

ANNUAL RECALL REPORT GENERATES NATIONWIDE INTEREST IN CHILDREN'S PRODUCT RECALLS

This February KID was joined by **Illinois Attorney General Lisa Madigan, Congresswoman Jan Schakowsky**, and other allies in downtown Chicago to release the **13th annual recall report**. KID looked beyond reviewing 2013 recalls and added two new sections that have people talking. One looked at how manufacturers of recalled children's products use **social media** to alert consumers and the other used **progress reports** for 2012 recalled products to see if recalled products were removed from use.

The results? Only nine product recalls were announced on Facebook although 63 recalls were announced by companies otherwise active on Facebook. And looking at results from 2012 recalls shows 90% of recalled toys, cribs and other items remain unaccounted for. Media sources such as **NBC** and **USA Today** shared these concerns with the nation.

Other findings include:

- Recalled clothing and nursery products account for over half of all the children's product recalls and 52% of all the reported injuries in 2013.
- There were a total of 1,566 incidents, 196 injuries, and 11 deaths reported before a recall was issued in 2013. On average it takes 14 reports of serious design flaws and failures and 2 injuries to pull dangerous products from the shelf.
- Only 10% of 2012 recalled children's products were fixed or replaced.

KID hopes that this report will encourage manufacturers and the **Consumer Product Safety Commission (CPSC)** to find ways to make recalls more effective, including incorporating social media warnings into the process. The CPSC is currently considering a rule to improve the recall process. To support a stronger voluntary recall process, please contact the CPSC chairman and commissioners at cpsc-os@cpsc.gov.



KID RUNNING PROGRAM

Twenty-six runners participated in the inaugural **Naperville Marathon** in November 2013, raising almost \$15,000 for KID. The **KID Running Team** is already registering participants for the 2014 races in Naperville as well as at 5K/10K in Aurora in September.

Interested? Email Nancy@KidsInDanger.org for information.

Support our runners at:

<https://www.firstgiving.com/KidsInDanger/KID-Running-Team>.



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.

PROGRAM UPDATE

KID's **Teach Early Safety Testing (TEST)** program is designed to promote the development of safe products by integrating design safety into the engineering curriculum. Last quarter, engineering students at Northwestern University designed product prototypes to address known hazards. Four teams developed alternative crib designs to ensure safe sleep and eliminate the risk of limb entrapment. Four other teams designed magnetic toys that avoid the risk of ingestion and organ damage that magnets can pose. Each team was challenged to design an affordable product that was supported by consumer interest. Videos are available on our KID YouTube page. See what our future engineers have designed with safety in mind!

Based on successful program implementation such as this, we are working hard to expand our network of schools by reaching out to universities and engineering professors. This year for the first time, we did a project with students at Harvey Mudd College in California. It is our goal to integrate TEST into the curriculum of many schools so that designers-of-tomorrow can help keep our population's most vulnerable safe from product design flaws. Do you know a professor looking for ways to include design safety in his or her classroom? Let us know. Contact Nancy@KidsInDanger.org.



[Youtube.com/KidsInDanger](https://www.youtube.com/KidsInDanger)

OUTREACH & EDUCATION

KID was originally contracted by one of Rosi's colleagues at Casa Central in the Humboldt Park neighborhood during the summer of 2013. Since then, several workshops have been hosted for the clients and employees of the center, including trainings for professional caregivers and teen moms. We've really enjoyed having the opportunity to continually work with the different groups of the organization throughout the last 6 months and we are proud to be viewed as a trusted safety resource for all the parents and caregivers at Casa Central. KID has worked hard to develop ongoing relationships like these and KID supporters make stories like these possible.

"KID is an amazing organization; the value of information that is presented to the world is unique! Our clients at Casa Central really benefit from this useful information. KIDS really helps to save lives."

