

Kids In Danger (KID) Is a nonprofit organization dedicated to protecting children by improving children's product safety.

SaferProducts.gov is a public database for product safety information. It was launched in March 2011. Now two years later, KID has compiled one of the first reports using SaferProducts.gov data to find out just how safe our children actually are.



**Just how safe are children's products today?**

Approximately 19% of all reports involved children's products. This equates to...

**nearly  
2,700  
incidents**



**Products that hurt**

**1200**

**children  
injured  
by a  
nursery  
products.**



45% of these reports involved nursery products & 22% named toys.



Our **youngest children** are the **most at risk** with **82%** of all reported injuries involving kids **ages 5 & under.**

**Deaths**

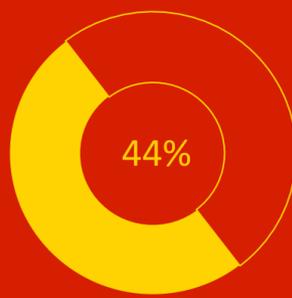
**95%** **Of the 20  
deaths  
involved children under 3**



**Companies**

**Repeat offenders**

**16  
companies had over 30  
reported incidents.**



That's the percentage of reports involving a recalled product that received a **company comment**. **34%** of these comments failed to mention that the product had been **recalled prior** to the incident.

**KID'S RECOMMENDATIONS**

**125** incidents were **reported prior** to a **children's product recall**. These reports were **instrumental** in **leading** to the ultimate **recall of an unsafe product**. **SaferProducts.gov** does **encourage proactive safety measures by manufacturers.**

**But more could be done!**

**In order to better protect children from unsafe products:**

- The Consumer Product Safety Commission (CPSC) should continue to integrate other information from their site into the database. Links to recall reports are especially important.
- Continued work to publicize SaferProducts.gov to consumers and businesses is needed to increase its effectiveness
- CPSC should solicit input from those who have used the database – to report a problem, as a manufacturer, or for research – to look for ways to improve its usefulness.