



Safety Standards Work:

How Toy Safety Standards Elicit Dramatic Drops in Recalls and Preventable Injuries

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Background

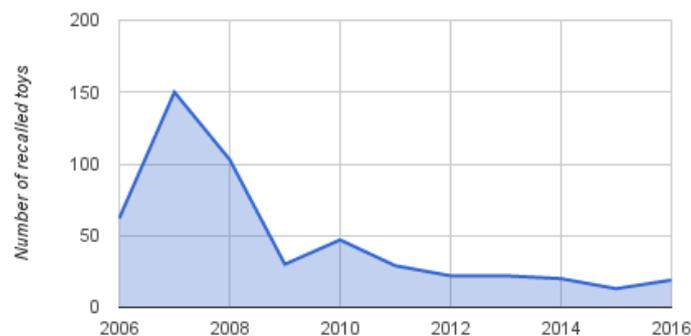
At KID, we are determined to provide the most up-to-date information for families and caregivers about toy product safety. Since the Consumer Product Safety Commission's (CPSC) revision of the Toy Safety Standard, we now have data to better discuss toy safety and give families a more complete picture of the issues.

We looked at an 11-year span of recall data and injuries data from 2006 to 2016 from CPSC. This information allows parents, grandparents, and caregivers to better understand toy safety.

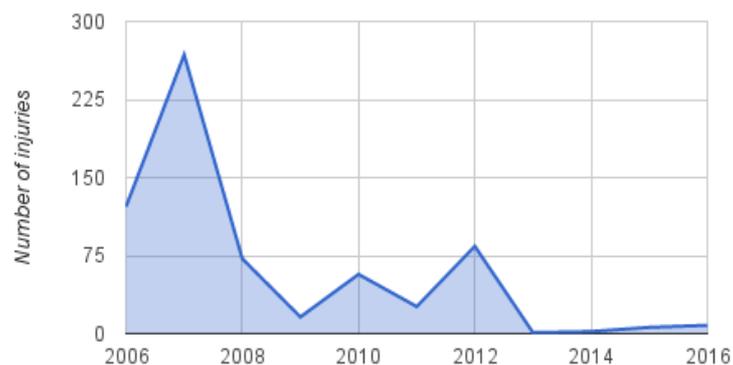
At the end of 2016, there were fewer toy recalls and reported child injuries than when the data collection began. Toy recalls decreased by 69%, and injuries related to recalls decreased by 93%. The number dramatically dropped in 2009, which is when the Toy Safety Standard (ASTM F963) went into effect as required by the Consumer Product Safety Improvement Act of 2008 (CPSIA). A critical section of CPSIA requires CPSC to draft and publish new mandatory standards for infant and toddler durable goods, this section is named after Danny Keysar, whose parents founded KID.

There have since been two new versions in 2011 (ASTM F963-11) and in 2016 (ASTM F963-16). The latest version of the toy safety standard included some new regulations for *Magnets, Projectiles, Batteries, Microbiological safety, Heavy elements, Acoustics, Cords and Elastics, and Stuffing materials requirement*. Likewise, the new standard included *Toy Chest*.

