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# After the Recall: Dangerous Products Remain in Homes

Children's product recalls in 2013 and recall  
effectiveness of 2012 recalls

Report by: Kids In Danger

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# **After the Recall: Dangerous Products Remain in Homes**

## **Executive Summary**

Since 2002, Kids In Danger (KID) has released an annual report detailing children's product recalls throughout the previous year. This year's report examines children's product recalls in 2013. In addition, through documents from the US Consumer Product Safety Commission (CPSC), the report examines how effective the recalls from 2012 were in removing dangerous products from homes.

Findings of the report include:

- The number of children's product recalls increased 18% from 2012 to 2013.
- Incidents (down 38%) and injuries (down 16%) reported both fell below 2012 levels. However, deaths increased by 22% from 2012.
- Children's clothing and nursery products account for over half of all the children's product recalls and 52% of the reported injuries in 2013.
- Furniture was involved in four out of the eleven deaths reported in 2013. The other seven deaths were related to nursery products
- There were a total of 1,566 incidents, 196 injuries and 11 deaths reported before the recall was issued in 2013.
- Only 10% of 2012 recalled children's products were successfully corrected, replaced or returned. When manufacturers still have control of a recalled product, in their warehouses or with a retailer, the success rate is higher. But once a product is in consumer hands the success rate plummets.
- There were 584 incidents and 39 injuries reported after the recalls were announced in 2012.
- There were 63 recalls in 2013 where the manufacturer had a Facebook page, but only nine incidences where the manufacturer mentioned their product recall on Facebook.
- Similarly, there were 63 recalls in 2013 where a manufacturer had a Twitter page, but only eight incidences where the manufacturer mentioned the recall on the page.
- Regression models found that to raise recall awareness in just one consumer it takes on average 1,000 direct mailed letters to consumers from manufacturers. Also, in order for a consumer to request additional information on a recall the recall must air on television 2,500 times.

While the decreases in the number of reported incidents, injuries and deaths prior to recall are a noted step in the right direction; these numbers are still too high. On average it takes fourteen reports of serious design flaws and failures and two injuries to pull dangerous products from the shelf.

Social media is remarkably under-utilized for spreading recall notices. The overwhelming majority of manufacturers do not utilize social media to broadcast their recalls even though it is a well-recognized marketing platform with the ability to reach many more affected consumers<sup>1</sup>.

KID recommends CPSC and manufacturers do more to make recalls effective and urges consumers to check their products against recall lists.

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<sup>1</sup> M. Saravanakumar & T. SuganthaLakshmi, "Social Media Marketing," *Life Science Journal* 9 (2012): 4444.

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## Introduction

Kids In Danger's (KID) annual children's recall reports examine data and trends in children's products that have been recalled by the U.S. Consumer Product Safety Commission (CPSC) each year. This year's report examines children's product recalls in 2013.

Congress created the CPSC in 1972 under the Consumer Product Safety Act (CPSA). In the CPSA, Congress directed CPSC to protect the public "against unreasonable risks of injuries associated with consumer products." CPSC has jurisdiction over more than 15,000 kinds of consumer products, and is charged with protecting consumers from products that pose fire, electrical, chemical, or mechanical hazards or that can injure children. In 2008, Congress passed the Consumer Product Safety Improvement Act (CPSIA). This law requires standards for juvenile products, bans lead and other harmful substances, and mandates independent testing for most children's products.

