

Kids In Danger

Fact Sheet



1. *What is Kids In Danger? What is your mission?*

Kids In Danger (KID) is a nonprofit organization dedicated to protecting children by improving children's product safety. KID's mission is to **promote** the development of safer products, **advocate** for children and **educate** the public, especially parents and caregivers, about dangerous children's products.

2. *How did it start and who runs it?*

KID was founded in 1998 by the parents of sixteen-month-old Danny Keysar, who died when a portable crib collapsed around his neck in his Chicago childcare home. Founders Linda Ginzel and Boaz Keysar, who are professors at the University of Chicago, were stunned to learn that the Playskool Travel-Lite Portable Crib that killed Danny had been recalled by the Consumer Product Safety Commission (CPSC) back in 1993. Although the portable crib was recalled five years earlier, word of its danger had not reached Danny's parents, caregiver, or the state inspector who visited the home just eight days before Danny's death. Ginzel and Keysar established Kids In Danger a month after the death of their son.

KID has a board of directors who steer the mission of Kids In Danger forward. On the ground, the organization is run by the Executive Director Nancy Cowles and Program Associate Laura Nikolovska.

3. *Where does Kids In Danger operate?*

The KID office is located at 116 West Illinois Street, Suite 4E, Chicago, IL 60654.

4. *What is your area of expertise and how do I contact the press spokesman?*

KID's focus is child product safety. We focus on advocating for tougher safety standards at the local, state and federal levels. We host safety workshops and attend community events to educate the public about product safety, and we collaborate with University engineering programs so that product safety is incorporated in engineering curriculum.

To connect with KID, please email us or call our office at 312- 5950- 0649.

5. What is a recall and how do I keep up with which children's product recalls?

We know this can all be a bit overwhelming, but KID is here to help. A recall is when the government and the manufacturer remove a product from the market because it is dangerous and poses a risk of serious harm. Even if the product is removed from store shelves, millions of recalled products are still being used in homes, childcare facilities, and secondhand stores. On average, children's products are recalled more than twice a week. This is why it is so important to keep up with product recalls.

Here are 3 easy ways to keep up:

- 1.) Sign up for our [monthly email alerts](#) and you will get the latest in child safety news as well as a list of the month's recalls delivered right to you.
- 2.) Follow us on [Facebook](#) and [Twitter](#) for daily updates on recalls and product safety news.
- 3.) Fill out the [registration cards](#) that come with products as this is the only way manufacturers will be able to contact you if there is a recall.

6. What are some frequently asked product safety standard questions?

1.) What safety standards should I keep in mind when buying a crib?

As of June 28, 2011, all cribs bought and sold in the US have to meet [tough new safety and testing standards](#). If your crib was made before this date, we recommend that you dispose of it as it does not adhere to the strongest safety standards available.

2.) Don't bumper pads make cribs safer by preventing babies from getting hurt?

Originally, when crib slats were far apart, bumpers were added to keep babies from falling through the slats and getting injured. But when the standards for slats were changed in 1973, these crib bumpers were no longer necessary.

Bumper pads also [pose their own hazards](#) and these dangers are much more severe than hitting their head against the crib rails or getting their arms and legs caught. Safety hazards include: suffocation, strangulation, and choking. In addition, older babies can use the bumper pads as a foothold to help them climb out of the crib, causing falls and injuries. Bottom line is – bumper pads are unnecessary and unsafe items and should not be used in a crib.

7. Do you have all of your resources available in Spanish as well?

In an effort to reach all communities with our vital safety message, we have had many of our educational resources translated into the Spanish language. We have also had part of our website translated into the Spanish language as well. Workshop presentations are available in Spanish as well.

8. What can I do to support Kids In Danger?

There are many ways you can help support Kids In Danger. Follow us on social media, sign up for our [email alerts](#), and encourage friends, family, and colleagues to do the same. If you know a group that could benefit from our safety message, contact us to [schedule a presentation](#). Consider donating your time to support our cause by [joining our volunteer team](#). Lastly, KID cannot achieve its important mission without financial support. Please consider [donating to our cause](#).

9. How are donations distributed and used?

As a nonprofit, KID is reliant on donations big and small for everything we do. KID is proud that 85% of our donations go directly to funding our program which benefit the community and help to protect children. If you would like to make a donation to KID, please visit <http://www.kidsindanger.org/donate/>.

10. How can I become a volunteer?

We are always in need of volunteers at Kids In Danger. Whether it is a few hours a week or a few days a week, we welcome your help in spreading our mission. Please visit our [volunteer page](#) for more information about how you can get involved.