

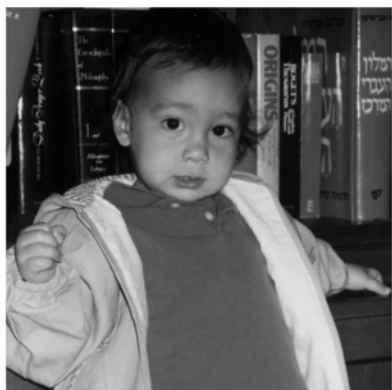


ACTION NEWSLETTER

FALL 2002

Kids In Danger (KID)

is a nonprofit organization dedicated to protecting children by improving children's product safety. KID was founded in 1998 by Linda Ginzel and Boaz Keysar, the parents of sixteen month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck.



KID's 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.

Look inside to learn more about these efforts and others that KID is undertaking to protect children by improving children's product safety. →

Breaking New Ground for Safer Children's Products

Kids In Danger (KID) has made great strides in our efforts to **promote** the development of safer children's products, **advocate** for children, and **educate** the public about dangerous children's products since our spring newsletter.

Through **KID's Education and Outreach**, an innovative workshop campaign to provide lifesaving information about children's product safety to parents, caregivers and service providers, KID held seven workshops with diverse groups throughout Metropolitan Chicago. This fall, KID continues the program with six workshops already scheduled, including workshops for Spanish speaking audiences. For more information about KID's Education and Outreach, or if you are interested in learning what you can do to educate members of your community about dangerous children's products, please contact KID.

In a related effort to spread the word about children's product safety and equip individuals with the tools they need to protect their children from harm, KID distributed 7,000 *Is My Child Safe?* brochures to parents and caregivers across the country. Available in English and Spanish, KID's brochures and other educational materials are available on our web site or may be ordered from KID in bulk for a nominal charge.

A Burning Threat: Fire and Burn Hazards of Children's Product Recalls 1992 to 2002, our report released in August, examines 42 children's products recalled over the past decade and the significant risk of fire, burn and electric shock that they pose to children. KID distributed the report to over 70 national policy makers and members of the media to encourage them to address this issue that puts our most vulnerable population at risk of injuries and death. More details inside...

This fall KID will launch an exiting new campaign. **Test It Now!** is a grassroots awareness campaign for children's product safety funded in part by **Ben & Jerry's Foundation**. The campaign is an ambitious project to raise the visibility of dangerous children's products and the shortfalls of the current system of children's product safety. Test It Now! will create a groundswell of consumer support for safer children's products, leading to needed changes. This project will help KID fulfill our goal of promoting the development of safer children's products.



Best Friend Award Night 2002

Kids In Danger's Second Annual **Best Friend Award Night**, held May 6, 2002, was a tremendous success! The event, honoring the **Target 5 Consumer Unit of NBC Chicago** for their comprehensive coverage of children's product safety and determined efforts to provide vital safety information to Chicago consumers, **raised over \$17,000** that directly supports KID's programs and activities. The Best Friend Award Night also introduced many new individuals to the work of KID, with over 100 people in attendance. KID extends a warm thank you to our host, **McCormick and Schmick's Seafood Restaurant**, to all who worked to make this event a success and to those who generously supported the fundraiser.



Target 5 Consumer Unit's Lisa Parker and Robin Green

Spotlight

In February of 1991, just two months after toddler beds were introduced to the market, Ruthann Scarlatella penned an urgent letter to Cosco to warn the company that its toddler bed was dangerous. Ruthann's proof of the danger? Her two-year-old daughter, Melissa, whose small head became entrapped by the curved rails on the bed's headboard. "Please do further testing on this product," Ruthann pleaded to Cosco, "because if a child's head gets wedged between and they twist themselves out of bed it could be a real deadly situation."

Ruthann's words forewarned tragedies that had yet to take place. Fortunately Melissa suffered no serious injuries from the toddler bed. Other children were not as lucky.

