



Fighting for Product Safety

# ACTION NEWSLETTER

SPRING 2018

**READ  
INSIDE**

## **New Research by KID, Our 20th Anniversary Best Friend Award Night and KID Outreach**

It's hard to believe, but this summer marks **KID's 20th anniversary**. Twenty years of fighting for product safety has yielded strong results. Many of you became aware of KID early on, just after the tragic death of Danny Keysar in a recalled, poorly designed portable crib at a licensed child care in Chicago. If you don't know Danny's story – it's our Spotlight article inside.

Everything we have worked on and achieved over these 20 years may have prevented Danny's death – we know that work has prevented countless other deaths.

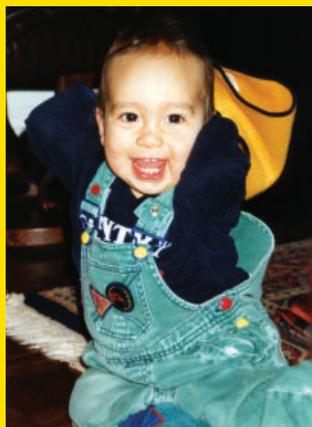
- A ban on the use of recalled products in child care (Illinois and 10 other states)
- A ban on the sale of recalled products
- Strong mandatory standards for durable infant and toddler products
- Improved product registration for notification of recalls
- Independent testing of children's products for safety before they are sold
- Workshops and materials to give parents and caregivers the tools they need to keep children safe
- Projects to integrate design safety into the engineering curriculum



We are celebrating those 20 years of victories and lives saved on May 3, 2018 at our Anniversary Best Friend Award Night. Our honorees are KID's own founders, **Linda Ginzel and Boaz Keysar**. Linda and Boaz have spent the last two decades working to change the landscape of children's product safety. Read more inside and please join us! If you would like to learn of other ways to honor their tireless efforts, email [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org).

Marking the 20th anniversary is just the start of the next 20 years. We have more to do and want you to help us. Keep in mind – last year almost 2 children's products were recalled each week and fewer than 1 in 10 of those recalled products are removed from homes and childcare. We are working to keep dangerous products off the market and to get recalled products out of use quickly. We need volunteers, donors, board members and activists to join our fight. **Check out our website and get involved!**

Nancy Cowles, KID Executive Director

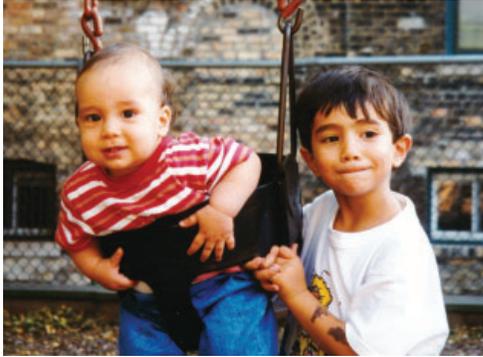


KID is a nonprofit organization dedicated to protecting children by fighting for product safety.

Our mission is to save lives by enhancing transparency and accountability through safer product development, better education and stronger advocacy for children.

## SPOTLIGHT: Danny Keysar

We have shared the stories of many children in our spotlight feature over the years. As we look back on 20 years of KID, we share **Danny's story**.



*Danny Keysar (in swing) and his big brother*

On May 12, 1998, 16-month-old Daniel Keysar died at his licensed childcare home when a portable crib collapsed, trapping his neck in the "V" of its folded rails.

Danny's parents discovered that the Playskool Travel-Lite crib had been recalled in 1993. No one at Danny's childcare facility was aware of the recall, including the state inspector, who had visited the facility just days prior to Danny's death. Three children died in these cribs before the recall and a fourth in 1995. Danny became the crib's fifth victim. From 1990 to 1997 more than 1.5 million portable cribs with a similar dangerous design were manufactured. At least 19 children have been killed by these cribs.

Danny's parents originally thought that his death was a tragic, but isolated, accident. However, they soon learned that Danny's death was the result of a deeply flawed product safety system. Linda and Boaz bravely mobilized their grief into a movement of positive change by founding KID to prevent other families from suffering similar tragedies.

Twenty years later KID continues to honor Danny's legacy by working tirelessly to reform the children's product safety system so that dangerous products, such as the crib that killed Danny, never reach the marketplace.



## INTERVENTION NEEDED: Abysmal Data Hinders Effective Recalls

As we have done every year since 2001, KID recently finished our report on children's product recalls in the US. These are recalls undertaken by the **US Consumer Product Safety Commission** in conjunction with recalling manufacturers. This year there were 93 children's product recalls, up 22% from 2016 numbers.

### Other findings:

- While recalls have risen, injuries reported prior to recall are down.
- Some companies reported multiple injuries, some serious, prior to recall including a dry erase board classroom aid (40), swing (39), stroller (26) and a pool slide (15).
- Social media use by companies to publicize recalls is improving. CPSC launched their own Facebook page last year, posting about 75% of children's product recalls.
- Once again, attempting to measure recall effectiveness by reviewing CPSC records kept for that purpose proved elusive. Missing records, requests not completed, incomplete and inaccurate reports made any measurement attempt futile. Perhaps the most insidious problem is the use of Section 6(b) of the Consumer Product Safety Act to hide this data. Fifty-five percent of reporting companies used this loophole to hide public safety information contained in their recall reports, even already public information such as the number of their Facebook posts.
- One bright note that shows the positive impact of regulation; there were again no recalls of cribs with the strong mandatory standard now in effect.

