



IMPROVING  
CHILDREN'S  
PRODUCT  
SAFETY

## Two Year Check-Up: SaferProducts.gov



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August 7, 2013

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## Two Year Check-Up: SaferProducts.Gov Executive Summary

Following the passage of the Consumer Product Safety Improvement Act (CPSIA) in 2008, the U.S. Consumer Product Safety Commission (CPSC) created a public database that allowed consumers the opportunity to share their experiences with various products and any incidents or injuries that may have occurred as a result of product use. The site can also be reviewed by consumers considering a purchase or checking on a product.

Launched in the spring of 2011, two years' worth of incident reports are now available for review, hosted on the database SaferProducts.gov. Following up on a preliminary report of the data, KID has looked over reported incidents from early 2011 to the present day to analyze potential trends and look for areas for improvement. Our findings include the following:

- Nineteen percent of the 14,341 reported incidents involved children's products. Almost half of those children's products mentioned were nursery products, designed for children under the age of 3.
- Forty-five percent of all incidents involving children's products resulted in injury or death. Twenty deaths involving a children's product were reported to the database, mostly children under the three years of age.
- Seventeen percent of reports involved recalled products, with a majority (72%) reported after the official recall notice. Use of recalled children's products led to many injuries, and in some cases, death.
- Many companies had multiple reports on one or more products. These include Procter & Gamble for Pampers Diapers causing severe rash; Fisher-Price for the Newborn Rock'n'Play sleeper for mold issues; Sportspower BouncePro trampolines for falls caused not by the already dangerous nature of the activity, but by a product defect; and Bumbo seats for falls.
- Manufacturers have an opportunity to respond to each reported incident, though slightly less than half (48%) of the reports had company responses. The responses varied in degrees of helpfulness and assignments of blame on the consumer.
- In addition to products designed for children, over 400 reports of endangered children included general products, such as large appliances and furniture.

KID recommends that CPSC link recall data to reports on SaferProducts.gov to better inform consumers. In addition, more should be done to publicize this resource to increase the level of consumers making reports and public health and other researchers using the data to address emerging hazards or patterns of injury.



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## Introduction

Following the adoption of the Consumer Product Safety Improvement Act (CPSIA) in 2008, the U.S. Consumer Product Safety Commission, or CPSC, sought to create a public database of product safety information that would offer consumers a place to publish safety concerns about product hazards and review incidents that other consumers may have had with a particular product. SaferProducts.gov launched in March 2011 to help achieve this goal, and offers the public a chance to submit incident reports for various products. In addition to offering direct information from consumers, manufacturers have the opportunity to respond to a complaint before the report is available to the public.

This report examines the database filings on products affecting children reported from March 1, 2011 and posted by July 3, 2013 to identify patterns from the data and action steps needed.

## Report

### Methodology

Kids In Danger (KID) downloaded the 14,341 incident reports published on SaferProducts.gov between April 1, 2011 and July 3, 2013. Each report was reviewed to separate reports featuring children's products or other products that are hazardous to children from other products. KID then checked against the recalls announced by the U.S. Consumer Product Safety Commission (CPSC) for each children's product mentioned. In addition, KID looked for multiple reports on the same model and noted any repeat offenders.

The information in this report was taken from primary source consumer reports submitted to SaferProducts.gov. It does not include subsequent information that may be found in following investigations. Therefore, all information in this report should be considered the reporter's experience with the product and not an official finding of defect.

### Category Definitions

In reviewing the data, KID used the following categories:

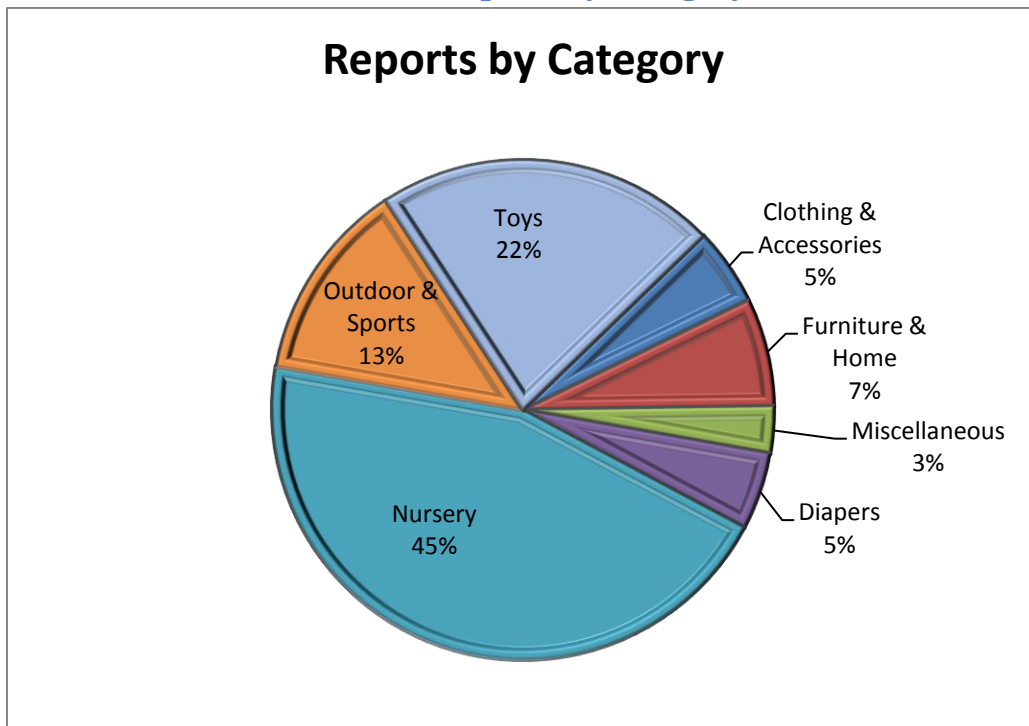
- Clothing & Accessories
- Diapers
- Furniture & Home
- Miscellaneous
- Nursery
- Outdoor & Sports
- Toys

