

Dear Friend of KID,

It is with great honor that I greet you as the new President of KID.

The legacy of our advocacy is as honorable as its genesis is painful.

We must always remember the courage and insight Danny Keysar's parents have demonstrated since his death. It is that dedication which has been saving lives since—and can forever.

As Linda and Boaz step back from their formal roles at KID, we all need to step up. I urge you to take a moment and reflect on the heroic accomplishments KID has achieved under the leadership of Linda and Boaz. Next, ask yourself: "How can I help carry on this important fight for the safety of our children?"

The path that Linda and Boaz have carved out for KID is clear. We must fight for stricter safety standards, better design systems, more effective testing and increased access to information related to dangerous children's products.

We must fight against secrecy and hidden defects that only serve to expose more children to dangers known only to manufacturers and the families of children hurt/killed by them.

I am proud to call Linda and Boaz my friends. They are also my heroes. Please join me as we acknowledge their commitment to the children of the world and honor them by joining in on the fight. It will take many of us, but this fight can and must be won. I hope you will join us.

Fondly,  
Shawn S. Kasserman



## KID SUMMER OUTREACH

As families and communities across the country prepare for a new school year, the summer and fall seasons are some of the busiest times at KID. This summer, KID staff, interns, and volunteers attended over a dozen back-to-school fairs, community baby showers, and other outreach events in the Chicago area. We connected with nearly 1,000 parents and caregivers across a diverse range of Chicago neighborhoods, including Roseland, Belmont Cragin, McKinley Park, and Calumet Heights. We shared life-saving information on safe sleep, furniture tip-overs, and more.

We love connecting with parents and caregivers to give them the tools to keep their children safe, and we are always looking for ways to reach to new audiences. In May, KID's Program Associate, Carson Gaffney, travelled to West Virginia to speak with over 100 representatives from home visiting and hospital-based safe sleep programs on product safety and safe sleep. Our new safety workshop, **Safe Sleep Checklist for Children**, and the accompanying materials walk participants through an eight-step checklist to evaluate the safety of any infant sleep product.

Our exhibit at the **2017 American Academy of Pediatrics (AAP) Conference** allowed us to connect with pediatricians from across the country over a shared commitment of children's safety. We discussed trends in unintentional injuries, offered KID workshops and trainings for staff members, and shared best practices for product safety. In the coming months, we are looking forward to continuing existing partnerships and developing new ones. Throughout the upcoming year, we'll also be sharing our key product safety messages with center directors and home providers through **DCFS Day Care Licensing** forums taking place throughout the state of Illinois.



Summer interns Celia Cullom and Rachel Constanzo spread KID's safety message at a neighborhood fair in Chicago.



KID participates in the 2017 Sinai Community Institute Baby Shower.

Hear from our founders on this and more changes at KID in our annual report – watch for it in late October!



**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.

## PLAYING WITH FIRE: A NEW KID REPORT

Our summer intern, Celia Cullom, recently put together a report on children's products recalled for fire and burn hazards. Many children's products—especially sleepwear and battery-operated toys—can contain hidden fire and burn hazards that caretakers may not be aware of. In addition to reporting on the products recalled, *Playing with Fire: An analysis of children's products recalled for fire and burn hazards from June 2007 to July 2017* analyzes trends, such as the high number of products recalled for violating federal flammability standards and the emerging hazard of lithium-ion batteries.

In the past 10 years, a total of 121 children's products have been recalled due to fire and burn hazards. These products have resulted in a reported 1,000 incidents, 159 injuries, and 2 deaths. A total of more than 40 million units were recalled, including 29 million units of the McDonald's "Step-iT" Activity Wristband.

Hasbro's Easy-Bake Oven alone was responsible for 249 incidents and 77 injuries. Sixteen of those injured were reported as having second and third-degree burns, and one child was burned so severely that she required a partial finger amputation. Even 10 years after it was recalled in 2007, this model of the Easy-Bake Oven is too easily found on Facebook Marketplace and other online retailers.

In addition to reporting on the recalls, *Playing with Fire Hazards* analyzes trends, such as the large number of products that are recalled for violating federal flammability standards and the emerging hazard of lithium-ion batteries. KID also found that 121 products recalled for fire and burn hazards between 2007 and 2017 greatly exceeded the 82 products recalled between 1992 and 2007. This indicates that dangerous products are being sold at higher rates. Unfortunately, research shows only about 10% of recalled children's products are returned or repaired, meaning that the majority of these hazardous products remain in circulation.

We hope this report serves to raise awareness about the hidden fire and burn hazards in children's products, providing parents and caretakers with the tools they need to make their homes safer.



## REACHING TOMORROW'S ENGINEERS: TEST PROGRAM UPDATE



KID's **Teach Early Safety Testing (TEST) program** is a unique engineering program that promotes the development of safer products through integrating children's product safety, standards, and testing practices into engineering curriculums. This summer, I was tasked with updating KID's current TEST materials used in universities, and also with modifying these materials for our two TEST pilot projects in Chicagoland high schools.

I began by researching high school STEM programs – the curriculums, requirements, and locations throughout Chicago and the surrounding suburbs. I used this information to verify that our program could meet the specific needs of high school students and created a list of possible high school partners. KID is set to pilot the high school TEST program in two of these schools this fall. Following the outreach work, I updated and modified our existing TEST curriculum and materials. I spent time researching literature on high school engineering programs and then updated the KID TEST Book, which outlines the curriculum and projects for teachers. I also drafted new TEST projects for both high school and college students. Along with the pilot program, KID plans to continue partnering with universities and colleges to help future engineers consider safety throughout the design process. It is our hope that TEST will promote the creation of safer products and lead to fewer injuries and deaths from unsafe products.

