

IT HAS BEEN AN AMAZING SUMMER FOR PRODUCT SAFETY.

On June 28, 2011, the world's toughest crib standard became effective. For the first time, the new standard not only applies to cribs made after that date, but to retailers as well, giving parents the assurance that any crib they buy now meets the strong new standard. Look inside for an update on the implementation of the CPSIA of 2008, of which the crib standard is just one part.

Much of this progress comes from the tireless dedication of parent activists:

To mark the crib standard effective date, **Michelle Witte** and **Susan Cirigliano** of Long Island, NY organized the first annual **Project Safe Child Walkathon** in June. Both families lost sons to dangerous drop-side cribs and worked hard for the new standard. Susan and Robert tell Bobby Cirigliano's story in our **Spotlight** article.



Sign displayed at the Project Safe Child Walk-a-thon, June 2011

Tami Vanderwilt hiked the Appalachian Trail this summer in honor of her grandson Aiden, who suffocated on his crib bumper pad. Read his story and connect with her blog on our **Family Voices** section of the website.

In breaking news, the Chicago City Council has taken seriously the reports of suffocations on crib bumper pads and banned their sale within the city. The stories of **Aiden** and **Preston**, found on our website's **Family Voices** section, helped persuade them to be the first government body to take action on this emerging hazard.

Thank you for all your support of KID and our efforts to improve product safety. We couldn't do it without you. Please read all we do in these pages, visit KidsInDanger.org and [our blog](#) for more reports, and consider a gift to help us continue our work.



STRAIGHT FROM THE SOURCE: PUBLIC REPORTS REVEAL UNSAFE PRODUCTS, EMERGING HAZARDS

Since our founding in 1998, KID has been frustrated with the secrecy at the CPSC. Consumer reports of product related incidents or injuries were kept secret until and unless there was a recall. By that time, too many other consumers are using the product and may have been injured. As part of the CPSIA passed in 2008, Congress mandated that CPSC set up a public database – allowing consumers to report incidents and to review reports from others. CPSC worked hard to set up a system that provided information in a timely manner, while maintaining the veracity of the reports. This summer, KID looked at the first four months of data from the system in **Straight from the Source**. Our findings include:

- About **20%** of the reports to CPSC during the period involve children's products or injuries to children.
- Injuries were reported in **44%** of the incidents involving children. **13%** of the reports involved injuries requiring medical treatment and one percent involved a death.
- One might expect reports of injuries from higher risk products such as trampolines and pogo sticks and there were many. But, the injuries reported were for product failures, not just from use or misuse of the product. Consumers are using the database for its intended purpose – to alert CPSC and others to product defects or hazards.
- Most alarmingly, many of the reports and injuries involved products that had been recalled. **One in seven reports involved a recalled product**, with most of the incidents happening **after** the product was recalled.

KID has longed maintained that an ineffective recall system leaves dangerous products in consumers' hands. The data in SaferProducts.gov bears that out. With new standards, testing requirements and attention to safety reducing the number of recalls needed, CPSC and advocates can turn their attention to making those that do happen more effective. The full report is available on our website.



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.

KID: AT WORK...

With the world's strongest crib standard taking effect this summer, KID has been hard at work educating the public on safe sleep environments.

KID partnered with the **American Public Health Association** for **National Public Health Week**, blogging on the new public database and other CPSIA news, as well as providing daily safety action steps for consumers.

To reach the pediatric community, KID's executive director gave a webinar on injury prevention, CPSIA developments and the new crib standard for the **National Association of Children's Hospitals and Related Institutions (NACHRI)**. KID also joined a new coalition, the **Midwest Injury Prevention Alliance** – the brainchild of our **2010 Best Friend, Dr. Gary Smith**. Here in Illinois, KID's conducted trainings on safe sleep for child care providers at First Step Daycare in Richton Park, The Junior League of Chicago, ESL students at Asian Human Services and the **Fussy Baby Team** who conduct house visits with new parents, from the **Erikson Institute Graduate School**. The KID team participated in community health events throughout Chicago this summer.

KID's summer intern, **Hannah Thompson**, focuses on increasing outreach efforts to Spanish-speaking communities by translating key safety resources and setting the stage for community outreach in the fall. Access the new Spanish language resources including safe sleep tips, three steps to safety and our educational video on our website. If you know of any outreach opportunities in Spanish-speaking communities, email us at Sarah@KidsInDanger.org.