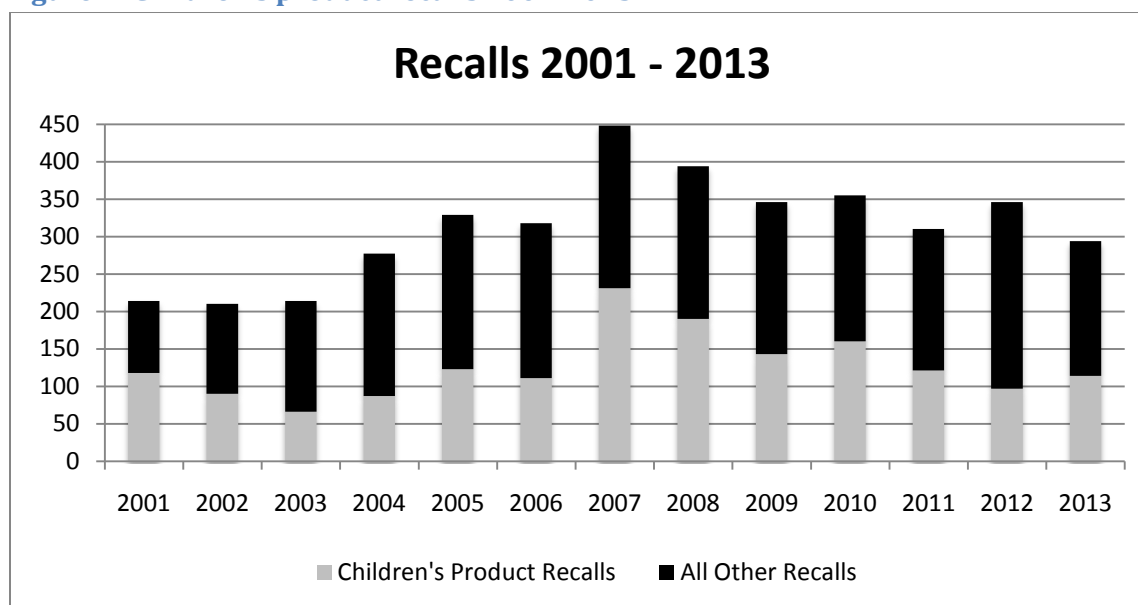
This year, CPSC issued final rules for bassinets and cradles and hand-held infant carriers. They have also proposed new rules for strollers. CPSC will eventually have mandatory safety standards for 22 durable infant and toddler products as well as a mandatory standard for children's toys. As of the writing of this report there are currently eleven final rules: cribs, non-full-size cribs, play yards, swings, bed rails, walkers, bath seats, toddler beds, bassinets and cradles, hand-held infant carriers, and infant bedside sleepers.

In calendar year 2013, there were 294 recalls issued by CPSC, of which 114 (39%) were children's products. This was a 15% decrease in overall recalls from 2012, but an 18% rise in children's product recalls.

**Table 1: Children's product recalls 2002-2013**

Year	Total Recalls	Total Children's Product Recalls	% Children's Recalls	Units of Recalled Children's Products
<b>2013</b>	<b>293</b>	<b>114</b>	<b>39%</b>	<b>11,189,462</b>
2012	346	97	28%	13,039,818
2011	310	121	39%	11,627,576
2010	355	160	45%	44,492,577
2009	346	143	41%	21,124,551
2008	394	190	48%	18,730,715
2007	448	231	52%	46,562,901
2006	318	111	35%	18,967,210
2005	329	123	37%	27,891,188
2004	277	87	31%	156,169,990
2003	214	66	31%	6,140,691
2002	210	90	43%	11,155,631
2001	214	118	55%	22,992,667

**Figure 1: Children's product recalls 2001-2013**



### Types of children's products recalled

Children's clothing products claimed the highest number of recalls (33) for the first time in 2013. Clothing accounted for 29% of children's product recalls in 2013. Drawstrings and flammability standards violations made up the majority of clothing defects.

