

# 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 children; and
- Educate the public, especially parents and caregivers, about dangerous children's products.

Sign me up for monthly email 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](http://www.KidsInDanger.org).

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## facts:

Unintentional injuries are the **leading cause of death** among children.

An estimated 66,400 children under age 5 were rushed to U.S. hospital emergency rooms in 2006 for **injuries associated with nursery products**.

An average of **81 children under age 5 die annually** in incidents associated with nursery products.

In calendar year 2007, the U.S. Consumer Product Safety Commission recalled children's products, including nursery items, toys, and clothing, at a rate of almost **4 per week**. This accounts for over **46 million recalled** units.

Some juvenile products that have never been recalled are still dangerous. This includes **sleep positioners, walkers and baby bath seats**.

New federal legislation improves the children's product safety system, but **parents and caregivers must be informed** to keep children safe.



Visit [www.KidsInDanger.org](http://www.KidsInDanger.org) for more information on cribs, strollers, high chairs, and other children's products



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# Are your kids SAFE?

**Protect your children from dangerous children's products**



# the three steps to safety

## 1. learn

### about the problem.

Visit [www.KidsInDanger.org](http://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.

First, do an inventory of the items used by your children. Visit [www.recalls.gov](http://www.recalls.gov) or contact the agencies listed below to check for recalls or other product hazards.

Next, stay informed with email alerts from **Kids In Danger**. Sign up at [www.KidsInDanger.org](http://www.KidsInDanger.org).

### Resources

#### For most children's products:

U.S. Consumer Product Safety Commission  
1-800-638-2772  
[www.cpsc.gov](http://www.cpsc.gov)

#### For car seats:

National Highway Traffic Safety Admin.  
1-800-424-9393  
[www.nhtsa.gov](http://www.nhtsa.gov)

#### For foods and medicines:

U.S. Food and Drug Administration  
1-888-463-6332  
[www.fda.gov](http://www.fda.gov)

### now – take action!

## 3. act

### to keep children safe.

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 or register your product online. This is often the only way the manufacturer can contact you directly in the event of a product recall.

Report product defects, injuries or other problems to both the product manufacturer and CPSC. When shopping, ask to see the store's recall postings. Encourage the retailer to post recalls in a prominent location.

Tell your elected officials that they must make children's safety a priority. Check out [www.KidsInDanger.org](http://www.KidsInDanger.org)'s advocacy page for more information.

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