A separate category for **Diapers** was included due to the large number of reports for a specific brand. **Nursery** refers to products used in the care of infants and toddlers such as strollers, cribs, baby jumpers, baby exercisers, high chairs, pacifiers, sippy cups, and rattles. **Furniture & Home** includes items such as outlet covers and cabinet locks. **Miscellaneous** refers to products that did not fit in any other category – such as containers, food processors, and art supplies.

## Initial Findings

Approximately 19% (2,675) of the total reports posted during the period studied referred to children's products or products that were harmful to children under 15. Forty-five percent of these reports involved nursery products and 22% named toys. The chart below shows the additional categories.

**Chart A: Reports by Category**

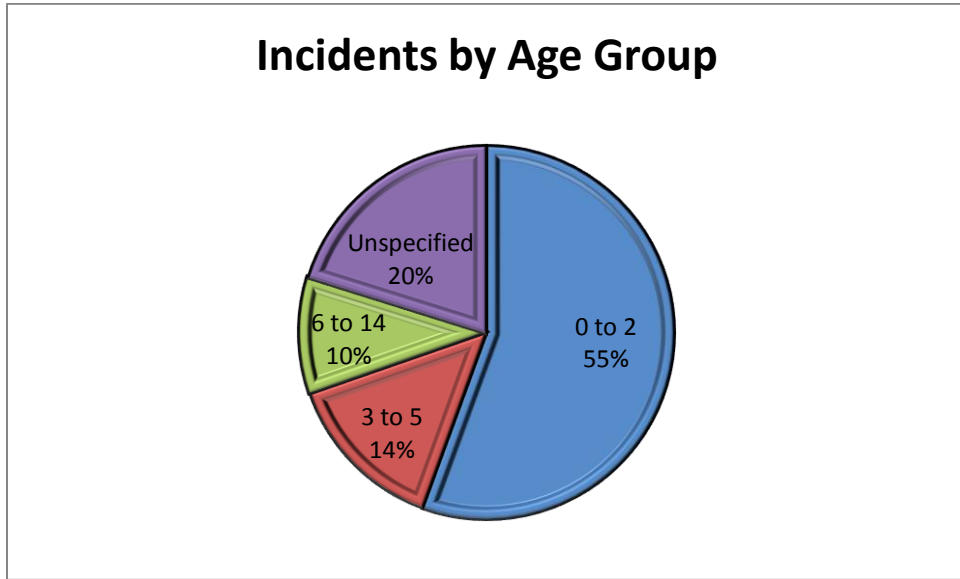


Consumers themselves made 97% of the reports. Other reporters include child care providers, health care providers, local or state government entities or medical examiners.

## Ages Affected

Twenty percent of the studied reports did not list an age of the child. The reports were broken into age categories representing infants and toddlers (0-2), preschoolers (3-5), and school-age children (6-14). Over half (55%) of the reports were for incidents involving children under 3. The chart below shows the age breakdown of the reports involving children.

