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After the Recall: Dangerous Products Remain in Homes

(CHICAGO) The number of children's product recalls increased in 2013 to 114, breaking the trend of declining children's product recalls that had prevailed in the previous two years. However, incidents and injuries reported prior to recall decreased by 38% and 16% respectively from 2012 levels. Deaths increased for the second year in a row; there were a total of 11 deaths related to recalled children's products in 2013.

Kids in Danger (KID), a nonprofit organization dedicated to protecting children by improving children's product safety, released [*After the Recall: Dangerous Products Remain in Homes*](#), an examination of children's product recalls by the US Consumer Product Safety Commission (CPSC) in 2013 and recall effectiveness of the previous year's recalls.

The report found that both incidents and injuries dropped, while both the number of children's product recalls and the deaths related to them increased. "New standards developed under "Danny's Law" have helped reduce the number of recalls as well as the number of injuries and deaths," stated Nancy Cowles, KID Executive Director. "Recalls involving crib and lead paint, both targets of the 2008 law, have dropped dramatically." Developing mandatory standards for children's products is a required part of the breakthrough 2008 Consumer Product Safety Act (CPSIA), a key section of which is named for Danny Keysar, whose parents founded KID. In total there were over 11 million units of children's products recalled in 2013; including two recalls that of over 2 million units.

Additional findings of the report include:

- Recalled clothing and nursery products account for over half of all the children's product recalls and 52% of all the reported injuries in 2013.
- There were a total of 1,566 incidents, 196 injuries and 11 deaths reported before a recall was issued in 2013. On average it takes 14 reports of serious design flaws and failures and two injuries to pull dangerous products from the shelf.
- Only 10% of 2012 recalled children's products were fixed or destroyed.
- There were a total of 584 incidents and 39 injuries reported *after* the recall of 2012 children's products.

There are two important trends evidenced by the report. First, manufacturers underutilize social media to notify consumers about recalled products. There were only nine mentions of a recall on manufacturers' Facebook accounts and eight on their Twitter pages.

“Social media is recognized as an important marketing tool with the power to reach across wide audiences and over half of the manufacturers from the report use it for advertising reasons,” stated KID intern and author of the report, Jordan Durrett. “Yet so few manufacturers use this potentially powerful tool to warn their consumers about dangerous recalls. More emphasis on social media notifications could raise consumer awareness and increase recall effectiveness.”

Second, recall effectiveness is low with only 10% of all 2012 recalled children’s products being successfully destroyed or corrected. “That 10% number is bolstered because it includes products still with the manufacturer,” added Cowles. “When you look just at the return rate from consumers, it falls even lower.”

“I am concerned not only by the low percentage of products not repaired or removed from use, but by the lack of action by manufacturers to improve those numbers,” said US Congresswoman Jan Schakowsky. “Missing reports on corrective actions and numbers that don’t add up or show lackluster efforts must stop. Recall effectiveness must be a priority for CPSC and manufacturers.”

“This new data makes it clear that manufacturers are not doing enough to alert parents and caregivers to new dangers in their homes,” said Illinois Attorney General Lisa Madigan. “While we have made important strides in improving product safety, there is much work to be done to help families learn of recalls so they can remove or repair a dangerous item.”

KID will continue to work to provide consumers, manufacturers, and policymakers with the information they need to increase recall effectiveness, broaden consumer awareness, and decrease incidents, injuries and deaths related to children’s product recalls.

"This report shows that manufacturers need to be more vigilant in implementing recalls by properly educating consumers that their children may be unknowingly playing with dangerous toys," said Joe Ready of Illinois PIRG.

“I also think a key component is for the general public to be aware they have the ability and responsibility to report a possible dangerous product to the CPSC,” added Lisa Siefert whose son Shane was killed by a falling dresser. “I’m not sure people are aware that a small incident in their home may result in a death if it remains unreported”

KID recommends that parents check SaferProducts.gov for recalls and injury reports and sign up for safety updates at KidsInDanger.org. Accessing KID’s website on a mobile device allows consumers to search for recall information while shopping or considering a second-hand product. In addition, parents should report problems with a product both to the manufacturer and to CPSC at SaferProducts.gov, and urge elected representatives to make strong standards and recall effectiveness a priority.

More information about Kids In Danger and dangerous juvenile products is available at (312) 595-0649 or www.KidsInDanger.org

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