

20th Anniversary – History of KID

1998-2002

1998

- Kids In Danger incorporated in Illinois as 501(c)3
- Danny Keysar's story published in *Chicago Magazine*
- 1998 Allstate Safety Leadership Award
- 1998 Chicagoans of the Year

1999

- Children's Product Safety Act passed in Illinois
- Chicago's Department of Consumer Services launched recall initiative including warnings on all Chicago employee pay-stubs
- Chicago City Council unanimously passed second-hand dealers ordinance
- KID put up 100 billboards warning parents about unsafe children's products
- 1999 Civil Justice Foundation Community Champion Award

2000

- Children's Product Safety Act passed in Michigan
- KID opened office and hired staff
- 2000 President's Service Award

2001

- ***It's No Accident: How Corporations Sell Dangerous Baby Products*** by E. Marla Felcher published; KID mailed 1,000 copies to policymakers, regulators and advocates
- Marla Felcher named KID's first Best Friend Award Winner
- First full-time Executive Director, Nancy Cowles, hired
- U.S. Representative Jan Schakowsky (D-IL) introduced legislation in Congress requiring that juvenile products manufacturers certify their products have been tested by independent laboratories before selling them.
- Arkansas, Louisiana and Vermont passed Children's Product Safety Act Legislation
- Linda Gintel and Boaz Keysar won a settlement in their case against Kolcraft and Hasbro for the death of their son without sealing any documents.

2002

- **Missouri and Rhode Island passed Children's Product Safety Act Legislation**
- KID released first recall report, ***Clear and Present Dangers: Children's Product Recalls in 2001***
- KID launched Test It Now! A Grassroots Awareness Campaign for Children's Product Safety
- **KID Best Friends:** NBC Target 5 Consumer Unit, Lisa Parker, Robin Green & Marion Brooks for outstanding coverage of children's product safety

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2003-2007

2003

- KID launched Teach Early Safety Testing to integrate design safety into the engineering curriculum. First student team in TEST designed a safer portable crib.
- KID started the Health Care Providers Outreach Program and exhibited at the national American Academy of Pediatrics Conference
- **KID Best Friends:** County Comm Caroline Shoenberger, State Senator Carol Ronen and US Rep Jan Schakowsky for changing public policy to protect children
- 2003 Parenting Leaders, Parenting Magazine

2004

- Linda Ginzel and Nancy Cowles testified at Congressional hearing on CPSC
- KID added Family Voices to website, sharing stories of families impacted by dangerous children's products
- **KID Best Friends:** Rachel Weintraub and Mary Ellen Fise for their role as strong advocates for children's product safety
- 2004 Semifinalist Volvo for Life Award

2005

- KID launched Safe from the Start (SFTS) Program
- KID held first event in NYC in conjunction with opening of the Museum of Modern Art "SAFE" exhibit, hosted by Judy and Mark Sage
- KID provided expertise to MoMA on products displayed in the SAFE exhibit
- The Illinois Children's Product Safety Act was updated to include notification requirements and make it easier for child care providers to get recall information
- **KID Best Friend:** Michigan Governor Jennifer Granholm for her support of the Children's Product Safety Act and advocacy for children's safety
- 2005 Raising a Ruckus Activist Award from **Working Mother** magazine

2006

- **Safe from the Start** DVD was produced to educate parents and caregivers
- **KID Best Friend:** Illinois Attorney General Lisa Madigan for her enforcement of Illinois' Children's Product Safety Act and her strong commitment to children's safety

2007

- *Chicago Tribune* developed Pulitzer Prize winning series on children's product safety
- High numbers of recalls of cribs, toys with lead, and magnetic toys led to 2007 being dubbed "Year of the Recall" by the media
- Children's Product Safety Act signed in New Jersey
- Reps Schakowsky and Upton introduced the Danny Keysar Child Product Safety Notification Act, requiring manufacturers to reach parents effectively in a recall
- **KID Best Friend:** Robert Tanz, MD and Elizabeth Powell, MD MPH for their leadership in injury prevention research and policy

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2008-2012

2008

- Linda Ginzel & Nancy Cowles traveled to DC for a Stroller Rally on product safety
- President Bush signed Consumer Product Safety Improvement Act (CPSIA) of 2008 which includes Danny's Law.
- **KID Best Friend:** US Senator Richard Durbin for his commitment to children's product safety

