

Recalls and Child Safety:

KID has been tracking child product recalls from the **US Consumer Product Safety Commission** for over a decade. With the passage of Danny's Law in 2008 requiring tough standards and testing and more recent emphasis on recall effectiveness, we are starting to see progress towards safety for children. Based on 2015 recalls and recall effectiveness from 2014, here is **The KID Report Card** on recalls. Get the full report on KID's website.



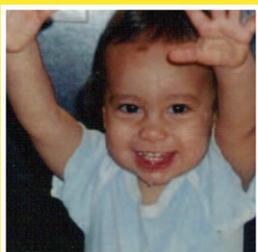
Run for Kids by Running with KID!

The **KID Running Team** is back up and running and signed up for the Healthy Driven Naperville full and Half marathon on October 23, 2016. Join us as a runner or a volunteer.

See our events page online or contact nancy@kidsindanger.org.

The **KID** Report Card

| GRADE | SUBJECT | REMARKS |
|-------------------|-------------------|---|
| B | Recalls | 68 children's products were recalled in 2015. By unit (5,501,952), it is the lowest since KID started tracking in 2001. |
| C | Types of Products | Clothing & Nursery products accounted for over half of all children's product recalls. All of the clothing recalls were for violations of long-standing standards on choking hazards, drawstrings and flammability. Let's beef up testing! |
| C- | Incidents | 819 incidents with the products were reported prior to recall, an average of 12 reports filed before a recall is issued. |
| A- | Injuries | Seven percent of recalls involved injuries prior to the recall, 36 injuries in all. That is a 95% decrease since Danny's Law passed in 2008. Outdoor and sports products accounted for over half of the injuries. |
| A- | Fatalities | No deaths were reported prior to recall of these products in 2015. However, read the full report for the deaths that didn't lead to a recall of IKEA furniture. |
| B- | Social Media | Just under half (44%) of companies with a Facebook account posted about their recall, doubled from 22% in 2014. Keep up the good work. |
| Incomplete | Effectiveness | Fourteen percent of children's products recalled in 2014 have been successfully fixed or destroyed. But for products already in consumer hands at the time of the recall, the average response rate is 8%. The biggest problem is still the lack of accurate information at CPSC to measure recall effectiveness. |



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.

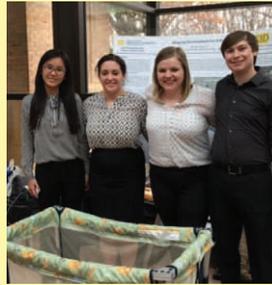
TEST PROGRAM UPDATE: University of Michigan

KID's **TEST (Teach Early Safety Testing)** Program promotes the development of safe products by incorporating children's product safety, standards and testing practices into the engineering curriculum at universities. TEST provides students with the skills to review injury data and products to predict possible avoidable hazards, to gather information about how products are used and what hazards the environment/routine use introduces, and to understand where to access resources on product standards, design safety, and hazard analysis.

This year, members of a **University of Michigan Senior Design Team** – Courtney Riley, Adam Schroeder, Qianyu Sun and Chloe Randich – learned all these lessons through KID's TEST Program. The students discussed what they would do differently about the safety and design of children's products and presented their innovative ideas. They suggested creating a requirement for engineering students to take a safety and design course before going into the field, better communication between engineers and manufacturers, as well as thinking outside the box to predict real world use with the product that could cause potential safety hazards.

KID is proactively working to make sure students are knowledgeable about children's product safety, standards, and testing practices. Currently, we are working with a team at **Northwestern University** on safe latches on children's products and a team at **University of Michigan** on tip-resistant furniture.

We have summarized the most important lessons of the TEST Program in a flyer accessible to student engineers as well as the public on our website.



KID Young Professionals Board Host First Fundraiser of the Year

70 people gathered at **Revolution Brew Pub** in the Logan Square neighborhood of Chicago on March 6 for the first **KID Young Professionals Board** event of the year. All had fun and enjoyed craft beer and food. All proceeds from the evening went to KID. Our next fundraiser will be in the summer so please stay tuned.

KID Joins the Dr. Oz Show to #SayNoToBumpers

This January, KID and other safety advocates appeared on the Dr. Oz show to talk about the safety hazards of crib bumper pads and pose the question: **Why, if so much research indicates their hazards, are crib bumper pads still for sale?**

The catalyst for this question was based off a new study recently published in the Journal of Pediatrics. The researchers found that deaths involving bumper pads have risen. "Crib bumpers are dangerous and serve no purpose – they should never be used. None of the babies in this study should have died" said NJ Scheers, one of the study's authors.

Despite their danger, bumper pads are available for sale throughout the country (except in Chicago and Maryland thanks in part to KID). To make matters worse, the media shows bumpers in advertisements, TV shows and commercials. This fall, KID petitioned Xfinity to stop displaying unsafe sleep practices in their home security commercial. In December, Xfinity agreed to remove the commercial. The Dr. Oz show started a **Change.org** petition after KID's appearance on the show. The petition, which calls for CPSC to ban the sale of bumper pads nationwide, has gained 11,017 signatures so far. Many families that lost children because of unsafe sleep products commented on the importance of the petition; families that KID has been connected to and advocating for since our founding in 1998.