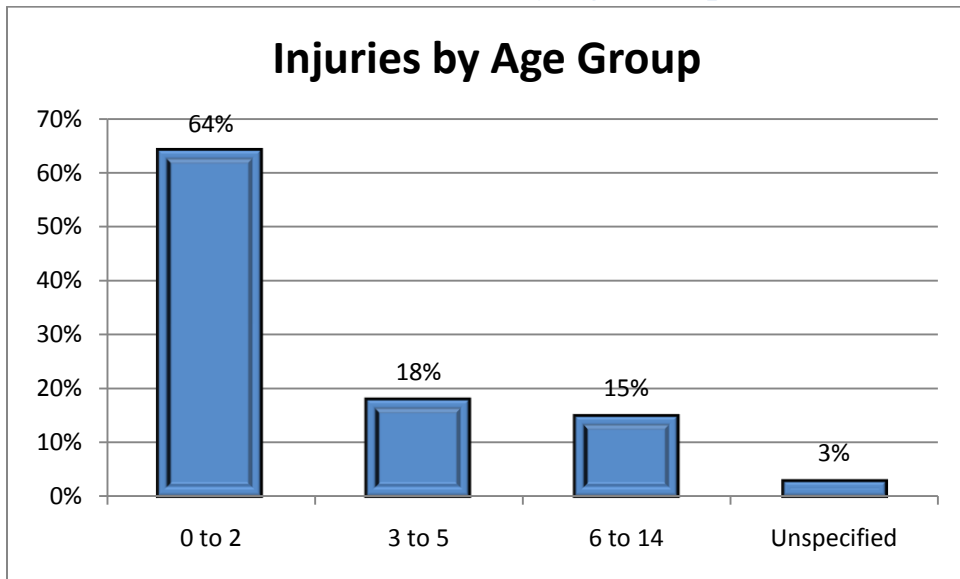
**Chart B: Incidents by Age Group**



**Injuries and Deaths**

Forty-five percent of the incidents included a reported injury or death. Of these, 65% of injuries required treatment (ranging from first aid to emergency room visits) and 20 reports indicated the death of a child. Almost all (95%) of reported deaths involved a child under the age of 3. See the chart below for an injury breakdown by age group.

**Chart C: Injuries by Age Group**



Below is a listing of the number of reports in each category and the number of children they have injured.

**Table 1: Incidents per category; including injuries and death**

Category	# of Incidents Reported	# of Injuries Reported	# of Deaths Reported
Clothing & Accessories	147	61	0
Diapers	125	121	0
Furniture & Home	198	51	3
Miscellaneous	72	28	0
Nursery	1,212	507	16
Outdoor & Sports	345	176	1
Toys	576	243	0

**Table 2: Incidents per hazard type; including injuries and death**

Hazard Type	# of Incidents Reported	# of Injuries Reported	# of Deaths Reported
Laceration*	181	137	0
Burn/ Fire**	183	22	0
Choking	416	65	0
Drowning	25	6	0
Entrapment	77	18	5
Ingestion	100	28	0
Bodily Injury (impact, bruise, etc)	1,082	544	4
Limb entrapment	233	166	0
Mold	54	30	0
Other	18	1	0
Poison	80	35	0
Rash/reaction	134	132	0
Strangulation	68	24	3
Suffocation	67	9	10

\*includes amputations

\*\*includes risk of electric shock and chemical burns

Some products posed more than one type of hazard, and therefore were counted for each hazard posed. In the case of the reported number of deaths, five of the deaths included entrapment and suffocation (thus the total is greater than 20).

### Recalled Products

Seventeen percent of the reports involved recalled products --122 of them. Seventy two percent of incidents that occurred with recalled products were reported *after* the product had been recalled.

Reports also indicated incidents or injuries that occurred prior to the recall of the product. There were 125 incidents involving a children’s product that was later recalled. In some cases, the reports were instrumental in leading to the ultimate recall of an unsafe product. This demonstrates the efficacy of SaferProducts.gov to encourage proactive product safety measures by manufacturers.

As a sign that sending kits for consumers to fix recalled products might not always be the best corrective action, 10 of the reports involved items that had previously been recalled, describing incidents with the replacement parts that might still pose a hazard.

Below is a table listing the number of product incidents in each category and the number of injuries reported.

**Table 3: Incidents of recalled products per category; including injuries and deaths**

Category	# of Incidents Reported	# of Injuries Reported	# of Deaths Reported
Clothing & Accessories	16	13	0
Diapers	0	0	0
Furniture & Home	21	7	2
Miscellaneous	0	0	0
Nursery	275	126	7
Outdoors & Sports	107	59	0
Toys	37	24	0

### Repeat Offenders

While analyzing the data involving children’s products, trends became apparent in frequently mentioned products. In particular, products that had been recalled and received widespread media coverage tended to have higher numbers of incidents reported, suggesting that as more consumers become aware of recalls, the more reports are likely to be filed in the database. This also shows that widespread coverage will lead to more consumers taking action to avoid using an unsafe product. The table below highlights the products with the highest numbers of reports.



