



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

ACTION NEWSLETTER

FALL 2012

KIDS IN DANGER (KID) HAS A NEW MOBILE SITE

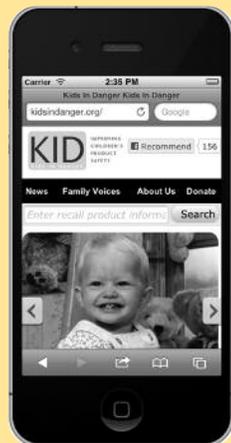
The new site, accessible by visiting KidsInDanger.org from any mobile device, combines the life-saving information of the KID website with a robust **Recalled Product Search** application developed by **WeMakeltSafer**.

Incorporating the recall search into the mobile website ensures parents and others can access information about recalled products on the go, for example, when they are shopping at garage sales or flea markets.

In addition to the **Recall Product Search** application, the mobile site includes:

- **KID's Three Steps to Safety** to give caregivers the tools they need to keep children safe;
- **Family Voices**, stories from families who have suffered from unsafe products;
- and other **key features of KID's award-winning website**. It also allows parents to support KID's efforts through a streamlined donation application.

The new mobile website was built by **Table XI**, a Chicago-based web application development firm. Table XI partnered closely with KID and WeMakeltSafer to design and deliver a site that is both easy to use and accessible on all mobile devices. "We are very proud to be a part of this team", explains Mark Rickmeier, Table XI's COO. "I'm glad we can help bring this kind of tool to the parenting community."



The site was unveiled at the **2012 KID Best Friend Award Night**.

A SEASON OF CHANGES AND GROWTH AT KID

It has been a summer and early fall of changes at Kids In Danger. Our long time Program Director, **Sarah Chusid**, left KID in May, right after a very successful **Best Friend Award Night**. During the summer, we were staffed with students from University of Chicago and volunteers who kept the programs, research and advocacy efforts moving forward. You can read inside about many of our activities and accomplishments.



In the beginning of September, **Cameron Robbins** joined the KID staff as the new Associate Director of Development. This newly created position is funded by a special grant from the Laszlo N. Tauber Family Foundation, Inc. to create a secure financial footing for KID as we move forward.

Cameron brings over 8 years of development experience to our program. As a mother herself, Cameron feels passionate about KID's mission to inform and educate the public to the potential safety risks of the children's products in their home.



Also joining the KID team this month is **Laura Nikolovska**, who will serve as our new Program Associate. Laura has over 5 years of program development and advocacy experience both in Chicago and abroad. She is thrilled to be back in her hometown of Chicago working as part of a team to expand and deepen the impact of Kids in Danger.

We are developing new ways to connect with your community – [email Laura](mailto:laura@kidsindanger.org) and let us know if you have ideas!

Read about improvements in children's product safety and KID outreach efforts



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.

SPOTLIGHT

WORKING TO PROTECT CHILDREN: A MOTHER'S EFFORTS TO PROMOTE CHILD PRODUCT SAFETY

In early December 2002, **Lisa Olney** read an essay in her composition class about an organization called Kids In Danger, an organization that promoted child product safety. KID was founded by Linda Ginzler and Boaz Keysar in 1998 in wake of their son Danny's death, who, at 16 months, was strangled in a play yard. At the time, Lisa had no idea what a key role this information would play in her life.

On December 19, 2002, Lisa's 13-month-old daughter, **Ellie**, suffocated in a poorly designed play yard when her neck became trapped between the bottom side of the play yard's changing table attachment and the side rail of the play yard. You can read Ellie's story on our **Family Voices** website.

A few days after Ellie's death, Lisa, remembering the organization she had read about in her class, contacted Kids In Danger for support. KID advised Lisa to contact and make a report to the **Consumer Product Safety Commission (CPSC)**. Danny's parent's mission became an inspiration for Lisa. "Danny's family's fight for justice and change reminded me that there was a place to put all the angry energy that accompanies loss," Lisa writes, "I wanted to give back to those who helped me so much in my time of grief and loss, and be a part of that inspiration." Lisa began working to spread awareness about and improve child product safety.

