

ACTION NEWSLETTER



KID Focuses on Crib Safety as Recalls Skyrocket

It seems to be 2007 all over again – although this time the recalls aren't lead-tainted toys (well, some still are!), but cribs, recalled for faulty drop-side hardware. Almost 2.5 million cribs have been recalled just since November – over 7 million recalled cribs since September 2007. The most recent recalls involve at least eight deaths, scores of injuries and hundreds of product failures.

Kids In Danger has taken this as a renewed call to strengthen not only standards and testing, but to reach out to parents with our safety and action message.

First, **ASTM International**, which sets voluntary standards for children's products, incorporated a ban on drop-side crib designs in their most recent **Full-size Crib** standard, along with tougher tests for slat strength of cribs. KID has continued to call for even stronger measures, including more rigorous testing of all cribs and hardware.

The **House Sub-committee on Oversight and Investigations**, dismayed by the largest crib recall in history of 2.1 million Storkcraft cribs in the US and Canada, held a hearing entitled, "**Crib Safety: Assessing the Need for Greater Oversight**" in January 2010. KID executive director, Nancy Cowles, along with an industry representative, parents and the US Consumer Product Safety Commission (CPSC) testified. Cowles spoke of the need for stronger measures to make cribs safe as they reach the marketplace, and greater efforts to retrieve the millions of unsafe cribs currently in use.

At the hearing, **CPSC Chairman Inez Tenenbaum** spoke forcefully of her commitment to improve crib safety and announced an agency-wide initiative that includes a strong mandatory standard

in place by the end of 2010. KID is joining other experts in working doggedly to have strong safety requirements and testing in place by then.

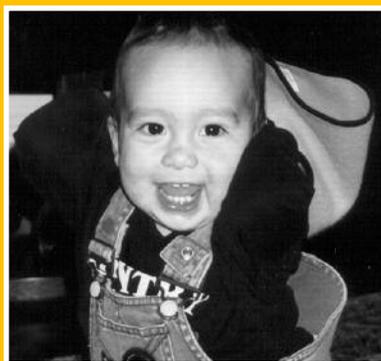
We are motivated in our efforts by the work of parent advocates including **Susan and Robert Cirigliano** and **Michelle Witte** who lost their sons to unsafe drop-side cribs.

Inside you can read about our outreach programs to parents, caregivers and now grandparents as well as the story of Kennedy, whose death led to the recall of Simplicity bassinets and new stronger standards for bassinets.

KID is growing! Recently elected to the KID Board of Directors are: **Geoffrey Phillips**, Vice President and General Manager of Service Delivery at GATX; **Julius Rhodes**, SPHR, Founder and Principal of the mpr group and **Karen Sheehan, MD, MPH**, Associate Professor of Pediatrics, Northwestern University Feinberg School of Medicine.

We are excited about the strengths and gifts each of these new members brings to our Board. This brings our board to twelve members. You can read more about our board members on our website. We also have many dedicated volunteers working on fundraising, education and outreach and other programs. If you'd like to get more involved with KID, please contact Nancy Cowles.

Join us on **April 21** for the
2010 Best Friend Award Night



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.

Safe from the Start

This winter, with a steady flow of crib recalls coming from CPSC, KID focused outreach on a **Safe Sleep** campaign to provide caregivers with information on sleep environment safety. In December 2009, KID issued **Unsafe While Sleeping**, an investigation into this explosion in recalls and the hazards these products pose to children.

KID gave presentations on product safety for parents at Bright Horizons, a child care center for employees of *Argonne National Laboratory* and for teen moms at Orr High School in Chicago. Other events included report card pick-up day at Wendell Smith Elementary in Chicago and the Marriott Employee Wellness Fair. KID's **Safe Sleep Tips** flyer is available at our website, along with other outreach materials.



Know of upcoming community events where KID can distribute information? Email Sarah@KidsInDanger.org with your ideas.

The Debby Sayah Grandparent Outreach Project

It's full steam ahead on **The Debby Sayah Grandparent Outreach Project**, an initiative named in honor of KID board member Judy Sage's mother. Though this project, KID will provide children's product safety information to grandparents.

Working in consultation with the professionals and concerned relatives who comprise the *City Wide Task Force on Grandparents and Other Relatives Raising Grandchildren*, KID is developing educational materials tailored specifically to the needs of this vital population of caregivers.

KID is beginning to give presentations on children's product safety to grandparents at a wide variety of events throughout Illinois. Visit KID's program pages to stay up-to-date on upcoming events. If you know of a grandparent-focused event in your community, let us know!

Spotlight on Safety:

Kennedy J.

In August 2008, seven-month-old Kennedy J was in her Winnie the Pooh bassinet, her family just steps away in the living room. But they never heard as Kennedy's neck got caught between a metal support and the bassinet's mattress, silently hanging her to death.



Kennedy (left) with her sister

The bassinet was designed with a fabric cover over a metal frame. The cover could be removed from part of the frame to allow it to convert to a bedside sleeper – a lowered section allowed easier access to the baby. But the fabric could then remain loose or create a pocket between the widely spaced metal bars, entrapping the infant.

After her death, Kennedy's family went online to check if the bassinet, branded with the Winnie the Pooh name – but made by **Simplicity for Children, Inc.** – had been recalled. They found no recall issued, but to their dismay, a report that four-month-old Katelyn Simon had died in the same bassinet the previous September.

Soon after Kennedy's death CPSC finally acted. Unfortunately, all they could do was issue a safety alert, not a recall. SFCA Inc., the company that acquired Simplicity's assets following their bankruptcy, denied responsibility for the product and would not agree to a voluntary recall. Retailers stepped up to refund customers for the dangerous product.

