your children's products for recalls at www.cpsc.gov. Always check again before passing along any product or accepting a hand-me-down. The **CPSIA** now makes it illegal everywhere to sell recalled products, but it is important to check anyway. And without reports from families, many dangerous products will remain in the marketplace, so please contact CPSC online or via phone when you have a report of a dangerous product.

Watch your mailbox for
Kids In Danger's annual report



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.

Since the passage last year of the **Consumer Product Safety Improvement Act (CPSIA)**, KID has been monitoring the progress of implementation.

In June, KID testified at the **US Consumer Product Safety Commission's** Staff Roundtable on Cribs and other Sleeping Environments for Infants. Our remarks centered around the need for strong mandatory standards that address the durability and hardware problems that have led to millions of recalled cribs, bassinets and portable cribs. In addition, we spoke of the role a public database, mandated by CPSIA, could play in increasing safety.

Then, in August, KID was again back in Bethesda to be one of the first to testify in front of the new fully-formed five member Commission. The hearing was on the priorities and agenda for CPSC in FY 2011. Again, KID's testimony focused on the need for greater transparency, strong mandatory standards for infant and toddler durable products, and an emphasis on recall effectiveness.

Visit our blog, KidsInDanger.blogspot.com, to see much of our activity in this area.

August 14, 2009 was the one year anniversary of the passage of the **Consumer Product Safety Improvement Act** of 2008 (CPSIA). Here are some highlights of the provisions of CPSIA that are now in effect.

- It is now **illegal everywhere to sell recalled products**. Previously, only states with the Children's Product Safety Act or similar laws banned the sale of these items. This includes retailers, online retailers, rummage sales, thrift stores and garage sales – so check the list at cpsc.gov before you buy or sell used children's items.
- **Lead** over 300 parts per million (ppm) is **prohibited** in products intended for children under age 13. This includes toys, clothing, nursery products and more. Lead is a neurotoxin that can cause serious health and developmental problems. The American Academy of Pediatrics has stated that there is no safe level of lead for children.
- **Tracking labels** are now required on children's products – allowing consumers, retailers and regulators to easily spot and remove recalled items.
- Catalogs must now carry the same **safety warnings** that parents would find on the packaging at a brick and mortar store.
- CPSC has begun to put **strong mandatory standards** in place for infant and toddler durable products. Proposed standards for bath seats and walkers are already posted on the CPSC website.

For more information on the CPSIA and implementation, visit CPSC's dedicated webpage at <http://www.cpsc.gov/about/cpsia/cpsia.html>.



The Debby Sayah Grandparent Outreach Program

The August re-announcement of CPSC's recall of Simplicity bassinets, after two additional deaths, underscores the need for product safety information targeted directly to grandparents. Teresa Nesbitt, grandmother to one of the victims, 2-month-old Kaydence, did not know that the bassinet given to her by a neighbor had been recalled just a few weeks earlier after killing at least two other babies. "If there was any way I could have known, I would never have put my grandchild in it," Nesbitt said in an interview in the **Chicago Tribune**. Her granddaughter suffocated against a fabric pocket formed near Velcro fasteners that are used to convert the bassinet to a bedside sleeper.

With renewed vigor KID has been working on growing **The Debby Sayah Grandparent Outreach Project**, an initiative named in honor of KID board member Judy Sage's mother. This project aims to provide grandparents with children's product safety and recall information.

This year, KID introduced the project at two quarterly meetings of the City Wide Task Force on Grandparents and Other Relatives Raising Grandchildren, a coalition of professionals and concerned relatives who deal with grandparenting issues. At each meeting, we distributed a survey to solicit input and feedback on our plans from this panel of experts. In the coming months, we will use the results of this survey to make materials tailored to the unique needs of this essential population of caregivers.

To mark Grandparent Day, a national holiday that this year fell on September 13th, KID sent out a special email filled with resources and activities aimed at integrating children's product safety into the festivities. In it, we encouraged people to let KID know about any community events or other forums that provide an opportunity to reach grandparents with KID's safety message.

