

Dear KID Friends and Supporters:

Have you been wondering what impact the new administration will have on product safety? So has KID! But you can count on us to be vigilant to protect the gains we have made in product safety, including the landmark 2008 legislation which put in place "Danny's Law" and led to strong standards for durable infant and toddler products including cribs, portable cribs and strollers. Here's an excerpt from our [blog](#) at [KidsInDanger.org](#) for more on this pressing question. These are the questions KID has at the start of the new Trump Administration:



We hope that the answers to all those questions are a resounding yes. After all, we all can agree that protecting our most vulnerable consumers, babies and children, is a nonpartisan constant goal.

For now, we wait to see if our questions are all answered favorably. No matter what the answers are, KID will continue our work to be the voice for families when it comes to protecting our most vulnerable consumers. We can't do it without your support. Consider a contribution today to keep KID strong. **Children need KID and KID needs you!**

Nancy A. Cowles

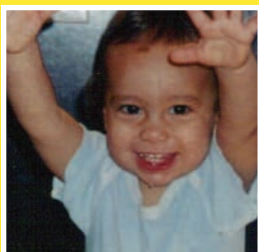
Nancy Cowles, KID Executive Director

Recalls and Child Safety: A KID Report Card

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 2016 recalls and recall effectiveness from 2015, here is the KID Report Card on recalls. Get the full report on KID's website.

KID REPORT CARD		
GRADE	SUBJECT	REMARKS
C	Recalls	76 children's products were recalled in 2016. There was a 12% increase from 2015 in number of recalls and over 1000% in units recalled.
C-	Incidents	4,842 incidents with the products were reported prior to recall, an average of 64 reports filed before a recall is issued. However, just five products accounted for 84% of those incidents
C	Injuries	One out of four products involved injuries prior to the recall, 394 injuries in all -- a tenfold increase over 2015 recalls. Over half (54%) were the result of faulty strollers by Pacific Cycle.
D	Fatalities	Seven deaths were reported from tipping IKEA dressers and chests. All but one happened years before the recall was finally announced.
B	Social Media	Almost 60% of companies with a Facebook account posted about their recall, up from 44% in 2014. Numbers lower on Twitter & Instagram.
D	Effectiveness	Too little information is available to measure recall effectiveness and very few efforts seem to be made to either improve tracking of recalls or share that information with the public.

Recalls and Child Safety: A KID Report Card continues inside →



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.

A KID Report Card *(continued from cover)*

Other findings include:

- Almost 67 million units of products were recalled – including 29 million dressers and chests from IKEA and 29 million activity wristbands from McDonalds.
- Nursery products led recalls with 30% of all children’s product recalls, but for the first time in a decade, no cribs were recalled.
- IKEA had four recalls in this year’s report – only a portion of their 12 recalls over a 25 month period from January 2015 through January 2017.
- Thirty seven percent of the recalls involved hazards that threatened a child’s ability to breathe – choking, suffocation or strangulation.

A quarter of the recalled products had already caused injury prior to the recall – almost 400 injuries. Injuries this year were up above those seen since before the landmark 2008 Consumer Product Safety Improvement Act was adopted. ***Injuries included lacerations, concussions and bruising from falls, ingestion, and crushing from tip-overs.***

On a positive note, more companies used social media to share news of recalls. In addition, the CPSC has also begun to use Facebook and Instagram along with Twitter to publicize recalls.

However, another part of the report shows why it will be hard to measure the impact of greater outreach on recall effectiveness. As we have since 2013, KID requested reports on recall participation. Of the sixty-eight reports requested on 2015 recalls, only 25 reports had usable information and most of those were not for the full year requested.

Companies don’t file reports, don’t fill them out as required, or remove information from the forms before sending. KID doesn’t have the resources to sue for open reporting and so will in the future look for other sources to show effectiveness rates. It’s a shame some companies put more effort into hiding the dismal results of their recalls than in getting participation in the recalls and boosting those numbers.



New Outreach Initiatives from KID

Over the past few months, KID has taken our outreach and education efforts in exciting new directions. We have held nearly a dozen community outreach events and safety trainings through our signature program ***Safe from the Start***. KID’s safety workshop, ***Creating a Safe Environment for Children*** provides parents and caregivers with the tools and resources to keep children safe from product safety and safe sleep hazards. Recently, we have connected with new audiences, including foster parents and early childhood home visiting professionals, to present our safety workshop and reach more families.

In December, we partnered with the Chicago chapter of **Public Allies**, an Americorps-affiliated organization, to expand and improve our outreach efforts



through a 7-month long Team Service Project. Data has shown that children in low-income communities face a disproportionate risk of unintentional injury. This disparity has motivated us to improve the quality and accessibility of KID’s outreach efforts in Chicago’s low-income communities. For this project, KID staff will be joined by 6 Americorps volunteers to conduct research into the home and safety needs of low-income Chicago families. We will use the insight gained through this research to make sure that our materials are reaching parents as effectively as possible.