Cosco took no apparent action in response to Ruthann's letter. Over the next ten months the company received over thirty more reports of entrapment incidents similar to that reported by Ruthann. Still, Cosco did not respond. It took the death of fifteen-month-old Janie Lafayette, whose neck became caught between the footboard's curved rails to provoke a response, eventually leading to a recall of this product. Cosco later paid a \$725,000 fine, one of the largest on record with the CPSC, for failing to report entrapments in the toddler beds to the CPSC in a timely manner, as mandated in the Consumer Product Safety Act.

"I am very grateful that the Cosco toddler bed didn't create a deadly injury to my Melissa," Ruthann tells KID. "I enjoy watching her grow up everyday, along with Kristin, her sister, and Michael, her brother. They are truly my miracles." KID commends Ruthann for taking initiative to warn Cosco about the dangerous design of its toddler beds. If only the company had been as quick to respond.

Test It Now!

KID is working to prevent unintentional injuries and deaths in juvenile products through **Test It Now! A Grassroots Awareness Campaign for Children's Product Safety**. Launched in September, this campaign will help protect our most vulnerable population by creating a groundswell of support for safer children's products.

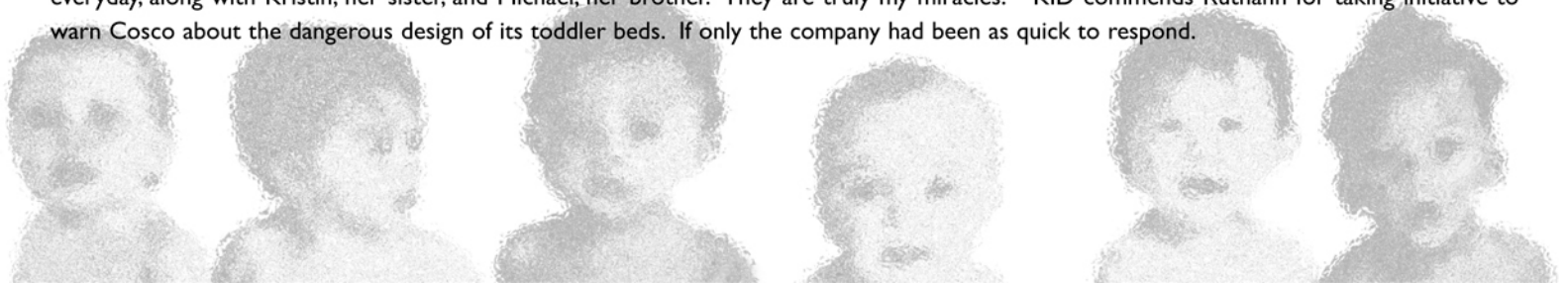
This project will:

- Bring the minefield of dangerous children's products to the public's attention,
- Encourage policymakers to take note of the lopsided children's product system and correct it, and
- Challenge the U.S. Consumer Product Safety Commission (CPSC) to get more actively involved in stopping dangerous products from reaching the marketplace.

The first year of the project will include outreach in Boston, Seattle, Chicago and Washington D.C. Please contact KID if you can help us reach organizations in any of these communities. To join Ben & Jerry's in supporting Test It Now! send a donation in the enclosed remittance envelope and indicate that you would like your support to go towards this project.



Melissa Scarlatella



Exciting News from the States...

On July 2, 2002, **Missouri's Governor Holden** signed SB923 prohibiting the use of recalled or dangerous children's products in licensed childcare facilities. Compliance is required starting July 2003. And in Rhode Island, the **Children's Product Safety Act** became effective on June 28, 2002, with compliance required by January 2004.

These are great victories for KID! The Children's Product Safety Act prohibits the sale or leasing of any unsafe children's product and requires childcare providers to certify that they have checked for and removed recalled products from their facilities. In a recent report by the U.S. Consumer Product Safety Commission (CPSC), an estimated 69,500 children under age 5 required emergency room visits in 2001 as a result of injuries incurred from nursery products. Another CPSC study found that 69 percent of thrift stores sell products that pose risks of death or injury to children. The Children's Product Safety Act protects children from these risks by holding commercial users and childcare providers accountable for the products to which they expose children. First passed in Illinois in 1999, the Children's Product Safety Act has since passed in six more states including Michigan, Louisiana, Arkansas, Vermont, and now, Missouri and Rhode Island.