"Kennedy was a happy baby and was always smiling, bringing joy to everyone," says her mother, Tiona J. "She meant the world to us. We miss her dearly. A parent's worst nightmare is having to give your child back to God; and that is why we pushed for a recall of the bassinet. Our mission is to not let another child and family suffer a loss of life in this dangerous product. Kennedy is forever our Angel."

Kennedy's tragedy serves as a warning. Her death demands that CPSC remain vigilant and that companies are held accountable. Just last August, around the anniversary of Kennedy's death, CPSC issued a "re-announcement" of the Simplicity Bassinet warning. They had found that two more infants had died since Kennedy's passing. Read Kennedy's story and others at the **Family Voices** section of KidsInDanger.org.

The Illinois Parent Survey on Product Safety

Kids In Danger released **The Illinois Parent Survey on Product Safety** in December

2009. The survey found that when asked to list issues of concern, parents reported home safety most often above crime, traffic and outside injuries. Yet, parental awareness may not align with parental concern. On average, the **Consumer Product Safety Commission (CPSC)** recalls children's products over twice a week, but only 43% of parents hear of recalls even once a month.

Most parents still get their recall information from TV news, despite the increased use of the internet. Also, the survey found that consumers are more likely to comply with recalls when given a replacement or refund on their item, rather than a repair kit.

KID will use the results of this survey, along with additional information, to inform our own outreach and education efforts as well as help advocate for more effective recalls.

Best Friend Award Night

On Wednesday, April 21, 2010, Kids In Danger will recognize **Dr. Gary Smith** with the **2010 Best Friend Award** for his pioneering 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. Currently, Dr. Smith is Professor of Pediatrics, Emergency Medicine and Epidemiology at Ohio State University.



This year's **Best Friend Award Night** will be held at **Hugo's Frog Bar & Fish House** at 1024 N. Rush St. in Chicago from 6pm to 8:30pm. In addition to the award ceremony, the reception will include comments from Dr. Smith and others and our exciting raffle, and live and silent auctions. Event tickets are \$125 or become a sponsor for \$1,000 (10 tickets).

Get involved! Help make this year's event better than ever!

The Best Friend Award Night is KID's primary fundraiser. The money we raise at this event will help us meet the ever-growing need for our programs and services. Consider becoming a sponsor of the event, donating raffle or auction items, or purchasing an ad for the program book.

There are many reasons to support the Best Friend Award Night:

- to recognize Dr. Smith's contributions to the field of childhood injury prevention;
- to honor and or in memory of loved ones;
- to aid KID's lifesaving work; or simply
- because you care about protecting children from unsafe children's products.

Make a dedication 'From the Heart': This year we have a new ad option, **From the Heart**. For \$25, you can make a dedication to the special children in your life or anyone else. The ad consists of a short message and a thumbnail picture, and will be included on the event website and the evening's program book.

To place an ad, make a dedication, or to donate items for the auction and raffle, please use the adjacent form.

Visit KID's **new** event site, www.KIDsBestFriend.org, for more information.

Program Book Ad Form

Thank you for your support of KID's 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:

| Select Ad Size | Donation | Art Enclosed? |
|--|----------|--------------------------|
| <input type="checkbox"/> From The Heart | \$25 | <input type="checkbox"/> |
| <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 Nancy@KidsInDanger.org.

3. Fill in your contact information:

Name: _____

Company or Org.: _____

Address: _____

City, State & Zip: _____

Phone: _____ Fax: _____

Email: _____

Return this form, artwork and your payment to Kids In Danger, 116 W. Illinois Street, Suite 5E, Chicago, IL 60654 by April 9, 2010. Contact KID at 312-595-0649 if you have questions. **Thank you for your support!**

Kids in Danger
116 West Illinois Street, Suite 5E
Chicago, IL 60654
Telephone 312-595-0649
www.KidsInDanger.org
email@KidsInDanger.org

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Wednesday, April 21

Donor and Supporter Notes

Thanks to everyone who supported our annual giving campaign at the end of 2009. We raised over \$43,000 for our life-saving programs. We received \$4,250 from the Cowlin Foundation, \$10,000 from Linda Ginzler and Boaz Keysar, \$7,500 from the Elias Foundation (thanks to Eldar and Stacy Shafir), \$2,000 from France Leclerc & Richard Thaler, and \$5,000 from the Turano Foundation.

KID received a \$25,000 grant from Underwriters Laboratories to continue and grow our **Teach Early Safety Testing (TEST)** program.

KID has received donations in honor of the births of Lola Sylvie Eig, Gretchen Gorka, Harper Caruso, Amelia Finn, Leo & Alexandra Sawaya, Julia Zbaracki, Luc Dagenais, and Natalie Haidn; the birthdays of Linda Ginzler and Nancy Volk; and in honor of Sarah Schimmel, and Katherine Schipper. Donations were made in memory of Danny Keysar, Andy Sage, Debby Sayah, Hans Lineweaver, Michael McLaughlin, Mary Imberman, Robert Ashenhurst, Richard Dylan White, Tanielle Miller and Sharon Vadeboncoeur's mother.

KID received matching gifts from **Aon Corporation**. To learn more about matching contributions to Kids In Danger, email Nancy@KidsInDanger.org.

Thanks to those of you who supported KID in the Combined Federal Campaign and other workplace giving programs. Contact sarah@KidsInDanger.org for information needed to include KID in your workplace giving.

Thanks for graphic design from Peggy Groves Design www.peggygroves.com & printing from JB Graphics, Inc. 773-539-7457.