

ACTION NEWSLETTER



KID joins with CPSC and Illinois Attorney General to announce new tools for product safety.

This July, in Chicago where much of the furor over children's product safety started, consumer advocates, parents, federal and state officials gathered to express their commitment to children's product safety and reveal new tools in the arsenal against recalled and defective products.

Kids In Danger (KID) was joined by **US Consumer Product Safety (CPSC)** Chairman **Inez Tenenbaum**, Illinois Attorney General **Lisa Madigan**, and **Rachel Weintraub** of Consumer Federation of America, to announce new product registration tools for children's products and discuss other efforts being made to keep children safe. It was the first visit of Chairman Tenenbaum to Chicago in her capacity as product safety chief.

Linda Ginzel spoke of her son Danny's death. Danny was killed in May 1998 at his licensed childcare home, when the crib he had been napping in collapsed around his neck. No one at the facility knew the crib was recalled, not even the state inspector who visited just days before.

"If there had been a product registration card with this crib and if the manufacturer had contacted the owner, my son would be alive today," stated Ginzel. "But more importantly – that deadly crib would never have been on the market, if it had been independently tested to strong mandatory standards. This is what is now required by law and this is Danny's real legacy – that products must be tested for safety before they are sold."

A key portion of the 2008 Consumer Product Safety Improvement Act was named after **Danny Keysar**. It requires:

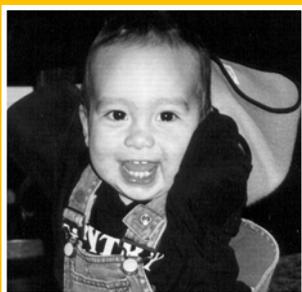
- New stronger mandatory standards for durable infant and toddler products,
- A system of product registration – both cards and online options – to help parents register their products and receive information directly in the event of the recall, and
- A requirement that cribs that don't meet current standards can't be sold or used in public facilities – eliminating dangerous cribs on eBay, in hotels or childcare facilities.

Illinois Attorney General Lisa Madigan discussed her efforts to protect Illinois families, especially the efforts to ensure information about **dangerous children's products** gets directly to parents and other caregivers.

Rachel Weintraub, Director of Product Safety and Sr. Counsel for **Consumer Federation of America (CFA)**, spoke of the new product registration cards that must be free of marketing and used only for recalls. Weintraub urged parents to fill out and submit the cards – either through the mail or online.

KID and CFA unveiled new materials too – a brochure on the product registration program and a list with links to most manufacturers' registration sites. The materials can be accessed through **www.KidsInDanger.org**.

There have been remarkable changes in the way the U.S. regulates children's products since the passage of the CPSIA in 2008. New leadership at CPSC, strong state support from our Attorney General and partners such as Consumer Federation of America will help KID move closer to our goal of safe products for all children.



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.

Throughout the year, KID depends on the energy and skills of a vibrant group of students from **The University of Chicago**, who come to us through the Federal Work Study Program, to assist with programs and community outreach. This summer's work study students and interns helped us make meaningful headway toward our goal to reach a wider net of consumers with lifesaving product safety information.

Agnieszka Wrobel, a master's degree candidate in Clinical Social Work Practice at the University of Chicago, headed a project to reach Chicago's Polish community with information on unsafe and recalled products. Her activities included a mailing of educational materials to Polish day schools, translating KID's *Are your kids SAFE?* brochure and *Safe Sleep Tips* flyer into Polish and an ongoing effort to place articles on product safety in local Polish-language publications.

Lauren O' Rourke, a master's candidate in Social Service Administration, conducted research for a forthcoming report on state child care regulations and safety, among other projects.

KID also hosted **Xu Jie**, an exchange student from China for a program through Global Education Association. Xu researched new opportunities to reach the local Chinese community and assisted at many summer events and workshops. As part of our continuing partnership with Asian Human Services, the Midwest's largest pan-Asian health and human services facility, KID conducted our third workshop for ESL parents (primarily Spanish-speaking).