KID works hard to create engaging new project ideas for students. If you have ideas for projects that can solve current injury hazards, please let us know. Also, if you belong to a high school or college community that may be interested in incorporating TEST into their curriculum, reach out to KID. Both inquiries can be made by emailing Nancy Cowles at [Nancy@KidsInDanger.org](mailto:Nancy@KidsInDanger.org) or calling KID at 312-595-0649.

*Rachel Constanzo, Program Assistant*

Pictured on left: Recent student project designs from TEST

# KID BEST FRIEND NIGHT 2017

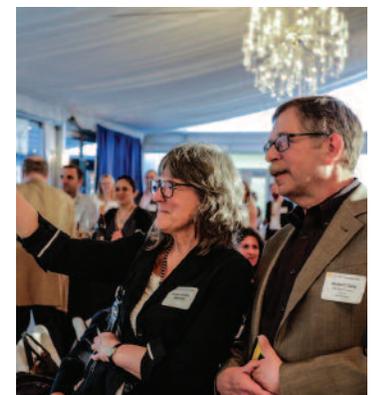
## Thank you to everyone who joined us or supported the 2017 KID Best Friend Award Night!

On June 1st, KID honored our four Best Friends for the pivotal role they have played in our organization:

- The Segal Design Institute at Northwestern University
- Michigan Engineering at the University of Michigan
- The Institute of Design at the Illinois Institute of Technology
- The Rustandy Center for Social Service Innovation at the University of Chicago Booth School of Business

The evening brought together leaders, advocates, families, and supporters to celebrate KID and our Best Friends. Guests participated in fun activities, won amazing prizes, and enjoyed small plates from **Beatrix**, **Eddie V's**, **Mercadito**, **312 Chicago**, **The Dearborn**, and **Smoque**.

With the help of 235 attendees, and the support of many others, we raised over \$58,000 to support KID's work in improving children's product safety and saving lives. We couldn't have done it without you! Special thanks to our volunteer photographer, Ben Gonzales of Gopho Collective, Paul Williams with Lakeshore Audiovisual for AV support, Virginia Wolff Flowers, our event planners, Katie Palay and Dana Price and our event co-chairs, Dawn Kasserman and Leslie Batterson.



**Pictured top row:** Amy Kelly our fantastic auctioneer, Dawn Kasserman and Leslie Batterson, event co-chairs, and Linda Ginzle with representatives from our four University program honorees.

**Row 2:** KID co-founder Linda Ginzle with the team from 312 Chicago, KID's Young Professionals Board running the ever-popular wine toss, and NBC consumer reporter Lisa Parker, emcee.

**Row 3:** KID president Shawn Kasserman with former Program Director, Sarah Chusid, KID's Board of Directors, and Susan Goldin-Meadow and Dr. Robert Tanz during the live auction. **See more photos on [KID's Flickr page!](#)**



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**2018 is KID's 20th Anniversary**

Mark your calendar now!  
**May 3, 2018**  
 Best Friend Award Night and  
 Anniversary Celebration

**Do you receive KID's monthly email alert?**

It's the best way to keep up with product safety news, recalls and KID updates. Sign up today – link is at [kidsindanger.org](http://kidsindanger.org)  
 Check out the new format and design, thanks to our volunteer, Marit Ripley.

**Board News**

After co-founding KID with her husband, Boaz Keysar, in 1998 after Danny's death, Linda Ginzel has led KID as President for almost 20 years. As we approach what would be Danny's 21st birthday and in 2018 the 20th anniversary of our founding, Linda has stepped back from that role, although she remains involved as an Advisory Board Member. In June, the board elected long-time board member Shawn Kasserman as President – you can read Shawn's letter on the front page. This is the first of many planned changes – check out our new logo above that you'll see starting with other rebranding in our annual report – and a recommitment to our mission – keeping children safe by fighting for product safety.

In addition, our Treasurer Drew Weller is also stepping down from the board and will be greatly missed. The Board has elected Marisol Pantoja as KID's new Treasurer. Joining the board is Shehnaz Safiuddin.

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**DONOR NOTES**

**KID would like to thank our 2017 Best Friend Award Night**

**Sponsors:** Abbott, UL, Susan Sujanto and Tandean Rustandy, GATX Corporation, Exelon Corporation, The Turano Foundation, BreathableBaby, Halo Innovations, Tomasik Kotin Kasserman LLC, Barbara Passy, Holly Schroth, Linda Ginzel & Boaz Keysar, Drew & Jen Weller, The Schorr Leberman Family Foundation, Injury Prevention and Research Center at the Ann & Robert H. Lurie Children's Hospital, Susan Nied, Dr. and Mrs. Robert Tanz, Sonny Garg & Julia Harris Garg, Judy & Mark Sage, Center for High Performance LLC, Illinois Action for Children, Diane Gutmann and Thomas Palay, Littler Mendelson, Amy & Kevin Hogan, Steven & Leslie Swibel, and Leslie & Blake Batterson.

Making a donation to KID in someone's name is a wonderful way to memorialize, honor, or congratulate friends and family for all occasions, and show how much you care. Recently we received these tribute and memorial contributions:

- In loving memory of Merritt Faye Morris
- In memory of Marge Cowles
- In memory of Batia and Medad Schiller
- In honor of Jack Rosenberg's and Nicholas Epley's birthdays
- In memory of Marion and Norman Cohen and Evelyn and Howard Levine

**Your gift now will go further to help us reach our goals!**

The Reva & David Logan Foundation will match all new and increased gifts from now until year's end. Support KID today.