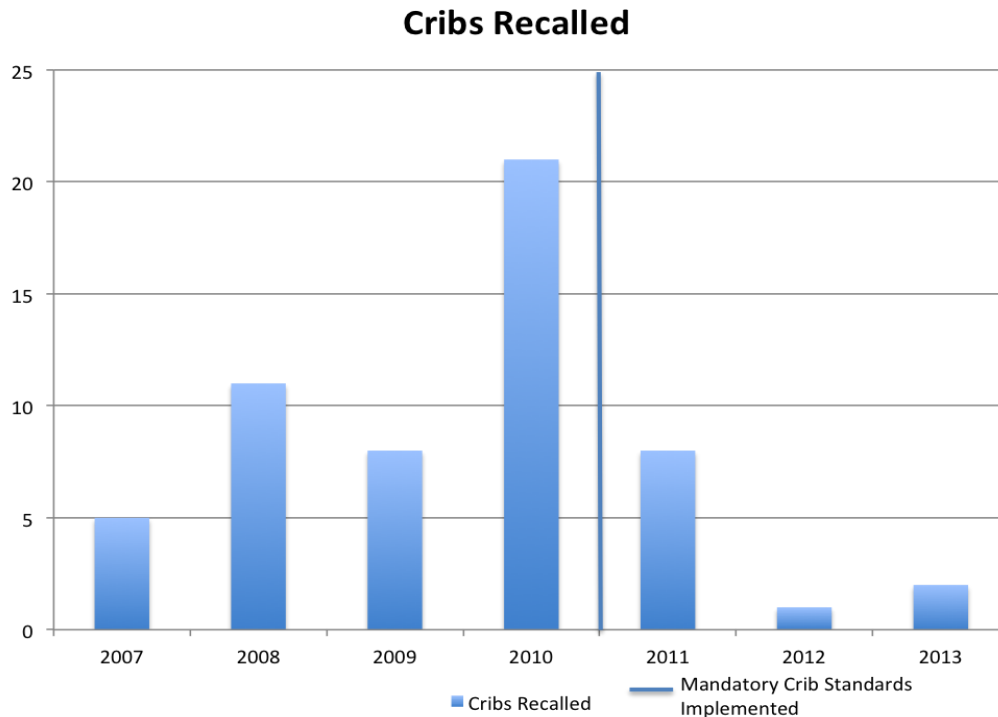
Nursery products—such as cribs, strollers, high chairs and pacifiers—came in a close second with 23% of all children's product recalls. Of these nursery products, four were strollers. These four strollers accounted for 113 reported incidents and 18 reported injuries involving a nursery product. Currently there are no mandatory standards for strollers. By contrast this year four different bath seats were recalled, but unlike strollers there were no incidents or injuries prior to the recall. The CPSC implemented mandatory safety regulations for bath seats that went into effect in 2011. These mandatory standards made sure that these bath seats were recalled because they violated safety regulations, not because they injured children. Fortunately, the CPSC has recently proposed a draft mandatory standard that focuses on reducing many of the hazards seen in the stroller recalls. These new rules should mimic the success of other mandatory standards.

**Table 2: Recalls by product type in 2013**

Type of Recall	# Recalls	% of Children's Recalls	# of Units	% of Units
<b>Children's Recalls</b>	114	100%	11,189,462	100%
<b>Clothing</b>	33	29%	1,064,324	10%
<b>Nursery</b>	25	22%	2,666,070	24%
<b>Toys</b>	23	20%	366,651	3%
<b>Furniture</b>	14	12%	4,245,850	39%
<b>Outdoor &amp; Sports</b>	11	10%	346,517	3%
<b>Miscellaneous</b>	4	4%	187,550	2%
<b>Medicine</b>	3	3%	2,308,500	21%
<b>Utensils</b>	1	1%	4,000	0.04%

The mandatory crib standard adopted in 2010 came after a year of many product recalls for dangerous cribs. All cribs sold after June 28, 2011 are required to meet this strong standard. Only two cribs were recalled in 2013. Figure 2 shows the trend of crib recalls corresponding to the mandatory standard.

**Figure 2: Number of crib recalls, 2007-2013**



It is particularly concerning that the two cribs recalled in 2013 are drop-side cribs. Drop-side cribs were explicitly banned by the 2010 mandatory crib standards as they were linked to dozens of infant deaths.<sup>2</sup> However, these cribs had been manufactured before the 2010 crib standards became mandatory. They have remained on the market for three years before being recalled. There are likely to be a number of older cribs that were never recalled and thus never corrected.

The decline in dangerous cribs should mean that infants can sleep safer. However, cribs are not the only product that can create hazards in an infant's sleep environment and other dangerous sleep-related products still have a very firm presence in the marketplace. Take for instance the Angelcare Movement and Sound Baby Monitors recall. The CPSC started a campaign to raise public awareness on the dangers of monitor cords back in 2011 after seven strangulation deaths.<sup>3</sup> Over two years later Angelcare Movement and Sound Baby Monitors were recalled after two infants were strangled by the monitor's cord.

