



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

ACTION NEWSLETTER

SPRING 2013

ANNUAL KID RECALL REPORT FINDS "DANNY'S LAW" HAS IMPACT ON REDUCING RECALLS

In February, KID released ***Sleep Safe, Play Safe: Children's Product Safety and Recalls in 2012***. The report found that children's product recalls dropped, but incidents and injuries reported before recall rose.

We believe that the impact of new safety regulations can be seen in reduced recalls this year. Recalls for unsafe cribs and toys with lead dropped to the lowest level in years. The new requirements were part of the landmark **2008 Consumer Product Safety Improvement Act (CPSIA)**, a portion of which is named for Danny Keysar, whose parents founded KID.

However, injuries and incidents reported prior to recall rose dramatically. It is possible that **SaferProducts.gov** and other efforts have encouraged more reporting of incidents, but more analysis is needed to understand why so many injuries are involved before a product is removed from homes and childcare facilities.

The report shows two trends. In one, there are still manufacturers making products that violate well-established standards. For instance, all but one of the **22 recalls of clothing items** were for violating flammability standards, small parts hazard standard, lead paint standards or the CPSC prohibition on drawstrings – all of which have been on the books for decades. CPSC has sent a strong signal over the past few years with both recalls and fines that violations of these standards will not be tolerated. Companies should take action to eliminate these known hazards completely.

The more troubling trend is products that are sold for use with very young children, but are not subject to any safety standards. For instance, the **Nap Nanny** and **Chill Infant** recliners, the **PeaPod Travel Bed** and **Tots in Mind Crib Tents** were sold for sleep for infants and yet no standard covers these products. Parents assume infant sleep products have been tested for safety if they are on store shelves. Seven children died in these products.

KID will continue to work both to support strong standards for the products covered by **Danny's Law** and to assure that all products sold to care for children are covered by standards. In addition, KID continues to focus on recall effectiveness. It is not enough to recall dangerous products; more must be done to get them out of homes and child care facilities. Find the report and more information at www.KidsInDanger.org

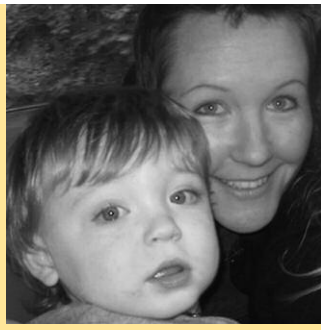


KIDS IN DANGER (KID) is a nonprofit organization dedicated to protecting children by improving children's product safety. KID was founded in 1998 by Linda Ginzler and Boaz Keysar, the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around 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

Earlier this year, CPSC announced two recalls of dressers that had tipped over, crushing children. One of those children was **Shane Siefert**.



Shane and his mother, Lisa

In March 2011, 2 year old Shane of Barrington, Illinois was crushed by his dresser. His mother had tucked him in for his nap, but found him under the dresser when she returned.

This was not a household dresser that Shane's parents repurposed for his room, but a dresser sold for a nursery. It should never have been designed so that it could be tipped by a lightweight two year old. In addition, it should have been sold with the anchoring straps and instructions. Shane's mother Lisa would have bought anchoring

straps had they been available where she bought other household childproofing products.

"Many people assume when they buy a product, especially a baby product sold at a baby store, that it is safe - but that is just not true," says Lisa Siefert. "I hope families take notice of this recall and take action to secure ALL their furniture so they avoid the tragedy that befell Shane and our family."