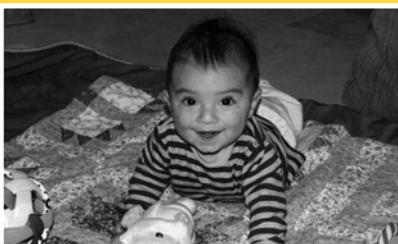
KID also relies on a cadre of volunteers to carry out our work – both in the office and from home. Contact Sarah@KidsInDanger.org for information on volunteer and internship opportunities.

With the passage of the CPSIA, we entered a new era in children's product safety. Much of KID's early years were consumed with emergency response activities—exposing weaknesses in safety oversight and sounding the alarm about life-threatening hazards posed by unsafe children's products. Eleven years later we've realized reforms that address the major flaws in the system.

Looking ahead, KID's board recently convened a strategic summit to plot the next phase of our existence, outlining a bold vision of **KID proactively, effectively and passionately shaping the new children's product safety landscape**. We will concentrate on the core aspects of our mission including a renewed focus on product design – after all, the objective is to manufacture safe products in the first place; enhancing transparency – information-sharing is crucial to reducing preventable injuries and deaths; and, finally, moving beyond basic education to fundamentally changing deeply-rooted attitudes about children's product safety through community-building and engagement.

We look forward to continuing this journey with you as we work to protect all children from unsafe children's products.

Spotlight: Aiden



Aiden's story came to KID by way of his loving grandma, who eagerly awaited his arrival and nicknamed him her little "Peanut" upon first sight. On February 27, 2010 Aiden's life was ended by a crib bumper pad. Although his mother was just steps away, the six-month-old was unable to cry out for help when he rolled into the corner of his crib, cutting off his access to fresh air.

After Aiden's death, his grandma searched for answers. Like many consumers, she purchased the bumper thinking that it was a necessary part of a newborn's nursery and assumed it had been thoroughly tested for safety. She was shocked to discover that many experts advise against the use of crib bumpers as they pose suffocation, strangulation and choking hazards to infants. Yet crib bumpers are still on the market and many cribs are pictured with them, leading to the mistaken perception that these items are part of a complete crib ensemble. Parents should not place bumpers, sleep positioners, pillows or other soft items in the crib.

Now Aiden's grandma is on a mission to protect other children from these dangerous items. In her words, "I'm here to put the industry on notice so that Aiden won't have died in vain. To the rest of the world Aiden is now nothing more than a sad statistic. But to me, he is and always will be my beloved Peanut, and I will cherish him forever. I vow to fight in your name, and I will love you forever." To become a child safety advocate, visit KID's advocacy pages on our website.

Product Registration for Durable Infant and Toddler Items

At the end of June a new requirement for **product registration cards** went into effect. A product registration card is a postage paid card that requests consumer contact information. These cards and an online option are required to be included in infant & toddler durable products made after June 2010. This includes products like cribs, strollers and high chairs.

By registering a product, consumers can be sure they will get information about a recall or other safety issue – and by law, this information can't be used for marketing purposes. Direct to consumer notification is the best way consumers who own a product can find out about recalls. Consumers won't have to rely on catching the news the day of the recall to learn of it anymore.

The law was named for **Danny Keysar**, whose parents founded KID. There was no product registration process at the time and the owner of the crib that killed Danny never learned of the recall.

KID has more information online that we created with **Consumer Federation of America** to alert parents to this important new safety tool. You can find links through our publication pages or our **Three Steps to Safety** pages.



