



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

ACTION NEWSLETTER

SPRING 2012

SPRINGING AHEAD ON CHILDREN'S SAFETY

As the **US Consumer Product Safety Commission (CPSC)** continues to implement the **Consumer Product Safety Improvement Act of 2008 (CPSIA)**, including Danny's Law, KID has been both working on the new standards that are being developed and working to educate parents and caregivers on the implications of the law.

WHAT'S NEW?

- **SaferProducts.gov**, the consumer incident public database, is a year old! All indications are that it is serving its purpose: providing information to parents and caregivers on product safety as well as a way for CPSC and others to identify emerging hazard patterns or dangerous products.
- All cribs now sold have had to meet the new tough standard required by Danny's Law and, by the end of this year, all cribs in child care facilities will meet the new standard as well.
- KID's executive director, **Nancy Cowles** was acknowledged for KID's amazing work over the years as one of the first recipients of the Chairman's Commendation Award from CPSC Chairman **Inez Tenenbaum**.
- The City of Chicago took action to ban the sale of dangerous crib bumper pads – it goes into effect in April.



KID IS GROWING!

In the past two years, we have added four new members to the KID Board of Directors:

- **Kristina Paschall**, IT Director of Corporate Systems & Strategy, Corn Products
- **Geoffrey Phillips**, Vice President and General Manager of Service Delivery at GATX
- **Julius Rhodes**, SPHR, Founder and Principal of the mpr group
- **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 members brings to our Board. 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.

Inside you can read about our outreach programs to parents and caregivers, our recent report on recalls and Bobby Dean's story. Bobby died in an unsafe stroller in 2007 and his family is intent on alerting other families to the danger.

Join us on May 24 for the 2012 Best Friend Award and Chef's Tasting Event



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 much attention focused on safe sleep these days, KID has been busy educating families and caregivers on recent improvements to sleep environment safety and how to create safe environments for children.

Working together to reach wider audiences: KID, along with Cribs for Kids and Safe Kids USA formed the **Coalition Against Unsafe Sleep Environments (CAUSE)**, a diverse partnership of private, non-profit, consumer and government sectors working on the issue of infant safe sleep.

Here in Chicago, KID has been partnering with the **Neighborhood Parents Network** to reach their vast and active network of local families with our lifesaving tools and resources. KID continued working with **Safe Kids Illinois** and **SIDS of Illinois** to provide clear and consistent information on safe sleep. KID also held a **workshop on the new crib standard** at Safe Kids Chicago's monthly meeting.

Reaching educators: Early childhood educators are well-positioned to impart lifesaving safety information to young families, as well as ensuring safe classroom settings. To reach this target population with our safety message, KID's program director Sarah Chusid traveled to the annual conference of the National Association for the Education of Young Children held in Florida to conduct a workshop on children's product safety along with the **US Consumer Product Safety Commission** and **Illinois Action for Children**. KID also sent **key safety resources to nursery schools** across the state.

Educating childcare providers: To keep this vital population of caregivers abreast of changes in children's product safety, KID's executive director Nancy Cowles held a series of **regional trainings on the new crib requirements** for all of Illinois' child care licensing staff. KID also gave a workshop on safety for childcare providers at **Charlotte's Learning Center in Waukegan** and **created a special email listserv** to provide news updates and resources to childcare providers. **Sign up at www.KidsInDanger.org**.

Connecting with communities: KID participates in a wide range of community and safety events year-round to reach people from all walks of life with vital safety information. KID engaged with grandparents at the **Senior Health Fair** held at Weiss Memorial Hospital in Uptown in Chicago, gave a talk on product safety for members of the **Chicago Heights Rotary Club**, distributed safety materials to employees attending the **Marriott Health Fair** on Michigan Avenue, sent materials to **Chicago CPR** to use in their outreach efforts and gave regular workshops to ESL students at **Asian Human Services**, to name a few.

SPOTLIGHT ON SAFETY: BOBBY DEAN

Bobby Dean died in 2007 when he was trapped between the seat and food tray of a Graco stroller.

Bobby's grandmother recently shared his story on our **Family Voices** website.

On Thanksgiving 2007, Robert Dean (Bobby) was sleeping in a Graco stroller. His body slid out between the food tray and seat, but his head was entrapped and he suffocated. The design of the stroller allowed the gap that caused the entrapment. Bobby was seven months old.

"He was our first grandchild — always smiling, a very healthy happy baby."

Unfortunately, there were at least four infant deaths in this stroller prior to Bobby's. Graco redesigned newer strollers and the organization that develops voluntary standards for strollers added requirements to avoid the entrapment hazard. Yet, Graco did nothing to alert parents to the dangers in the millions of their strollers still in use or to recall the deadly design until 2010 — nearly 3 years after Bobby's death. Another baby died in 2011 in the same style stroller.

"We are left suffering, heartbroken and lost without our beautiful grandson and do not want another family to suffer our pain, said Bobby's grandmother Carol. "If Graco did the right thing, and designed a safer product, our little Bobster would still be here with us celebrating his upcoming fifth birthday."

Stroller standards now require designs that either not allow the baby to slide down or also allow the head to pass through.

If you have this recalled stroller, we recommend you stop using it and destroy it so others can't use it. If you have had an incident with this or any stroller, report it to **SaferProducts.gov** to alert other parents.





2012 BEST FRIEND AWARD NIGHT

On Thursday, May 24, 2012, Kids In Danger will present the **2012 Best Friend Award** to **Sonny Garg**, President of Exelon Power, for his instrumental role in developing local and national responses to unsafe children's products and his strong leadership as a KID board and advisory board member.