– Rosi at Casa Central in Chicago, IL

We hope that you consider helping KID make a difference in the safety of our children by providing our program with the resources needed to connect with other organizations and groups in need in Chicago and beyond. In this next year KID plans to reach more parents and caregivers than ever before. In order to do this successfully, we plan to:

- **Target comprehensive groups and associations** so that in reaching one organization we have an impact on a multitude of caregivers,
- **Expand outreach efforts to include suburban Chicago grandparents.** This active and involved group of caregivers is not only a good audience for KID's safety message but may have the potential to get involved with other aspects of the organization,
- Continue an active online presence but **increase engagement through social media** channels,
- **Recruit highly skilled, engaged volunteers** so that KID can continue to make a big difference despite our small staff size.

The plans are in place, but KID needs engaged supporters to achieve these goals. Many more parents and caregivers desperately need to hear our safety message. Please consider **donating to KID** and join us in the effort to keep more children safe from unsafe products.



Poonam Sharma has been volunteering with KID since April 2013. Her volunteer experience with KID started just months after arriving to America from her home country of India. In India, Poonam worked in the health care field after earning her post graduate diploma in Healthcare Management in 2005.

Poonam brought a wealth of experience to the organization. In her time so far at KID, she has taken the initiative to develop KID's corporate outreach program, reengage our hospital outreach program and is an active member of the KID Action Team. In taking on these projects, Poonam has targeted key components of KID's mission, including our mission to **educate the public** and **advocate for children**.

We thank Poonam, and all the other volunteers who continue to share their time, energy, and talents to helping KID keep children safe. Perhaps you have time and skill to give KID? Contact Laura@KidsInDanger.org to learn more about why your skills are exactly what we need!

VOLUNTEER SPOTLIGHT

2013 BEST FRIEND AWARD NIGHT

Join us for KID's flagship event, the **Best Friend Award Night** on Wednesday, May 14, 2014. We're moving this year to the **MidAmerica Club**, 200 E. Randolph. The 2014 KID Best Friend Award Night features small plates from great Chicago chefs including 312 Chicago, Smoque BBQ, South Water Kitchen and the MidAmerica Club.

The night includes a live auction and an amazing new raffle with 10 prize baskets – each worth at least \$1,000. **All proceeds go to KID's 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 **2014 Best Friend Award** will be presented to **Inez Tenenbaum**, former chairman of the U.S. Consumer Product Safety Commission (CPSC). During her tenure, Chairman Tenenbaum led the CPSC to enact the world's toughest standard for crib safety and many other improvements in children's product safety.

Check out auction prizes, learn about sponsorship and program book ads, read about the honoree or buy tickets at www.KidsInDanger.org/events.

KID
KIDS IN DANGER

2014 KIDS IN DANGER
BEST FRIEND
AWARD NIGHT

MAY 14 2014

HONORING FORMER CPSC CHAIR
INEZ TENENBAUM

FEATURING GREAT
CHICAGO CHEFS

KID was founded by parents who lost their 16 month old son when he was strangled in the top rails of a dangerous portable crib. Danny's parents channel their grief into social action that has contributed greatly to the safety of all children. But that doesn't lessen the grief. Through the years, KID has worked with many other brave families whose children have died in unsafe products. We are all sometimes at a loss of what to say to grieving families.

Linda, Danny's mom, recently shared her thoughts to an acquaintance who wanted advice on how she could comfort and help a friend who had recently lost a child. We thought they might be helpful to many people.

Linda's thoughts on helping a friend whose young daughter has died:

People grieve in very different ways. For example, I would want you to talk about your own kids, but I don't know if this is true for everyone. Ask her what she needs/wants from you?

*As for books, the one that I received and still send to grieving parents is **A Broken Heart Still Beats**. Another one is the **Consolations of Philosophy**. I think giving her one of these books would be a wonderful gesture of compassion and friendship. The best thing that you can do is to listen – really listen and be present for her and always remember her daughter.*

I also spoke to Christine, whose 6 month old twin son died in 2011.

For me, one of the kindest things a friend did was to bring over the ingredients to bake a pie with me. I had mentioned in passing that it was hard to make any decisions about what to do, and couldn't tell anyone how to help me because I just didn't know myself. So she told me she was coming over one evening. We talked about all sorts

WHAT TO SAY AFTER THE LOSS OF A CHILD

of things, and made pies. To be busy and do something productive was nice.