2010 Best Friend Award Night

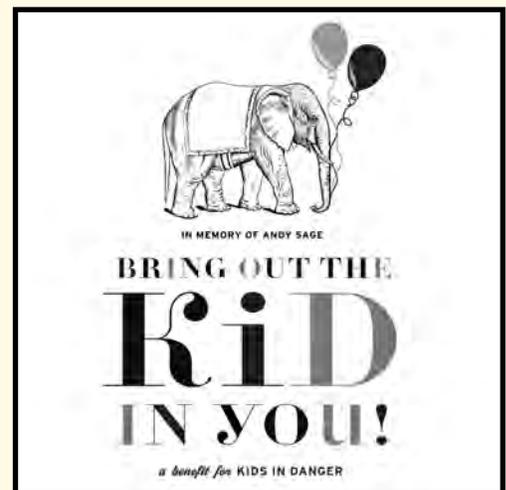
On Wednesday, April 21, 2010, Kids In Danger presented **Dr. Gary Smith**, Professor of Pediatrics, Emergency Medicine and Epidemiology at Ohio State University, with the 2010 Best Friend Award for his work in the field of childhood injury prevention. Over the course of his 25-year career, Dr. Smith founded the Center for Injury Research and Policy at Nationwide Children's Hospital in Columbus, Ohio and has published over 100 injury-related articles in peer-reviewed journals.

This year's event was held at Hugo's Frog Bar and Fish House in Chicago. **Marion Brooks**, Anchor, NBC5 Chicago, served as emcee. **Linda Ginzl and Boaz Keysar** opened the program with warm remarks about Dr. Smith's work. We were honored to have two previous Best Friend Award recipients participate, **Rachel Weintraub** and **Dr. Robert Tanz**, who presented the award to Dr. Smith. Dr. Smith gave a fantastic speech, citing injury as the most serious public health problem facing children and calling for a cause-focused approach to consumer injury. Many guests left with incredible prizes they won through the exciting Live and Silent Auctions and Raffle. Special thanks go out to Chair **Lisa Turano Solano** and her committee for all their hard work on the BFA.



The KID in You!

On May 1st, KID board member **Judy Sage** and her husband **Mark** hosted a benefit at **The Children's Museum of Manhattan** in New York City in memory of her son, **Andy Sage**, who was suffocated by a sleep positioner in 2002. This kid-focused, fun-filled event featured candy stands, face painting, a magician and games. For adults, there was a fantastic Silent Auction and Raffle packed with amazing prizes. KID is so grateful for Judy and Mark, **Sarah Schimmel, Michele Bender, Robyn Mait** and everyone who worked on and donated to this amazing event.





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Office of Illinois Attorney General Lisa Madigan

Thank You! KID Donor and Supporter Notes

Thank you to everyone who supported our **2010 Best Friend Award Night**. Special thanks to our **sponsors**: Toys "R" Us Children's Fund, GATX, B&B Business Media Productions, Inc., Barbara Passy, Linda Ginzal & Boaz Keysar, Kristina & Daniel Paschall, Myung Ja Ginzal, Sonny Garg & Julia Harris, Campagna-Turano Bakery, Inc., Corboy & Demetrio, Shawn Kasserman, SF Investments, Holly Raider Burt & Ron Burt, Steven & Leslie Swibel, Marla Felcher & Max Bazerman, Caroline Shoenberger, Kris and Kurt Anderson, Action for Children, Injury Prevention & Research Center @ Children's Memorial Hospital and Littler Mendelson, P.C. We would also like to thank all the supporters and especially the sponsors of **"Bring out the KID in You"** in New York: Linda Ginzal & Boaz Keysar, Carol & Mort Blum, Anne Fass, Michelle Paretti & Glenn Goldstein, Lawrence Sayah, Toys "R" Us Children's Fund and The Rotuba Extruders, Inc.

Tribute donations were received to honor the births of Abigail Rickmeier, Joseph Thomas and Abby, Olivia So, Ian Rudiger Comparato, Kyle Ossowski, Alex Nathan Fox, Caleb Prendergast, Simran Ghandi, Grace Felt and Sameer Pai. **Tributes were also received in honor of** the Sage Family, the Dietlin grandchildren, Dr. Gary Smith, Linda Ginzal, Jake & Jamie Sage, Jerry Schneider, Judy Sage, Larry Sayah, Maddy & Olivia Quinlan, Marie & Robert Gallagher, Marla & David Fry, and Sarah Schimmel. KID was honored to receive **tribute donations in memory of** Danny Keysar, Andy Sage, and Jack Ensenberger.

KID received a **matching gift** from Aon Corporation (thanks to Marion Synowiec). 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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