As part of the evening's festivities, some of Chicago's finest chefs will tantalize your taste buds with a tasting menu of an array of culinary delights. KID is proud to welcome our returning chefs from **312 Chicago, Vivo, Bistro Campagne, Chicago Pastry** and **Fulton's on the River**. Visit our webpage for updated chef lists.

As you sample our chefs' offerings, take in the unparalleled views of the Chicago River, bid on the exciting prizes showcased in the live and silent auctions and try your luck at the charity raffle.

This year's Best Friend Award night will be held at **Fulton's on the River** at 315 N. LaSalle Street in Chicago.

The Best Friend Award Night is KID's primary fundraiser. The proceeds from this event make possible our work to protect children from unsafe children's products.

Consider supporting the event by:

- ✓ **Becoming an event sponsor:** Includes event tickets, program ad and promotional opportunities
- ✓ **Donating raffle or auction items**
- ✓ **Placing an ad in the commemorative program:** Show your support for our honoree, promote your business, honor loved ones or simply voice your commitment to improving children's product safety.

To **place an ad** or to **donate items** for the auction and raffle, please use the form below.

Visit the **Best Friend Award** page at: www.KidsInDanger.org for tickets, to view the prize offerings or for more information on becoming involved in this great event!

Thank you for supporting **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:

PROGRAM BOOK AD FORM

1. Select your desired message/ad size:

- Business Card \$75 1/2 page (5.5" x 4.25") \$150 Full page (5.5" x 8.5") \$300
- Art Enclosed? Yes No

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. Please provide the following: 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 St., Suite 5E, Chicago, IL 60654 by May 10, 2012. Contact KID at 312-595-0649 if you have questions. **Thank you for your support!**



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A MEASURE OF SAFETY: CHILDREN'S PRODUCT RECALLS IN 2011

As we have every year since 2002, KID released our annual report on children's product recalls from the CPSC in 2011. **A Measure of Safety: Children's Product Recalls in 2011** shows that there are fewer recalls. While the reason for that isn't clear, it is apparent that the number of recalls for lead has dropped precipitously since the passage and implementation of CPSIA.



There were 310 products recalled in 2011 and 39% of them or 121 were children's products, involving 11,627,576 units. The products ranged from cribs to swing sets; rattles to bunk beds; pajamas to toy helicopters. That is a drop of 24% from 2010 with 160 recalls.

Most of the products were either nursery products (30%) or toys (26%). Other categories include clothing, outdoor or sports equipment, furniture, jewelry and miscellaneous products.

There were three recalls of one million or more units. These include a video monitor, toy workshops and toy keys. There were two deaths associated with the video monitors.

Target had six recalls in 2011 and four other companies had three recalls in the twelve months. Bodily injury, including falls, lacerations and amputations were the largest number of recalls (37%) followed by hazards by suffocation, strangulation and other hazards causing asphyxia (22%).

As the number of recalls is declining, KID is calling on CPSC to focus more on recall effectiveness. As review of Saferproducts.gov shows, recalled products continue to injure children long after the recall is announced. A first step would be to publicize current recall participation rates to illustrate the need for action.

DONOR NOTES... THANK YOU!

Thanks to everyone who supported our annual giving campaign at the end of 2011. We raised over \$49,000 for our life-saving programs! In addition, our founders Linda Ginzel and Boaz Keysar offered a challenge match to which many of you gave an 'extra' gift and will be matching \$10,000 of our online contributions. We received \$4,250 from the **Cowlin Foundation**, \$10,000 from **Linda Ginzel and Boaz Keysar**, \$5,000 from the **Elias Foundation** (thanks to **Eldar and Stacy Shafir**), \$2,000 from **France Leclerc & Richard Thaler**, \$2,000 from **William Meadow & Susan Goldin-Meadow**, \$1,500 from **Sally Blount**, \$1,000 from **Rick Larrick & Cynthia Monarrez**, \$1,000 from **Lawrence Sayah**, \$1,000 from **Dr. & Mrs. Robert Tanz**, and \$5,000 from the **Turano Foundation**.

KID received a \$150,000 one-time capacity building grant from **The Laszlo N. Tauber Family Foundation** to set KID on strong footing for the future. Watch for more on this news in upcoming e-alerts and the Fall newsletter. In addition, we received \$15,000 from **Underwriters Laboratories** to continue and grow our **Teach Early Safety Testing (TEST)** program and \$5,000 from the **Kluth Family Foundation** (thanks to **Joseph Goebel**).

KID has received **donations in honor of the births** of Jack Thomas Prendergast, Theodore Eliot Crane Dosik, Zoya Kamenica and Harper Swift; and **in honor** of Dan Gilbert & Marilynn Oliphant, Eliana Madison Schimmel, Judy Sage, Julia Henly, Katherine Schipper, Kim Nakahara, Robert & Sandy Passy, Leslie Batterson, Linda Ginzel & Boaz Keysar and Tanitin's first birthday. Donations were made in memory of Danny Keysar, Andy Sage, Debby Sayah, Clifford J. Bardach, Daniel Redican, Edwin Feinberg, Harold J. Leavitt, Joseph Melumad, Juliette Grace Thiel, Marion and Norman Cohen, Mr. Stanley Leipzig, Ramesh Rangan, Rose Lineweaver, and Gloria Zartman.

KID received matching gifts from **GE** and **Bemis**. To learn more about matching contributions to KID, 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.