As the 2003 legislative session nears, KID encourages legislators across the United States to keep children safe through the passage of the Children's Product Safety Act.

There are many ways that you can voice your support for this important legislation in your state! Log on to our web site to find out how to become a **Children's Product Safety Advocate** or call KID for other ways to help.

A Burning Threat

In August, KID released its second research report of the year. **A Burning Threat: Fire and Burn Hazards of Children's Product Recalls 1992 to 2002** studies 42 children's products recalled for risk of fire, burn or electric shock hazards from June 1992 to June 2002. These recalls account for over 16 million individual units, many of which may still be in homes and childcare facilities.

A Burning Threat shows that children's product recalls for fire, burn and electric shock hazards pose a sizable risk to children. Findings of the report include:

- Forty-eight percent of recalled children's products were toys. Clothing followed at 33%, nursery products at 14% and furniture at 5%.
- Electrical wiring defects led to the highest failure rate with 537 reported failures for 6 recalls. Overheating or melting followed at 324 failures for 11 recalls and battery defects at 44 failures for 2 recalls.
- The largest recall was for 10 million Power Wheels battery powered ride-on vehicles from Fisher-Price. Four other juvenile product manufacturers issued recalls of over 500,000 units each.
- Sixty-five burn injuries were reported from these recalled products. One fatality was reported in a fire started by a Gerry Baby Products Deluxe Baby Monitor, Model 602.
- Thirty-six percent of recalled products violated the federal Flammable Fabrics Act.



KID recommends that juvenile product manufacturers take more proactive measures in the recall process by working with the CPSC to inform consumers about defective products and tracking the effectiveness of this process. In addition, we believe strongly that manufacturers be required to certify that the children's products they make meet existing mandatory standards and that they take responsibility to design and adequately test their products before they are in the hands of consumers.

To obtain a copy of *A Burning Threat*, please call KID or visit our web site. A fact sheet summarizing the findings of the report is also available from KID that gives parents and caregivers suggestions on what they can do to protect their children from product-related fire, burn and electric shock hazards. Parents and caregivers can learn more about product recall information by calling the CPSC hotline at 1-800-638-CPSC or visiting www.cpsc.gov.



Stay in touch

KID shares vital safety information and other news about children's product safety through our monthly **Email Alerts**. Take advantage of this easy way to keep up-to-date on the latest news about KID activities and injury prevention by sending your email address to email@KidsInDanger.org, or sign up through our web site.

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Donor Notes

Help KID save a child's life. To support the work of Kids In Danger, send a donation in the enclosed envelope and indicate if you would like your contribution to go towards a specific program. There are many ways to support KID's mission: see how others are doing so below.



Shop at Carson Pirie Scott on Saturday, November 23 to support KID! Please contact KID at 312-595-0649 or by email at email@KidsInDanger.org to purchase a \$5 event packet. All proceeds from the event packet go directly to KID. This donation entitles you to six coupons worth \$10 each off any purchase of \$50 or more on November 23. In addition, you will receive a register-to-win entry form that entitles KID to a chance to receive a \$2,500 donation! KID invites the support of anyone interested in helping us to raise funds by selling event packets to family and friends. For more details about **Carson's Community Day Event** and how you can support KID through this fundraiser, call us or visit our web site.



Advanced Physical Medicine of Mt. Prospect, IL kindly chose Kids In Danger as a recipient of a fundraiser in May and June. During these months, personnel from the medical and chiropractic facilities staffed an informational booth at the Randhurst Mall. The clinic donated the cost of the first two office visits for individuals who signed up through the booth to KID, raising a total of \$1,175.

KID is delighted to accept a contribution of \$4,100 from **RSM McGladrey's Business Advisor Class of 2002**, in memory of Danny Keysar.

Special thanks are in order to the **Kauffman Center for Entrepreneurial Leadership** for a \$500 grant in appreciation of Ellen Rudnick's service.

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