Over the last ten years, Lisa has worked to educate parents and caregivers on safe children's products. She encourages parents to research products first by visiting CPSC's and KID's websites.

Lisa is a strong advocate as well. In 2010, she wrote an impassioned defense of Saferproducts.gov when the House of Representatives was considering slashing its funding.



Pictured: Lisa (center) with daughters Kelsi and Ellie (infant)

Saferproducts.gov is CPSC's online database that allows consumers to report incidents with products. Lisa argued that it was the only way caregivers could immediately find out if a product has a malfunction or had resulted in an injury. Previously, reports could take months to be released, or may never be released at all, if the item was not recalled. Unsuspecting caregivers would continue to buy the product and more children could be injured or killed. In Ellie's case, news of her death was not released by the CPSC for nine months, when a recall for relabeling was announced. Today, stricter mandatory standards at CPSC address the hazard that killed Ellie, as well as other hazards that pose threats to children.

Since Ellie's death, Lisa has worked tirelessly to educate the public about unsafe children's products and to promote improvements in child product safety. She continues her efforts to ensure that what happened to Ellie and her family will not happen to another family.

KID UPDATES...

EDUCATING PARENTS AND CAREGIVERS

KID took advantage of all the summer activities to reach more families and caregivers with our safety message. Our volunteers and staff attended over 17 summer health and safety fairs, distributing more than a thousand brochures and magnets with our **3 Steps to Safety** as well as other materials. You might have seen us at the **Illinois Tollway Family Safety Fair**, **Fiesta del Sol** or the **Rush Hospital Premie Picnic and Reunion**. If there is an event in your area we missed this summer, let us know and we'll try to make it next year.

ADVOCATING FOR CHILDREN

In April, Chicago became the first city to ban the sale of crib bumper pads. KID has been working with families (read [Aiden's](#) and [Preston's](#) story in our **Family Voices** section online) whose children suffocated on crib bumpers and with safe sleep groups such as **SIDS of Illinois** to warn parents and eliminate these suffocation hazards from cribs. At the same time, the state of Maryland is considering a ban as well. KID executive director **Nancy Cowles** traveled to Maryland in October to testify on the ban. The **Maryland Department of Health and Mental Hygiene** has the support of doctors' organizations, the state medical examiner and other safety advocates to enact the ban.

2012 BEST FRIEND AWARD NIGHT

KID HONORS

SONNY GARG WITH BEST FRIEND AWARD

A good time was had by all at KID's Annual [Best Friend Award Night](#) on May 24, 2012 at **Fulton's on the River** in Chicago. KID honored **Sonny Garg**, Chief Information and Innovation Officer at Exelon, with the Best Friend Award for his instrumental role in developing local and national responses to protect children from unsafe products and for his strong leadership and support for KID.

Sonny worked with public officials to pass legislation to eliminate the sale of recalled products in Chicago. He later joined KID's board and served as chair of our Advocacy Committee, working to draft early legislation that was later incorporated into CPSIA and led to the world's strongest crib standards.

The reception included award presentation, raffles, auctions, and remarks from KID co-founders and Mr. Garg. Many thanks to **Event Chair Lisa Turano Solano** and our Honorary Host Committee of KID stars, led by **The Honorable Jan Schakowsky** and **Marjorie Benton**. All proceeds directly benefit the work of KID. We thank our sponsors, auction and raffle item donors and program book supporters and well as our wonderful guests. We also used the occasion to say good-bye to our long time **Program Director Sarah Chusid**. We wish her well!

Delightful food tastings were presented by amazing Chicago Chefs including those from **Vivo, 312 Chicago, Sunda, Tony Hu Gourmet, Fulton's on the River, Sugar Bloom Bakeshop** and **Chicago Pastry**.



