

Kids In Danger

KID is a 501(c)(3) nonprofit organization dedicated to protecting children by improving children's product safety. University of Chicago professors Linda Ginzel and Boaz Keysar founded KID in 1998 following the death of their son in an unsafe portable crib. KID is dedicated in loving memory of Danny Keysar and all victims of juvenile products. Our mission is to:

- Promote the development of safer children's products;
- Advocate for a legislative and regulatory strategy for children's product safety; and
- Educate the public, especially parents and caregivers, about dangerous children's products.

____ Sign me up for monthly updates on unsafe products and KID's *ACTION* newsletter. Let me know how I can help keep children safe from dangerous children's products.

Name _____

Address _____

City, State Zip _____

Email _____

Fax to 312/595-0939, mail to KID's office or sign up at www.KidsInDanger.org



116 W. Illinois Street, Suite 5E • Chicago, IL 60610
Telephone 312-595-0649 • Fax 312-595-0939
email@KidsInDanger.org • www.KidsInDanger.org

FACTS

Unintentional injuries are the leading cause of death among children.

An estimated 60,500 children under age 5 were treated in U.S. hospital emergency rooms in 2003 for injuries associated with nursery products.

An average of 50 children under age 5 die annually in incidents associated with nursery products.

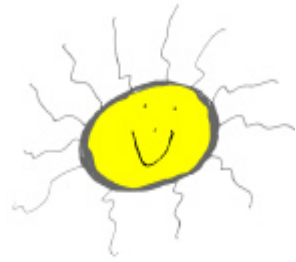
In calendar year 2004, the U.S. Consumer Product Safety Commission recalled children's products, including nursery items, toys, and clothing, at a rate of almost 2 per week. This accounts for over 156 million recalled units.

Some juvenile products that have never been recalled are still very dangerous. Visit www.KidsInDanger.org for more safety information on cribs, bath seats and other children's products.



Funding for this brochure and other outreach materials for Kids In Danger came from the American Legion Child Welfare Foundation.

Are your kids



SAFE?

Protect
your
children
from
dangerous
children's
products.



LEARN

About the

Problem

Did you know that too often manufacturers do not test their children's products adequately and that the government almost never oversees the testing of juvenile products?

Visit www.KidsInDanger.org and come back often for updated information. KID publications and other informative materials are available for free download. Or call our office at 312-595-0649 to request more information about children's product safety.

Read *It's No Accident: How Corporations Sell Dangerous Baby Products* by E. Marla Felcher (Common Courage Press, 2001).

Share this lifesaving information with other parents and childcare providers: help them learn about the problem with children's product safety. Contact KID to learn more about how you can educate others about this important issue.

2. CHECK

Your products for

Recalls

The only way to be certain that you are not using a recalled product is to check for yourself and to do so regularly. A new crib, highchair or infant carrier that you buy today could be recalled tomorrow.

Do an inventory of the items used by your children. Visit www.Recalls.gov or contact the following agencies to check on product safety.

For most children's products:

U.S. Consumer Product Safety Commission
1-800-638-2772
www.cpsc.gov

For car seats:

National Highway Traffic Safety Admin.
1-800-424-9393
www.nhtsa.gov

For foods and medicines:

U.S. Food and Drug Administration
1-888-463-6332
www.fda.gov

Stay up-to-date on product recalls and safety. Contact KID to receive monthly email alerts. Sign up at www.cpsc.gov to receive recall news.

3. ACT

Now -- take

Action

You can help promote the development of safer children's products by taking action today.

Once you have checked your products, alert your family and friends to the danger of unsafe children's products.

When available, fill out your name and address on registration cards that accompany new products so that the manufacturer can contact you directly in the event of a product recall.

Report product defects, failure incidents or other problems to the product manufacturer and the CPSC.

Tell your elected officials at the local, state and federal level that they must make children's product safety a priority. Check out www.KidsInDanger.org's advocacy page for more information.