SAFER PRODUCT DESIGN - THE GOAL OF TEST -

KID has revised and updated our curriculum materials for our **TEST** program (**Teach Early Safety Testing**). TEST provides lecture materials, projects and overviews of design safety and standards and engineering ethics for undergraduate engineering programs. We work with student teams on projects to better illustrate the need for safety in design. This year, students at **Northwestern University** looked at incidents with bassinets and high chairs and designed prototypes to address the most common injuries. A senior team at **University of Michigan** looked at the possibility of a safer infant incline sleep product. The new materials, student project reports and more are available by emailing Nancy@KidsInDanger.org.

SPOTLIGHT: BOBBY

Bobby Cirigliano was exactly six months and three days old when the side rail of his drop-side crib came loose, entrapping and suffocating him between the mattress and rail. As Bobby's parents began researching crib deaths they learned that Bobby was one of at least thirty-two children since 2000 who suffocated or strangled in a drop-side crib.

As the reality of his death sank in, it was hard not to fixate on all the losses: Bobby's big sister, Jennifer, would never get a chance to teach him how to navigate life. Bobby would never meet his other two siblings. He would never sit on Santa's lap and would never blow out a birthday candle.



However, once Bobby's parents, Susan & Robert Cirigliano, realized how many other families used this unsafe crib design, the Long Island couple began working ceaselessly to protect other children.

The Ciriglianos worked with lawmakers to ban drop-side cribs in Suffolk, Nassau and Rockland counties in New York. They worked with other New York families who've lost children to unsafe children's products to launch the 1st annual **Project Safe Child Walk-a-Thon** to raise funds to support the work of organizations like KID.

On a national level, they testified in 2010 before the House Subcommittee on Oversight and Education at a crib safety hearing. Their efforts paid off: On June 28, 2011 the world's strongest crib standard went into effect, ensuring at long last that new cribs coming onto the market will provide a safe haven for babies and their families through a ban on the drop-side crib design and other improvements.

Still they did not rest. In 2011, they joined with other parent advocates to protest retailers requesting additional time to sell off inventories of unsafe cribs after the new standard took effect. And the work continues. Nothing will bring Bobby back to his family, but his parents' dedication is helping to save other children. To become a child safety advocate, visit KID's advocacy pages on our website.



Photo from the first annual Project Safe Child Walk-a-thon, June 2011.

CPSIA: CHECKLIST OF ACCOMPLISHMENTS

In August 2008, President Bush signed the **Consumer Product Safety Improvement Act (CPSIA)**. This landmark bill, with portions named after Danny Keysar, addressed many of the flaws in the children's product safety system. Where are we in the process?

Done:

- Crib standard** – In June 2011, it became illegal to make or sell cribs that don't meet the new standard. Parents can be sure that any crib they buy has undergone rigorous testing.
- Product Registration** - Manufacturers of infant and toddler durable products must provide a postage paid card and an online means to register new products – assuring parents will be directly notified of any recalls.
- Saferproducts.gov** – This online database of incident reports from consumers has been up and running since April. Check out our report on page one for the impact of this new resource.
- Lead limit** – The lead limit for children's products has been reduced to 100ppm – down from 600ppm prior to the CPSIA's passage.

The implementation to date hasn't been without some hiccups and problems. But in August, a bipartisan bill to address those issues without weakening the safety protections passed both chambers and was signed into law.

Still to be done:

- The CPSIA requires mandatory standards and testing for infant and toddler durable products. So far, CPSC has implemented standards for baby walkers, bath seats, toddler beds, and cribs. Still to come: play yards, bassinets, high chairs, strollers, and more.
- During the implementation process, CPSIA stayed enforcement of major provisions of the act several times. The latest stay expires in December. The law needs to be fully implemented with the stay lifted for its full impact on safety to be felt.
- And finally, perhaps the one piece of the puzzle not fully addressed by CPSIA - except for product registration - is recall effectiveness. From the database and other information from CPSC, it appears that in many cases fewer than 10% of the products are accounted for in the recall process. That leaves millions of dangerous products still in use. KID will be focusing on recall effectiveness this year, attempting to make sure that dangerous products are removed from use.

2011 BEST FRIEND AWARD NIGHT: A NIGHT OF CELEBRATION

On May 19th, 2010, KID supporters gathered at Fulton's on the River to support a great cause, sample culinary delights from an array of distinguished chefs, and honor KID's 2011 Best Friend, **Mitch Lipka**, Consumer Columnist.