In just 20 minutes on the show, KID reached millions of families and encouraged them to #SayNoToBumpers. Going forward, we will build on the momentum gained to push the Consumer Product Safety Commission (CPSC) to ban these unnecessary and unsafe products. On a local level, we will continue to educate the public, especially parents and caregivers, about crib bumper pads and host crib bumper pad exchanges to get these dangerous products out of homes. Support our efforts by signing the petition, organizing a bumper exchange in your community, and by donating to KID.

Bumper Pad Exchanges: Coming to a Neighborhood Near You!

Back by popular demand, KID will be hosting several bumper pad exchanges throughout the state this spring. At the exchanges, families are able to bring in a bumper pad (new or used) in exchange for a safe sleep kit that includes a sleep sack, board book, home safety devices, and safe sleep materials. KID then repurposes the bumper pads with the Anti-Cruelty Society who uses the pads to make bedding for the

KID ACTION TEAM ALERT:

If you have not already, please go to change.org and sign Dr. Oz's petition to ban the sale of crib bumper pads.

What Workshop Participants Are Saying About KID's Safety Training...

KID safety workshop is a unique training opportunity for parents, professional caregivers, and healthcare providers. The workshop addresses hazards that parents and caregivers might not otherwise hear about and gives participants the tools and resources to mitigate safety hazards in their own environment.

Hear what recent workshop participants are saying about KID's safety training:

"The safety of our children is of the utmost importance and this organization is very dedicated to educating the public about the safety of children's products. We also received valuable resources that reinforce the workshop's message"

Nicole Session, Assistant Principal
Robbie M. Lightfoot Early Learning Center
Waukegan School District 60



"I was really impacted by hearing the real life tragedies about products that were recalled and how they could have been avoided. Now I have the awareness and resources to make sure my facility is as safe as it can be"

4-C: Community Coordinated Child Care
Child Care Provider



"I am going to check all the things I buy to make sure they are safe for my son"

Workshop participant
Tuesday's Child Parenting Group



In order to assess our impact and improve our practice, we want to hear from everyone that participated in a safety workshop. If you have feedback as a result of attending a workshop, please contact Laura@KidsInDanger.org.

2016 BEST FRIEND AWARD NIGHT

SAVE THE DATE

Each year KID commemorates our progress and honors the memory of Danny Keysar and other victims of unsafe children's products at the KID Best Friend Award Night. This event honors an outstanding leader in the field of children's product safety and brings together over 250 community leaders, national safety advocates, families and KID supporters.

This year, we are thrilled to honor **Lisa M. Turano**, Turano Baking Company & The Turano Foundation. We hope you will join us on **Wednesday, May 18th**, from 6:00-8:30pm at the Mid-America Club, 200 E. Randolph in Chicago. Ms. Turano was a student at the University of Chicago Booth School of Business when Danny Keysar died and KID was founded. She immediately embraced the cause and has been actively involved ever since. Both The Turano Baking Company and The Turano Foundation have been crucial to KID's ability to provide our lifesaving services.

The evening features small plates from Chicago chefs and an opportunity to win great prizes and raise vital funds for KID through an auction and raffle. Funds raised at the Best Friend Award Night allow us to continue our valuable outreach and provide a strong voice for safety.



Learn more at www.kidsindanger.org/events



Volunteer Spotlight: Amanda Weiss As a small organization with a big mission, KID relies on the time and talent of a dedicated volunteer team. Amanda Weiss has been a member of that team since the summer of 2015 and has assisted with our **Safe from the Start** program. Specifically, she is managing a project that will allow us to better evaluate the impact of our safety workshop. This spring, Amanda has expanded her role with KID by assisting with the annual **Best Friend Award Night**. *"Interning at KID has been a wonderful experience as I wear many hats from program evaluation to fundraising. I love working with the staff and helping out with KID's mission to improve children's product safety. I also love how I am able to receive college credit for my work at KID."*

We thank Amanda and all the volunteers who commit to working with KID to help keep kids safe. If you would like to get involved, please contact Laura@KidsInDanger.org to learn more.

shelter's puppies and kittens. Check out our schedule below to see if we will be coming to a community near you:

Friday April 8

Lurie Children's Hospital- Uptown Primary Care Clinic, 10am-1pm

Saturday April 16

Oak Park Library in Oak Park, 10am-12pm

Would you like to host a bumper pad exchange in your own community?

Please contact us at Laura@KidsInDanger.org or call (312) 595-0649 to learn how.



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email@kidsindanger.org
www.kidsindanger.org

Join us as we present the **2016 BEST FRIEND AWARD** to **Lisa M. Turano** at a reception featuring a variety of tasting plates from renowned Chicago chefs, drinks, raffle drawing & a live auction.



Purchase event tickets online at www.kidsindanger.org/events
For more info call 312-595-0649 or email lauraford@kidsindanger.org

DONOR SPOTLIGHT: THE LIPKA FAMILY

KID recently lost a Best Friend when **Mitch Lipka**, 2011 KID Best Friend Award honoree, died after a courageous fight against cancer.