Number of Recalled Toys: 2006 - 2016



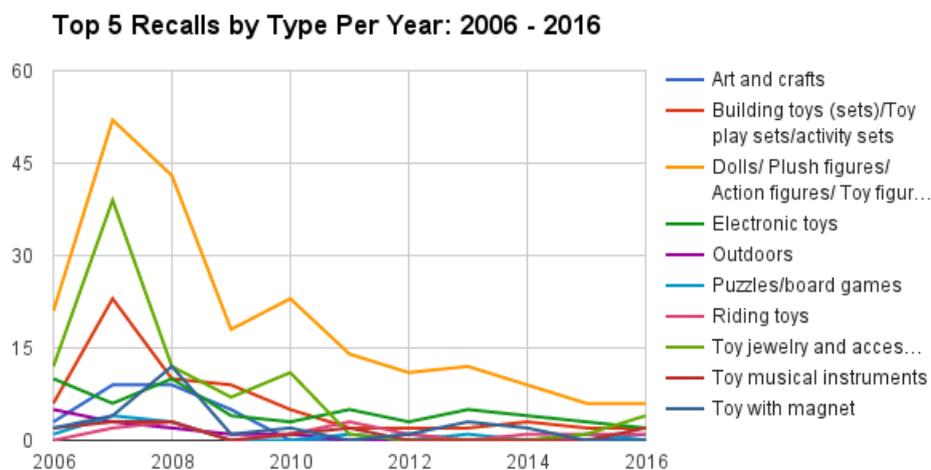
Number of Injuries: 2006 - 2016



Types of recalled toys

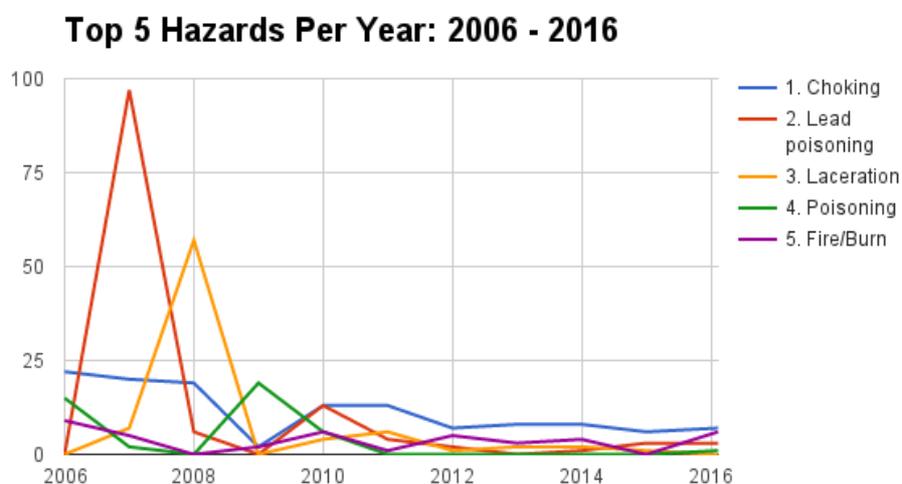
Based on the CPSC website, we categorized toys into ten types, which are *Arts and Crafts*, *Building toys/ Toy play sets/ Activity sets*, *Dolls/ Plush figures/ Action Figures/ Toy figures/ Toy rattles*, *Electronic toys*, *Outdoor*, *Puzzles/Board games*, *Riding toys*, *Toy jewelry and accessories*, *Toy musical instruments*, and *Toy with magnet*.

Dolls, plush figures and action figures represent the majority of the toy recalls. From the recent data, the number of toy recalls related to *Toy jewelry and accessories* increased in 2016.



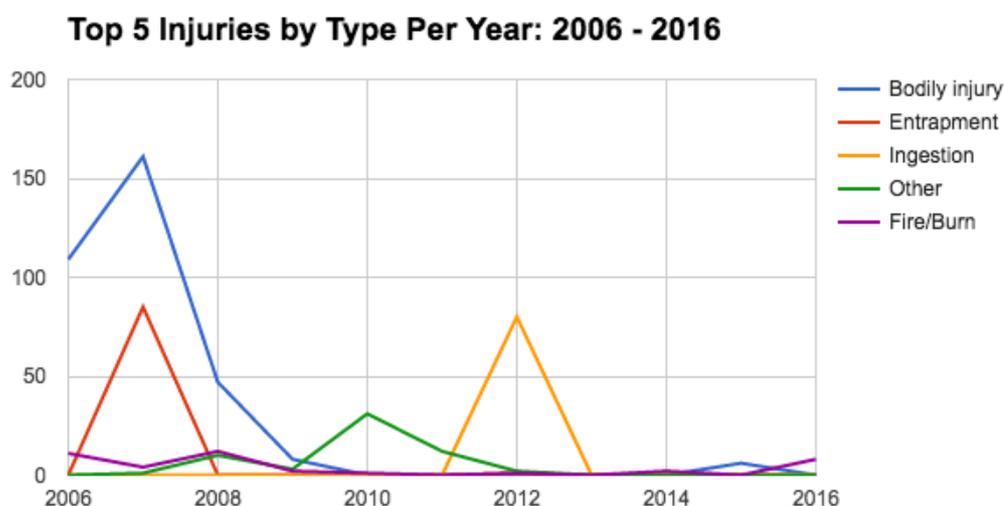
Most common hazards

Choking was the most frequent hazard, followed by lead poisoning. However, lead poisoning dramatically dropped in 2008. Additionally, fire/burn hazard increased recently, which is closely related to electronic toy sales.



Types of injuries

Most of the injuries that occurred were bodily injuries. However, entrapment and ingestion were two very common injuries during the last ten years. For ingestion hazard, there was a peak in 2012 related to magnet toys. Fire/burn injuries also recently increased.



Deaths from recalled toys

Based on the CPSC recall database, there was only one reported death at the time of each product recall since 2006. This number does not include the number of deaths that come from recalled products after the recall date or deaths involving other toys. The death recorded was a result of a choking hazard from a toy gun in 2009. One of the toy's darts got impaled in the child's throat and it could not be removed in time to save him. CPSC usually reports 10-20 toy related deaths each year.¹

Conclusion

This data goes to show that there are many hazardous products created and on the shelves of stores every day. That being said, reported injuries have decreased by 93% over the last 11 years, in a large part due to increased safety standards. These standards are a result of advocacy, educational campaigns, and investigations carried out by KID and other organizations fighting for the rights of the youngest in society.

With this report and data, it is evident that safety standards have an impact and save countless lives and hospital trips. KID will continue to advocate for enforcement and improvement of standards. Product safety needs to stay a concern for engineers,

¹ Consumer Product Safety Commission. (2015). Toy-Related Deaths and Injuries Calendar Year 2015. *Injury Statistics*. Retrieved from https://www.cpsc.gov/s3fs-public/Toy_Report_2015_0.pdf

product designers, manufacturers, and retail stores across the country and world. With continued dedication and reporting from our supporters, we hope to decrease the amount of reported injuries to zero.

Recommendation

KID recommends that families continue to think about safety when buying gifts for their children. One of the most current and accurate resources is [SaferProducts.gov](https://www.saferproducts.gov). This website provides timely information on recalled products and allows consumers to report incidents or injuries with products they have recently purchased. The reports on it have to meet certain criteria and are vetted for accuracy.

Families and caregivers should stay knowledgeable through our website and [SaferProducts.gov](https://www.saferproducts.gov) about recalls. If you find a recalled item on the shelves, [report it](#). Likewise, [share your experience with KID](#) so that we can keep our community safe.