KID was proud to recognize Mitch for his career-long commitment to reporting on children's product safety issues. Mitch, in a moving speech, reflected on how dramatically things have improved since he started out 25 years ago, with stronger safety laws and more public awareness through the internet, but also warned that much work remains to be done before children are fully protected from unsafe children's products.

KID also honored the **ThoughtWorks** team with the first ever Volunteer-of-the-Year award for all their hard work in developing KID's iPad app and other social media projects.

This year KID kicked off our inaugural **Great Chefs Tasting Event** with tasting samples from local chefs including Chef Luca Corazzina of **312 Chicago**, Chef Vicente Duran of **Vivo**, Chef Robert Rovito of **Capri Ristorante**, Chef Kevin Schulz of **Fulton's on the River**, Chef Michael Altenberg of **Bistro Campagne** and desserts from **Chicago Pastry**. Guests also tried their luck at the wine ring toss (thanks to **Antioch Fine Wine and Liquor** for donating the bottles), bid on exciting auction prize packages, or tried to win a prize through the raffle.

A special thanks to Mary Botros and her team at **M.B. Classics** for decorating the event space beautifully and to **D. Sampras Photography** for photography services. Another big thank you to Event Chair Lisa Turano Solano for her leadership and hard work through the years.



NEWS YOU CAN USE

Have you visited **SaferProducts.gov**? Launched in March 2011, this database of consumer reports allows the public and safety experts to identify unsafe products and emerging hazard trends without waiting for a formal recall. Help save other children by reporting any incidents or injuries from any children's products to SaferProducts.gov.



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

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

Nonprofit Org.
U.S. Postage
PAID
Chicago, IL
Permit No. 6506



HELP SUPPORT KID IN YOUR COMMUNITY

Whether your passion is tennis, running, blogging or playing cards, you already participate in any number of activities that could also serve as opportunities to raise money for and awareness of KID's important work!

New dad **Mark Rickmeier** formed a monthly family-friendly Euchre tournament and is donating the proceeds to KID. **Kristina Paschall**, another longtime KID supporter, is running this year's Chicago Marathon and designated KID as the beneficiary of her fundraising efforts.



With just a little creativity, you can save children's lives by generating crucial support for KID's work through your regular activities. We are here to help! Contact us at email@KidsInDanger.org or 312.595.0649 for materials or assistance.

Consider the following ways to donate in connection with your work:

- **Matching Gifts:** Many employers have programs to match your gift – doubling your giving impact at no extra cost to you!
- **Workplace Giving Program:** Just \$1 a pay period enables KID to educate two child care providers and provide brochures for 60 new parents. \$5 a pay period will provide training for over 100 providers. You can write us in on any workplace giving campaign. Our IRS number is 36-4234906.
- **Combined Federal Campaign (CFC):** For those participating, KID's CFC # is 42080. Illinois state and university employees can participate in the **State and University Employees Combined Appeal (SECA)**. KID's SECA # is 911-0865.

DONOR NOTES... THANK YOU!

Our heartfelt thanks go to the Witte, Cirigliano and Sage families for their efforts on the first annual **Safe Child Walkathon** to mark the new crib standard. The event raised \$4,500 for KID's important work. Many donations were made in memory of **Tyler Witte, Bobby Cirigliano** and **Andy Sage**.

On September 3, 2011 a true champion for children's product safety, **Rose Lineweaver**, died. Rose, along with her husband John, founded **The Danny Foundation** which for years advocated for and won stronger crib standards and educated countless families on safe sleep. KID is honored to work on safe cribs in memory of Danny and now Rose. We received many generous donations to honor Rose's life.

KID thanks those who gave memorial contributions in honor of Danny Keysar, Preston Maxwell, Leona Stirling and Louis LeClerc. In addition, KID received tribute donations in honor of Deby Simches, Sonny and Julia Garg, Karen Casson, Zahi Ben-David, and the friends and family of Bridget and Benjamin Kornfeld on the occasion of their wedding. We also received donations to honor the arrival of Camryn Lynn Kauzlarich, Fabrizio Liam Fiorddalisi and baby boy Cohen!

Many employers have programs to match your gift – doubling your giving impact at no extra cost to you! KID donors recently had their contributions doubled by the GE Foundation, AON Foundation and Northern Trust.

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