KID will continue to work with CPSC and others to improve recall effectiveness. To have an impact, CPSC needs to better track and measure current efforts, while requiring companies to strive for full participation by consumers in each recall effort.

## Kid Multiplies our Impact by Speaking at Early Childhood Conferences

If you read KID's last newsletter, you'll know that KID staff and volunteers stay busy during the summer months with neighborhood resource fairs and back-to-school events. In the fall and winter months, our outreach efforts look a bit different. KID's Program Director has been travelling across the city and the state to present KID's signature workshop, **Creating a Safe Environment for Children**, to early childhood stakeholders at professional conferences.

We met with professional caregivers at the **Opening Minds Conference** in Chicago, Headstart representatives at the **Illinois Headstart Association Annual Conference** in Peoria, and more. One question many concerned caregivers have is: why are dangerous and unnecessary crib bumper pads still for sale? These conferences provide crucial opportunities to connect on a deeper level and have more in-depth conversations about these product safety issues.



# 20TH ANNIVERSARY BEST FRIEND AWARD NIGHT

The 2018 KID Best Friend Award Night promises to be a night to remember. We will be celebrating on **Thursday, May 3rd** at **Galleria Marchetti**, 825 West Erie in Chicago from 6:00 – 9:00 PM.

This year, we will be honoring KID's founders Linda Ginzel and Boaz Keysar, as we mark our 20th anniversary. Linda and Boaz founded KID in 1998 after their sixteen-month-old Danny Keysar was killed by an unsafe portable crib at childcare. For 20 years they have fought with determination to keep other families from suffering the same loss.

This event is KID's premier fundraiser and offers guests an exciting experience; the opportunity to sample the culinary delights from Chicago's finest chefs. We would love to have you join the party!

## SUBMIT A DIGITAL AD OR A SPECIAL MESSAGE FOR LINDA AND BOAZ:

Create a 2-line message for \$100 or make a full slide (PowerPoint wide format) for \$300 to be displayed at the Best Friend Award Night. If you would like to create a video message, email [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org) for details.

Send electronic files to: [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org)

For more information, to purchase tickets or make a donation, visit [kidsindanger.org/events](http://kidsindanger.org/events)

We are so grateful for the following chefs and restaurants for supporting KID at this year's event:



Also special thanks to **Revolution Brewing** and **Spin Spun** for providing tastings, along with **Magic Moments Photo Booth**, and **Jones High School Jazz Band**.

The event this year is being organized by **LK Events** and our committee led by co-chairs **Dawn Kasserman** and **Leslie Batterson**.



Many thanks to our sponsors including **Marquette Associates**, **Kenneth C. Griffin Charitable Fund**, **GATX**, **Tomasik Kotin Kasserman, LLC** and the **Turano Baking Company**. See all sponsors, event committee and more information at [kidsindanger.org/events](http://kidsindanger.org/events).

\* We keep asking that question too!  
Every safety and health organization from the **American Academy of Pediatrics** to **DCFS** say to avoid suffocation by keeping soft items like bumpers out of cribs. And some retailers have listened. If you see bumpers in a store, ask a manager why they sell a product linked to infant suffocation?

KID is also taking a huge step in increasing our online presence by **redesigning the KID website**. We know parents and caregivers turn to the Internet for answers to pressing safety questions – we want KID to be the resource they turn to first. We're excited to launch this new site to better serve parents, caregivers, and other safety experts across the country. Stay tuned in the coming months to see our new site in action, including the new branding we introduced late last year.



Fighting for Product Safety

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**FOR TICKETS, VISIT:**  
[kidsindanger.org/events/  
2018-kid-best-friend-award-night](http://kidsindanger.org/events/2018-kid-best-friend-award-night)

## DONOR NOTES

**THANK YOU!**

Many thanks to sponsors who have already committed for our 20th Anniversary KID Best Friend Award Night. These include: **Marquette Associates** as a Platinum Champion Sponsor, **Kenneth C. Griffin Charitable Fund**, **Linda Ginzel and Boaz Keysar** as Gold Champions and **GATX, Tomasik Kotin Kasserman, LLC** and **Turano Baking Company** as Silver Champions. Join them by going to [KidsInDanger.org/events](http://KidsInDanger.org/events).

KID received grants from **UL**, the **Turano Foundation**, **The Reva & David Logan Foundation** and the **American Legion Child Welfare Foundation**. This support allows us to keep our programming strong.

KID received matching gifts from **Exelon, GE, Amsted Industries** and **The Boeing Company**. To learn more about matching contributions to KID, email [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org).

KID received gifts in memory of Juliette Grace Thiel, Merritt Morris, Danny Keysar, Bruce Mork, Andy Sage, Ellie Davis, Laxmi Chotrani, Vivian Meganck, Dr. Sati Mohan Bharracharya, Tony Gac, Ronald Duffaut, Lawrence Gilbert, Peter Charles Romano, Theresa McDermott, Sam Bernstein, and Linda Iwaszko.

The **KID Young Professionals Board** is growing our membership in 2018. In January, we attended the **Charity Scenes Social** hosted by **All A-Board Alliance** to connect civic-minded young professionals with opportunities to benefit Chicago nonprofits, included KID. The Young Professionals Board is hard at work helping KID prepare for the 2018 Best Friend Award Night marking our 20th anniversary.



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