Mitch was an award-winning consumer reporter. Soon after Danny died in a dangerous portable crib



in 1998, Mitch began to investigate the children's product safety system that would allow such a deadly product to not only stay in homes and child care facilities, but also enter the market in the first place. The result was series of articles in the **Sun-Sentinel** newspapers. Mitch continued to cover product safety issues throughout the remainder of his career.

Our thoughts are with Mitch's wife, children, family, and friends. We are proud to have known him and know his work has been instrumental in strengthening children's product safety and saving lives. We are honored that memorial donations were directed to KID. We will use these funds in a way that would make Mitch proud.

DONOR NOTES

Your generous support allows KID to continue our lifesaving work. We are grateful for your commitment to the safety of children.

A number of foundations have also lent their support to KID recently, including:

The David and Reva Logan Foundation: Provided KID with a \$15,000 general operating support grant plus a \$10,000 matching grant for our 2015 annual campaign.

Center for Injury Research and Policy at Nationwide Children's Hospital: KID received a \$25,000 grant to see if the current voluntary standard prevents tip-overs and suggest future action to prevent tip-over injury and death.

American Legion Foundation: Funds from this grant will allow KID to transform our educational materials from individual flyers to a comprehensive booklet intended to grow with a family. The \$15,000 award will cover design, printing, focus group facilitation and translation services.

The Turano Foundation: a two-year, \$10,000 grant will cover costs of our local educational outreach efforts through KID's Safe from the Start program.

The CJ Foundation: Funds from this \$4,200 grant will support KID's safe sleep education in Chicago's highest need neighborhoods.

Alvin Baum Family Fund: A general operating grant of \$2,500 plus a year subscription to DonorPath, a virtual fundraising team.

The financial support of individuals combined with funds from foundations allows KID to not only keep the doors open now, but also scale for growth and impact later.

Thanks for Helping KID Start 2016 Right Thanks to all the donors that contributed to our annual campaign this year. Because of your generosity, our annual campaign raised \$54,140.91. These funds will go towards KID's lifesaving work.

For ways to maximize your 2016 giving, visit www.kidsindanger.org/donate. Learn how you can set up monthly gifts by joining the **KID GEM Club** (Giving Every Month) and check to see if your employer will match your gift through a matching gift program.



BEST FRIEND AWARD NIGHT ON MAY 18, 2016

www.kidsindanger.org/events

SPONSORSHIP

I/We _____

(your name as you would like it listed) wish to support the 2016 Best Friend Award Night.

Please place an X in a circle below to select your chosen level.

| SPONSOR BENEFITS | Platinum Champion | Gold Champion | Silver Champion | Hero | Advocate | Supporter |
|--|-------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------|
| Cost | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$600 |
| # of Tickets for Event | 30 | 20 | 16 | 10 | 6 | 4 |
| Special pre-event reception with honoree | | | | | | |
| Verbal mention at event | | | | | | |
| Mention in press releases | | | | | | |
| Logo on event signage | | | | | | |
| Logo with hyperlink on KID website | | | | | | |
| Mentions on social media | | | | | | |
| Ad displayed during event | Full Screen Max Visibility | Full Screen High Visibility | Full Screen High Visibility | Full Screen Med. Visibility | Half Screen Med. Visibility | Shared Page 2 Lines |

ELECTRONIC JOURNAL AD

**Ads are included with sponsorship.
See above chart for size included with each level.**

If you would like to purchase an ad only: Full Screen \$300 | Half Screen \$150 | 2-Line Listing \$75

Full Screen Ad: 6" wide x 4" high, high-res (300dpi or greater, 8pt minimum font size)

Half Screen Ad: 3" wide x 4" high, high-res (300dpi or greater, 8pt minimum font size)

2-Line Ad: Congratulatory "from the heart" copy only, on a group page, maximum 15 words

Send electronic files to lauraford@kidsindanger.org or attach on a separate sheet

← **See reverse side for RAFFLE/AUCTION DONATION & PAYMENT INFORMATION**

RAFFLE/AUCTION DONATION

| Item Description (as you would like it to appear in the listing) | \$ Value |
|--|----------|
| | |

PAYMENT INFORMATION

Thank you for supporting Best Friend Award Night!

1. PAYMENT INFORMATION: Enclose check or fill in credit card information here.

| | |
|--|----------------------|
| Type: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AmEx | Total Amount: |
| Card #: | Expiration Date: |
| Signature: | CSV Code: |

2. CONTACT INFORMATION: Include billing address if different from contact information.

| | |
|-------------------------------|-------------------|
| Name: | Address: |
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| Email: | |
| Contact for RSVP: | |
| Name to be Listed in Program: | |

Return this form, logo and your payment to:

Mail: Kids In Danger, 116 W. Illinois Street, Suite 4E, Chicago, IL 60654

Fax: 312.595.0939

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Online: www.kidsindanger.org/events

Contact KID at 312-595-0649 if you have any questions.

Thank you for supporting Best Friend Award Night!

Kids In Danger is a 501(c)(3) tax-exempt organization.
All contributions are deductible as described by law.