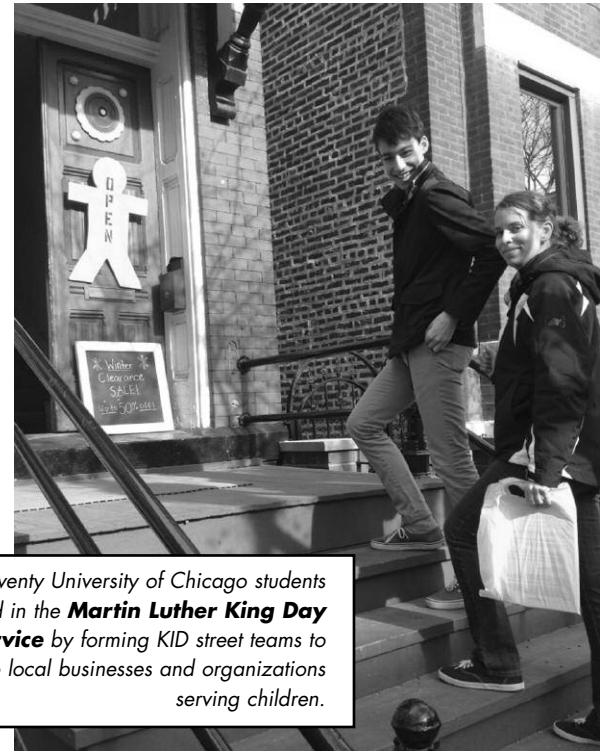
Every two weeks a child dies when a television, piece of furniture or appliance tips on him or her. Both the Illinois Attorney General and CPSC have developed very effective public education posters. KID urges child care providers, doctors, retailers and others who work with families to print and display posters (email@kidsindanger.org to request or visit CPSC.gov or IllinoisAttorneyGeneral.gov). Ask retailers and manufacturers for straps to anchor furniture. KID will be joining Shane's Foundation and many others in asking for a strong mandatory standard and more education to address this hazard.

PROGRAM NOTES: PARTNERSHIPS KEY TO REACHING FAMILIES WITH KID'S SAFETY MESSAGE

As the weather has cooled down, KID's programming and outreach efforts have heated up. KID has been all over Chicago, commuted throughout Illinois, and traveled across the country in order to spread the message of children's product safety to parents, grandparents, and caregivers. We met hundreds of parents at various community health fairs, including the **Prentice Community Baby Shower**, and **The Early Childhood Community Fair** in Aurora, Illinois. At the **Governor's Conference on Aging** and other events KID informed grandparent caregivers about the need to keep up to date on child product safety. KID also hosted a phone conference for grandparent caregivers across Illinois and shared great tips on keeping their grandkids safe. In addition, we conducted safety workshops for child care provider agencies, including **Easter Seals**, **Infant Welfare Society of Evanston**, and **4-C** of DeKalb, Illinois. The spring season looks to be just as busy for KID, so follow along at KidsInDanger.org, and through Facebook ([KidsInDanger](https://www.facebook.com/KidsInDanger)), and Twitter ([@KidsInDanger](https://twitter.com/KidsInDanger)).

At all of our outreach events, we play and distribute KID's **Safe from the Start** DVD. If you don't have your own copy of **Safe from the Start**, send us an email and we will be sure to get a DVD to you as soon as possible. If you have the DVD and shared it with others, please let us know how it went.

KID has loved the opportunity to participate in so many events – it allows us to reach many more parents and caregivers with our safety message. Part of our mission is to establish ongoing partnerships with other organizations working with parents and community members. Some of our partnerships have been growing for years; others are only a few months old. If we have had the opportunity to work together, thank you for your partnership and continued support. If we have not had the chance to work together yet, please don't hesitate to reach out and see how we can work together in the future. Contact Laura@KidsInDanger.org or call 312-595-0649 to start the conversation today. We look forward to working with you!



*Twenty University of Chicago students participated in the **Martin Luther King Day of Service** by forming KID street teams to reach out to local businesses and organizations serving children.*



2013 BEST FRIEND AWARD NIGHT

FEATURING GREAT CHICAGO CHEFS

Come to KID's flagship event!
The Best Friend Award Night
Thursday, May 23, 2013
at Fulton's on the River in Chicago

The **2013 KID Best Friend Award Night** features small plates from great Chicago chefs. Chefs from **312 Chicago**, **Sunda**, **LAO**, **Vivo**, **Fulton's on the River**, and **Sam's Gourmet Lasagna** are confirmed for this year to showcase their talents. The night includes a live and silent auction and raffles with all proceeds going to programs to improve child product safety.

Each year, this event unites a diverse group of community leaders, national safety advocates, service providers, caregivers and families in honoring an outstanding leader in the field of children's product safety. Our **2013 Best Friend Award** will be presented to **Shawn Kasserman**, a longtime Best Friend of KID who is passionate about child product safety. Shawn provides a strong voice to the children injured or killed by dangerous children's products.