Email Sarah@KidsInDanger.org with ideas or events to reach grandparents, or if you would like to become involved with the program.



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 stimulate the students to generate innovative and safe ideas as they tackle design problems. KID collaborated this spring with two Northwestern University student teams. One team took the current discussion on dropside cribs and developed a safer alternative while the other looked at the heartbreaking problem of children being left in hot cars and worked on an electronic device to alert caregivers. In examining a real life design problem, researching injury data and developing a solution, all while meeting voluntary and mandatory standards, the students learn to think about design in a way that will influence their work in the future. For more information, visit: www.kidsindanger.org/programs/test/index.asp.



2009 Best Friend Award Night

On May 8, 2009, Kids In Danger presented the **2009 Best Friend Award** to **US Senator Mark Pryor** and **Congressman Bobby Rush** for shaping a strong congressional response to unsafe products and their leadership in passing the Consumer Product Safety Improvement Act of 2008 (CPSIA).

After Danny Keysar's death in 1998 from a recalled portable crib, his parents discovered that key weaknesses in children's product oversight caused the tragedy, prompting them to found KID to work towards resolving these issues. CPSIA's enactment represents the realization of important components of KID's mission to substantively improve children's product safety oversight. Senator Pryor and Congressman Rush's

commitment and hard work were instrumental in moving this historic bill through the legislative process. CPSIA, a key section of which is named for Danny, is the legacy of all of the children who've been injured or killed by unsafe children's products.



This year's event was held at Hugo's Frog Bar and Fish House in Chicago. Event co-chairs Lisa Turano Solano and Karen Bertoli kicked off the evening's program, followed by remarks from KID co-founders Linda Ginzel and Boaz Keysar. Congressman Bobby Rush addressed the group and spoke movingly of his compassion for victims of unsafe children's products and his commitment to improving children's product safety. Senator Mark Pryor sent a video message as he was unable to attend. KID's executive director concluded the program with comments on the hard work and commitment of everyone involved in the passage of CPSIA and the road ahead. Zoraida Sambolin, Anchor at NBC5 News Today, served as Emcee. The evening concluded with a shower of prizes from the exciting Live and Silent Auctions and Raffle.

The event was a resounding success, raising much needed funds for KID's programs and initiatives. Special thanks to our event committee, especially co-chairs Lisa Turano Solano and Karen Bertoli who put a great deal of time and effort into making this year's event a triumph.



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Donor & Supporter Notes

Thank you to everyone who supported our 2009 Best Friend Award Night. KID raised over \$45,000 from the event, including support from our Leadership sponsor, Toys"R"Us. Advocate sponsors included Linda Ginzler & Boaz Keysar, Barbara Passy, Shawn & Dawn Kasserman, Sonny Garg & Julia Harris Garg, Celsis, SF Investments and the Turano Baking Company. Other sponsors include Holly and Ron Burt, Marla Felcher and Max Bazerman, Littler Mendelson, P.C., Caroline Shoenberger, Steven & Leslie Swibel, Safety Squad, William G. Pintas & Assoc., and Marc and Noa Shinderman.

Tribute donations were made in honor of the births of Mariama Visser Wu, Basil Phineas Maglares, Cate Bareca, Emma Corona, Mateo Hernandez, Nathan Kane, Olivia & Camila Iacobelli, Peter & Elizabeth Stanton, Seth Kramer, and Dalia Reiter. In addition, donations were received in memory of Jennifer Tetlock, Anat Admati's father, Catherine Fitzmaurice's father, Abbie Smith's father, Cyrus Cacioppo, Muriel Silverman and Phyllis Priest. John Lineweaver, the founder of the Danny Foundation whose work increased the safety of cribs tremendously, lost his father Hans and dedicated donations to Kids In Danger in his honor. We thank John and Rose and all the many donors in Hans Lineweaver's honor who raised almost \$2,000 for Kids In Danger's work.

KID received matching gifts from Aon Corporation, Sara Lee Corporation, Allstate Insurance Company, Mattel and Wachovia. 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 Sarah@KidsInDanger.org for information needed to include KID in your workplace giving.

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