2009

- Debby Sayah Grandparent Outreach Project was founded
- KID partnered with Illinois SIDS on safe sleep visibility campaign
- KID testified in front of the new five-member CPSC. The hearing was on the priorities and agenda for CPSC in the coming fiscal year.
- KID released first public opinion research, *Illinois Parent Survey on Product Safety*.
- **KID Best Friends:** US Representative Bobby Rush and US Senator Mark Prior for their commitment to children and leadership on product safety

2010

- KID ED, Nancy Cowles, testified at the House Sub-committee on Oversight and Investigations hearing entitled, "Crib Safety: Assessing the Need for Greater Oversight"
- Danny's Law requirement for product registration for all durable infant and toddler products implemented
- FDA & CPSC warned against sleep positioner and stopped sale of these dangerous products, in part based on the death of Andy Sage
- World's strongest crib standard adopted in US
- **KID Best Friend:** Gary Smith, MD for his pioneering work in the field of childhood injury prevention

2011

- SaferProducts.gov became fully operational
- Illinois banned cadmium in children's toys and jewelry
- Michele Witte hosted first annual Project Safe Child Walk-A-Thon on Long Island
- Chicago became the first city to ban crib bumper pads
- ED, Nancy Cowles, received CPSC Chairman Circle of Commendation Award
- **KID Best Friend:** Mitch Lipka for his commitment to reporting on children's product safety

2012

- New mobile site launches with help of Table XI and WeMakeItSafer
- Maryland became the first state to ban the sale of crib bumper pads
- **KID Best Friend:** Sonny Garg for his instrumental role in developing responses to unsafe children's products and his strong leadership in KID

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2013-2017

2013

- CPSC adopted mandatory standard for play yards – 15 years after Danny’s death
- KID joined with other organizations to mark the fifth-year anniversary of the signing of the Consumer Product Safety Improvement Act (CPSIA) and Danny’s Law
- **KID Best Friend:** Shawn Kasserman for his strong voice for children’s product safety

2014

- Jasmine Kwong hosted her 30th birthday at the Jazz Showcase to benefit KID
- CPSC unanimously voted to ban the sale of high powered magnet sets
- Linda Ginzel and Boaz Keysar received first Hope and Courage Award for community advocacy from Ann & Robert H. Lurie Children’s Hospital
- KID joined others in work on an ASTM standard for laundry packets after poisonings
- **KID Best Friend:** Inez Tenenbaum for her leadership on children’s product safety

2015

- KID helped CPSC develop the Anchor It! campaign regarding furniture safety
- KID formed a Young Professionals Board
- A new safety standard was approved for liquid laundry packets
- KID petitioned for Xfinity to remove the crib bumper pads in one of their national commercials. They did.
- **KID Best Friend:** Barbara Guthrie for her leadership on children’s safety at UL

2016

- Nancy Cowles appeared on the Dr. Oz Show to discuss the dangers of bumper pads.
- KID presented in Beijing, China at the Consumer Product Safety Tri-Lateral Summit
- IKEA recalled 29 million MALM & other unstable dressers
- KID, along with Shane’s Foundation, released the results of first product testing -- *Furniture Stability: A review of data and testing*. UL carried out the testing.
- Nancy Cowles served as president of the International Consumer Product Health & Safety Organization
- **KID Best Friend:** Lisa Turano for her voice in support of children’s product safety and philanthropic support for KID

2017

- Ohio banned crib bumper pads from being sold statewide
- KID’s first peer-reviewed research, *Choking Hazards: Are Current Product Testing Methods for Small Parts Adequate?*, was published in the Intl Journal of Pediatrics
- Shawn Kasserman elected as KID Board President
- **KID Best Friends:** Segal Design Institute at Northwestern University, Michigan Engineering at the University of Michigan, The Institute of Design at the Illinois Institute of Technology, and Rustandy Center for Social Sector Innovation at the University of Chicago Booth School of Business

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2018 and beyond: KID 2.0

- New logo design and materials launch KID's rebranding for our third decade
- KID launches new website with streamlined navigation and better mobile design
- KID designs and launches new safe sleep webinar

KID's board sets new strategic direction with new tagline and mission:

KID is a nonprofit organization dedicated to protecting children by fighting for product safety.

Our mission is to save lives by enhancing transparency and accountability through safer product development, better education and stronger advocacy for children.

Join us as we move forward to be the voice for children and their families on product safety.