I wanted to—and still do want to—talk about my son. The friends that were able to acknowledge him, his life and listen were a huge support. Some people worry about saying the wrong thing. I would just be there, and admit you don't know what to say except that you care and you are there to support your friend. Listening helps.

Lisa's son died in 2011 when his dresser tipped over on him.

Just because I cry when we talk about Shane doesn't mean you are making me cry. I cry because I miss him. I want to talk about Shane as much as you want to talk about your children. I treasure moments when others share their memories, maybe stories I haven't heard or to see Shane through their eyes. I love getting pictures of Shane I have not seen.

I am not the same person I was before losing Shane, nor will I ever be that person again. Waiting for me to "get back to my old self," will just make you frustrated. I am a new person with new thoughts, dreams, aspirations, values, and beliefs.

Lisa also suggested this resource page at Compassionate Friends, "How Can I help?" www.compassionatefriends.org.

The important points all the moms made were that everyone grieves differently, being there and listening is very important. I'm sure many others have thoughts on this topic too. This will be posted on KID's website and Facebook page and we welcome your thoughts.



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

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www.KidsInDanger.org



Join us as we present the **2014 Best Friend Award** to Inez Tenenbaum at a reception featuring a variety of tasting plates from renowned Chicago chefs, drinks, raffle drawing and a live auction.

Wednesday, May 14, 2014
MidAmerica Club
200 East Randolph, Chicago

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

For more info call 312-595-0649
or email Nancy@KidsInDanger.org



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Rick Larrick was one of the first donors to KID. As a colleague of Linda Ginzler and Boaz Keysar, he wanted to support the grieving family's efforts to protect other children after Danny's death. "I've been so impressed by what they have been able to do through KID. It has been a delight to support KID's work," says Rick. Rick recently increased his monthly donation amount. He has been giving monthly through KID's online giving page at the website since 2006. "I wanted to be consistent in my giving. There was one year I missed making my year end donation, and I regretted it. The monthly option lets me know I am always supporting KID's work." For KID, monthly giving helps us by keeping income coming in all year round, not just at year-end or event time. Rick's contribution – along with all our donors – has helped KID accomplish so much. You can choose to give monthly or quarterly with the enclosed envelope or at our website, www.KidsInDanger.org.

DONOR SPOTLIGHT

TRIBUTES, GRANTS & MORE

included a \$10,000 gift from our co-founders, \$5,000 for the **Elias Foundation** and \$5,000 from the **Turano Foundation**. In addition, KID received grants for **Underwriters Laboratories** and the **Stahl Family Foundation**. Many thanks to Jasmine Kwong who turned her 30th birthday celebration into a jazz-filled fundraiser for Kids In Danger, raising almost \$4,000.

KID received donations in honor of Nicole Wood, Daniel Gilbert & Marilyn Oliphant, Steve & Julie West, Drew & Jen Weller, Jennifer & Jeff Haidu, Shawn Kasserian, Jasmine Kwong, Judy & Mark Sage, Sarah & David Schimmel, Katherine Schipper, Nancy Schwartz, Steven & Leslie Swibel, and in honor of the birth of many babies! We also treasure the contributions in memory of Andrew Harrison Sage, Ann Rabens, Anne Muroff, Danny Keysar, Juliette Thiel, Joan Christenson, and Rose & Danny Lineweaver.

These contributions and many more allow KID to accomplish our mission of promoting the development of safer children's products, advocating for children and educating parents and caregivers. We can't do it without your support! Thank you.

Thanks to all our donors to our Annual Campaign. This year, KID raised over \$50,000 for our lifesaving programs. This

BOARD & STAFF NOTES

KID Executive Director Nancy Cowles is now Vice President of the International Consumer Product Health & Safety Organization.

KID Board member Geoffrey Phillips of GATX has been named **Board Member of the Month** by Points of Light Foundation and BoardSource. Geoff serves on KID's Finance Committee and recently ran the Naperville Marathon to raise funds for KID.