**Table 4: Multiple product reports; including injuries**

Product	Manufacturer	Problem	# Incidents	# Injuries
Pampers Diapers	The Procter & Gamble Company	Rash/ skin irritation	110	107
Newborn Rock n' Play Sleeper	Fisher-Price	Mold	51	37
BouncePro Trampolines	Sportspower Ltd.	Injury from fall	32	21
Bumbo Baby Seat	Bumbo International*	Injury from fall in seat	32	24
Graco Lauren Convertible Crib	Lajobi, Inc.	Limb entrapment, injury, entrapment, suffocation	24	13
LED Night light	Amertac	Burn/fire	22	1
Wooden Bunk Beds	Dorel Asia	Injury, risk of collapse	22	5
Children's Pogo Stick	Bravo Sports	Injury from fall; tip breaks and causes defect	21	15
Flexible Flyer Swing Set	Troxel Company	Injury from fall, seat can break off	21	8

\*The new distributor of the Bumbo seat is Learning Curve Brands, Inc.

**Table 5: Companies with largest number of reports**

Company Name	# of Total Incidents Reported	# of Recalls of those products
Fisher-Price Brands	136	5
The Procter & Gamble Company	116	0
Lajobi, Inc	72	2
Summer Infant	62	2
Safety 1 <sup>st</sup>	55	3
Toys R' Us	54	3
Sportspower Ltd	53	2
KIDS II, INC	48	1
Evenflo Company, Inc	44	6
Learning Curve Brands, Inc	43	1
Delta Enterprise Corporation	39	2
Dorel Juvenile Group	38	2
Newell Rubbermaid Inc.	35	3
Dorel Asia	33	2
Bravo Sports	32	3
Target	31	2

## Manufacturer Response

Forty-eight percent of the reports received a company comment. While a majority of the responses are standardized replies, some companies use the opportunity to personally address the reported incident. While some companies are helpful, promising further investigation or a form of assistance or compensation, others focus on pointing to consumer error and deny any responsibility for the reported incident.

Of incidents involving recalled products, 44% received a manufacturer response. Interestingly, in those responses, 34% of the companies failed to mention that the product had been previously recalled, even in circumstances that involved the death of child. In a few of these cases, the company maintained the product was not responsible for the tragic circumstance even though it had been previously recalled for those particular hazards. In other cases, the reports were instrumental in leading to the ultimate recall of an unsafe product. Many companies responded promising to follow up with further investigation and a few worked to fast-track the recall process due to the incident report.

## Adults Injured by Children's Products

In addition to the large number of children hurt by children's products, 82 reports about children's products involved teens (15+) and adults. Of these incidents, 73% resulted in injury. Below is a table showing the number of reports per category, including injuries.

**Table 4: Adults Injured by Children's Products**

Category	# of Incidents Reported	# of Injuries Reported
Clothing & Accessories	3	2
Furniture & Home	5	1
Miscellaneous	1	1
Nursery	17	9
Outdoor & Sports	3	2
Toys	53	45

## Children Injured by Other Products

A number of children are hurt by products intended for adults or general use. While examining the data, KID noted 403 reports about these products that involved children under the age of 15. Electronics, home appliances, and furniture were common sources of incidents and injuries. In addition, 10 deaths were reported. These incidents involved common safety hazards such as furniture tip-over and strangulation from window blind cords or folding furniture.

## Conclusion

This report provides an overview of the multitude of valuable data that has been collected from this safety resource in the short two years since its creation. The report shows the usefulness of this data, both to CPSC for recall or other corrective actions and to consumers for alerting them to hazards in products that might not yet be recalled. In addition, the data is useful to the public health community to review for emerging hazards or patterns of injury that should be addressed.

The database continues will continue to grow in usefulness as there are more reports to review Based on the information and analysis, Kids In Danger recommends:

- CPSC should continue to integrate other information from their site into the database. Any report on a recalled product should have a link to the recall notice, highlighting the potential product hazards and steps to ensure continued consumer safety.
- CPSC, manufacturers, retailers and consumer organizations should continue to work together to improve recall effectiveness. Almost three quarters of the reports involving a recalled product were reported following the product recall, with many consumers reporting they were unaware of the recall until they investigated the product following their incident. Therefore, the database clearly shows that while recall information may be available, there is still a need to do a better job reaching a wider audience of consumers.
- Continued work to publicize SaferProducts.gov to consumers and businesses is needed to increase its effectiveness. As a comparison, NHTSA's SaferCars.gov<sup>1</sup> received 121, 071 reports over the past two full years (2011-2012).<sup>1</sup>
- 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.
- A few of the reported incidents that involve recalled products deal with replacement parts or fixes supplied by the manufacturer in response to the recall. Manufacturers should utilize this database to ensure the corrective actions taken with recalled products address all product hazards and offer the safest solution.

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<sup>1</sup> NHTSA. "Complaints File" Retrieved on 8/5/2013 at [FLAT\\_CMPL.zip \(www-odi.nhtsa.dot.gov/downloads/folders/Complaints/Flat\\_CMPL.zip\)](http://www-odi.nhtsa.dot.gov/downloads/folders/Complaints/Flat_CMPL.zip)