



IMPROVING
CHILDREN'S
PRODUCT
SAFETY

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Kids In Danger

Who we are

Kids In Danger (KID) is a nonprofit organization dedicated to protecting children by improving children's product safety. KID was founded in 1998 by the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck. Although the portable crib had been recalled five years earlier, word of its danger had not reached Danny's parents, caregiver, or a state inspector who visited the home just days before Danny's death. To date, 19 children have died in cribs of similar faulty design. And portable cribs are just one of the myriad children's products that may prove to be dangerous.

Our mission

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

What we do

- Reach out to parents, caregivers and service providers through workshops, media coverage, speaking engagements, and printed materials;
- Work in each state to institute the *Children's Product Safety Act*, legislation that prohibits the use of dangerous children's products in childcare facilities and requires recall effectiveness measures, and, nationally, to push for full implementation of the Consumer Product Safety Improvement Act, recall effectiveness and a strong children's product safety system;
- Encourage designers and engineers to build safety into each product, and promotes the development of the safest products possible for our children through standard setting activities.

KID's **vision** is to ensure the safety of all children's product through stringent standards, independent testing, and commitment from government and manufacturers that safety is their priority. Our **goal** is to have every parent aware of how to protect their children from unsafe products before they leave the hospital with their new baby. We want every manufacturer committed to strong safety standards and independent testing before any product reaches store shelves.

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