2013 Kids In Danger

Best Friend Award Night
featuring Great Chicago Chefs

SAVE THE DATE
May 23, 2013

honoring Shawn Kasserman



KID
KIDS IN DANGER

Check out our great auction prizes, learn about sponsorship and program book opportunities, learn more about our honoree or buy tickets at:

www.KidsInDanger.org/events

UPDATE: TEACH EARLY SAFETY TESTING

Since 2003, KID has used our **TEST (Teach Early Safety Testing)** program to integrate design safety into engineering education – assuring that tomorrow's product designers will have the tools to address safety from the start – not just after a child is injured. You can look for our update on TEST in the March issue of **Standardization News** from ASTM International or follow the link on our TEST program page at www.KidsInDanger.org.

We are ready to take the program to the next level and have recruited two volunteer **Net Impact Board Fellows** from **University of Chicago Booth School of Business** to help us further develop the program. We'd love to hear your ideas. Email Executive Director Nancy Cowles at nancy@kidsindanger.org.

MORE KID NEWS...

Safe sleep is linked inextricably to safe children's products. KID will be on a panel this summer at the national **Cribs for Kids Conference** in Pittsburgh. We'll be sharing insights on product safety and infant safe sleep. Learn more at www.cribsforkids.org/conferenceregistration.

This November, KID will have our first running team in the inaugural **Naperville Marathon**. More than 20 runners have signed up to raise money for KID and participate in this Boston Marathon qualifier race. Entry for this race is closed, but if you are running the Chicago Marathon or any other race, consider joining KID's team. For more info, visit www.firstgiving.com/KidsInDanger/KIDrunningteam.



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116 West Illinois Street, Suite 4E
Chicago, IL 60654
Telephone 312-595-0649
email@KidsInDanger.org
www.KidsInDanger.org

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Join us as we present the **2013 Best Friend Award** to Shawn Kasserman at a reception featuring a variety of tasting plates from renowned Chicago chefs, drinks, silent auction, raffle drawing and a live auction.

Thursday, May 23, 2013, 6-8:30pm
Fulton's on the River
315 N. LaSalle Street, Chicago

Purchase tickets for the event online at www.KidsInDanger.org/events

For more information call 312-595-0649 or email Cameron@KidsInDanger.org



DONOR NOTES

Hello to all of our supporters! We love that so many of you are giving to improve child

product safety. Our annual campaign brought in **\$48,231** this year from 137 donors- many new, many renewed, and many that have returned to us after a hiatus. Thank you to all who gave in response to Linda Ginzler and Boaz Keysar's generous match opportunity, doubling the impact of your donation. These funds keep our doors open, covering the expenses of running a nonprofit like electric bills, paper, and rent as well as funding our community programs and advocacy work. To all who donated, your names appear in a donor scroll on our home page and will appear in our Annual Report. Thank you!

Our last newsletter had **Tomer Keysar's Bar Mitzvah** at \$5,000 of donations to KID - the final tally put his total impact at over \$14,000. Thank you for calling your well-wishers' attention to KID and raising funds on our behalf, Tomer!

Our **Book of Mormon** ticket raffle was an exciting way for people to get a chance to see an awesome musical in Chicago and support KID by raising close to \$400. Thank you to **Shawn and Dawn Kasserman** for donating the tickets and kicking off fundraising for our **2013 KID Best Friend Award Night** and congratulations to winner **Kate Christy** - a first time donor to KID. If you missed out on this opportunity, watch for announcements on Facebook and Twitter.

Tribute donations in honor or memory of loved ones are an amazing way to support KID. We received an outpouring of donations in memory of **Juliette Grace Thiel** who died at 4 months old in 2010. Thank you for

remembering Juliette with KID. We take the legacy of Juliette and all children injured by dangerous products so seriously and feel motivated to create change.

A number of foundations lent their support to KID recently including \$1,000 from the **Romano Family Foundation**, \$5,000 from the **Elias Foundation**, and \$5,000 from the **Turano Foundation**. Thank you to those foundations that see KID as in alignment with their mission. We saw wonderful corporate support from **The Mazzetta Company**, **Sergio and Banks Realty**, **Safe for Home Products**, **Eyes on the Future Daycare**, and matching gifts from **Ingredion Incorporated**, **Microsoft**, **Abbott**, **GE**, and **Aon**.

I look forward to getting to know more about all of you who support KID- learning your stories about what has drawn you to us. Thank you for backing our mission with your dollars.

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-Ginzler 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!**