PROMOTING SAFER PRODUCTS

This summer the first mandatory standard for play yards was adopted. It is now mandatory that these products be tested to avoid design flaws such as those that killed Danny Keysar, Ellie (read her mom's Lisa's story in Spotlight) and other children. **CPSC Chairman Inez Tenenbaum** was joined by **Linda Ginzel, Nancy Cowles, US Representative Jan Schakowsky** and other advocates in DC to mark the passage. KID continues to be a voice for parents and caregivers in the **ASTM International** subcommittees that set safety standards for nursery products and toys. KID adds the consumer viewpoint as well when standards are then considered by CPSC and adopted as mandatory.





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You want to know what your money is supporting, right? **KID's Annual Report** (appearing soon in your mailbox!) provides an in depth look at what KID does throughout the year. Connect with the mission and find out about our programming, what milestones we have been a part of in terms of children's product safety policy and legislation, and who and how we are reaching the public. It reflects the heart of what we do. We hope it inspires current supporters and new faces to give what they can to our **Year End Campaign**.



DONOR NOTES

KID SUPPORTERS GIVE IN SO MANY WAYS!

We are honored to have Dick Moll include a bequest to KID in his planned giving— our first gift of this type and one that we hope to wait a long time to receive! If others have chosen to give to KID in this way, notify us so we can recognize gifts that ensure the long term legacy of KID.

Matching gifts were received from Aon Foundation, Mattel Children's Foundation, Salesforce.com Foundation and GE Foundation. Matching gifts can sometimes double your donation! Let us know if your company participates.

Thanks to Karen Sheehan, Kay Deaux and Sam Glucksburg, Rick Larrick & Cynthia Monarrez, and Alon and Ayelet Fishbach who give recurring donations monthly or quarterly.

Both Avi and Tomer Keysar and Jamie and Jake Sage held lemonade stands and donated proceeds to Kids In Danger – great to have a new generation raising funds for KID's lifesaving work.

KID received \$1,000 from the Fama Family Charitable Fund.

Many thanks to our wonderful supporters of the 2012 Best Friend Award Night held in May. KID netted over \$70,000 to fund our programs. Special thanks to this year's sponsors – shown below.

Tomer Keysar completed his Bar Mitzvah on October 13. In celebrating, he encouraged people to give to KID and many of his friends and

family joined him in contributing, raising over \$5,000. Congratulations Tomer on your milestone!

Kristina and Dan Paschall ran the Chicago Marathon this October, raising \$1,500 for KID. Other runners for KID were Aileen Bloomfield who raised \$775 in running the Chicago Half-Marathon and Kevin Lyons who ran the Champaign Marathon, raising \$400 for KID. The energy and discipline of these runners is amazing as they expand the scope of how our friends support KID.

KID also received tribute donations in honor of Elizabeth Hughes O'Brien's baby shower, Lucy & Nathaniel Meadow's wedding, Sonny Garg, Naomi Miller, Rachel Weintraub, the

Keysar-Ginzel Family, and the births of Elliott Boon, Nolan Ames Caruso, Matthew James Franken, Menachem Mendel Brackman, Alina Skillrud, Jorie Ella Feuer, Yael Ellie Bardach, Grayson Slataper, Joseph Robert Popa, and Vincent Matthew Schoenberg. We received donations in memory of Danny Keysar, Ann Rector, Rose Lineweaver, Emilio Schinasi, Marla Fry, Robert G. McGill, Avi Miller, Yael Miller and Timber.

We are honored with your gifts which inspire us to maintain and expand our programs and advocacy. Hopefully some of the stories of who has given inspire you to look at other ways you can join us in ensuring the safety of all children. Thank you to all!

2012 BEST FRIEND AWARD NIGHT SPONSORS:

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- Toys "R" Us
- Exelon
- Turano Baking Company
- GATX
- Gigi & Michael Pucker

ADVOCATE

- Corboy & Demetrio
- Deloitte
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- The Injury Prevention and Research Center at Children's Memorial Hospital
- Linda Ginzel & Boaz Keysar
- Susan Annunzio & Franchee Harmon, Center for High Performance

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