In March, Carson Gaffney, KID’s Program Associate, and the Public Allies headed out on a Service Day project for National Americorps Week. The team reached out to health clinics, libraries, and day care centers to distribute KID materials and learn more about the risk factors facing parents and children in those areas.

KID reaches parents and caregivers throughout the community – including this resource fair hosted by the Illinois Department of Children and Family Services.



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 and highlights the contributions of leaders who have helped keep children safe — our Best Friends.

The **KID Best Friend Award Night** brings together community leaders, national safety advocates, families, and KID supporters to honor an outstanding leader in the field of children's product safety. The funds raised at this event allow us to continue our valuable outreach and provide a strong voice for safety. This year's event will be held **June 1, 2017** from 6:00-8:30pm at the **Galleria Marchetti**, 825 W. Erie Street, Chicago. We will feature small plates from Chicago chefs including **Beatrix**, **Eddie V's**, **312 Chicago**, **Seven Bar and Restaurant**, **The Dearborn**, and **Mercadito**. There will be an opportunity to win great prizes and raise funds for KID at our auction and raffle. You could win restaurant gift cards, Blackhawk tickets, or even a shopping party! [Purchase your tickets](#) or [download a form](#) to donate to the auction on [KID's website](#).

Lisa Parker, NBC5 Consumer Investigative Reporter, will be the emcee at this year's Best Friend Award Night.

This year we are excited to be honoring four university programs that have played a pivotal role in our organization. They are:

The Segal Design Institute at Northwestern University for its participation in KID's Teach Early Safety Testing (TEST) program. Through projects in the Design Institute's first year program and invaluable professor involvement, KID has been able to tailor design solutions to real world hazards in children's products as well as educate tomorrow's product designers on the importance of design safety, user input, and hazard analysis.

The School of Engineering at the University of Michigan for their participation in KID's Teach Early Safety Testing (TEST) program. The University of Michigan was the first school to partner with KID by sponsoring student projects. It has been including KID in their senior capstone project program ever since.

The Institute of Design at the Illinois Institute of Technology for its work with KID on innovations to improve recall effectiveness. Graduate researchers at the Institute worked with KID on a yearlong research project applying design theory to the recall process, thereby improving its overall effectiveness. Results were presented at an annual symposium with product safety stakeholders and are being incorporated into KID's work and others.

The Social Enterprise Initiative at the University of Chicago Booth School of Business for its support of KID through the Net Impact Board Fellows program and Alumni Board Connect. Since 2009 Board Fellows have worked with KID on projects including financial reporting, strategic planning, marketing and program development.

Get more information and learn how you can become an event sponsor or purchase an ad at: kidsindanger.org/events/2017-kid-best-friend-award-night/



The Turano Foundation | Leslie & Blake Batterson
Linda Ginzler & Boaz Keysar | Kevin & Amy Hogan
Susan Nied | Barbara Passy | Judy & Mark Sage
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Join Us!

2017 BEST FRIEND AWARD NIGHT

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 nancy@kidsindanger.org

WAYS TO GIVE TO KID



KID has a lot of work to do this year and we need your support. But did you know there are many ways you can give to support KID – here are just a few donors have used over the past several months:

- Board member Leslie Batterson and her husband Blake donated their old car to KID. It's easy – fill out the form on our website, someone will come and get the car and send KID the proceeds.
- Donors such as Kevin Gallagher, Suzanne and Harry Davis, Katie and Todd Dagenais and Hannah Costigan Cowles donate monthly – allowing them to give a larger gift to KID than a one time gift might allow.
- Others give to mark special occasions or honor the memory of a loved one. Recently gifts have been received in honor of Jamie Sage's Bat Mitzvah, the birth of grandchildren and children including Emma, Max Solomon, Barak, and Noga, and in memory of Juliette Grace Thiel, Andrew Harrison Sage, Clarence Ditlow, William Rusher, Bob Reum, Bruce Clinton Olsen, Arthur Coy, Danny Keysar and Rose, Danny & Eddie Lineweaver.
- Others use online platforms such as PayPal, GoodShop and Amazon Smile to direct contributions effortlessly to KID.

We so appreciate all the ways our donors give to keep our mission strong. Learn more on our [website](http://www.kidsindanger.org), or call us at 312.595.0649.

GRANTS RECEIVED KID thanks our foundation and corporate supporters who have recently given grants and support to KID.

These include:

- The Alvin Baum Family Fund**
- The Reva and David Logan Foundation**
- CJ First Candle**
- The Turano Foundation**

- Amsted Industries**
- Polk Brothers Foundation**
- The Philip H. Corboy Foundation**
- All Baby and Child**