<sup>2</sup> CPSC, "CPSC Issues Warning on Drop-Side Cribs; 32 Fatalities in Drop-Side Cribs," May 17, 2010, <http://www.cpsc.gov/en/Newsroom/News-Releases/2010/CPSC-Issues-Warning-on-Drop-Side-Cribs32-Fatalities-in-Drop-Side-Cribs-in-Last-9-Years/>.

<sup>3</sup> CPSC, "CPSC Safety Alert: Safe and Sound Zone," February 2011, <http://www.cpsc.gov/PageFiles/118762/5066.pdf>.

The most deadly sleep-related recall of 2013 was the voluntary recall of the Nap Nanny and Chill Infant Recliners made by Baby Matters LLC. Retailers recalled the Nap Nanny last year, but it wasn't until Baby Matters LLC settled a CPSC-filed lawsuit concerning the Nap Nanny in June of 2013 that the manufacturer removed the deadly product from the market. As of the writing of this report five infants have died in Nap Nanny recliners.

Other sleep-related products ranged from a crib bumper pad that entangled an infant to a battery-powered light-up blanket that burned a toddler. Altogether there were seven sleep-related products recalled in 2013 that were responsible for 107 reported incidents, 1 injury, and 7 deaths.

### Multiple products recalled by one company

Twelve manufacturers reported more than one recall and two manufacturers had three. Dynacraft BSC Inc. and Toys R Us Inc. each had three separate product recalls. Aqua Lung Inc., which had two outdoor/sporting recalls, reported the most injuries of those with multiple recalls (17).

**Table 3: Multiple recalls by manufacturer in 2013**

Manufacturer	# Recalls	# Units	Hazards	Injuries	Deaths
Dynacraft BSC Inc.	3	19,600	Fall	6	0
Toys R Us Inc.	3	28,150	Choking, Fire & Burn, Laceration	1	0
Aqua Lung Inc	2	174,000	Laceration	17	0
Be Amazing! Toys	2	41,900	Ingestion	0	0
Bugaboo	2	56,900	Fall, Choking	0	0
IKEA	2	4,040,000	Laceration, Strangulation	1	1
J.P. Boden	2	2800	Choking, Fall	0	0
L. Powell Acquisition Corp.	2	75,300	Suffocation & Strangulation, Fall	5	0
L.L. Bean Inc.	2	3,600	Fall, Flammability Standard	6	0
SCS Direct Inc.	2	113,500	Ingestion, Drowning	0	0
Target	2	602,000	Burn	0	0
The Land of Nod	2	4,000	Choking, Entrapment	0	0



The overall trend of the past five years has seen the number of multiple recalls per company go down. As Table 4 shows, each of the past five years have traditionally seen upwards of six recalls and 74 injuries for one company.

**Table 4: Top repeat recall offenders from 2008-2013**

Recall Year	Manufacturer	# Recalls	# Units	Hazards	Injuries
2011	Target	6	923,100	Bodily injury, choking, lead, suffocation, burns	11
2010	Fisher Price	5	10,946,00	Choking and laceration	28
2009	Evenflo Co. Inc.	5	1,037,000	Fall and choking	74
2009	Dorel Juvenile Group	5	868,100	Fall and entrapment	3
2010	Williams Sonoma Brands	5	102,305	Burns, entrapment, and fall	10

#### Recalls of over one million units

Two gigantic recalls put millions of children at risk— four million IKEA Children’s Wall-Mounted Lamps and 2.3 million Tiaminic Syrups and Theraflu Warming Relief medicine. Both products involved serious injuries including strangulation and poisoning. The IKEA lamp was also involved in a strangulation death when the child pulled the cord into the crib.

#### Hazards posed by recalled products

The largest numbers of recalls involve choking. Falls, lacerations, strangulation, poisoning and electrical shock were just some of the hazards that children faced when using these products.

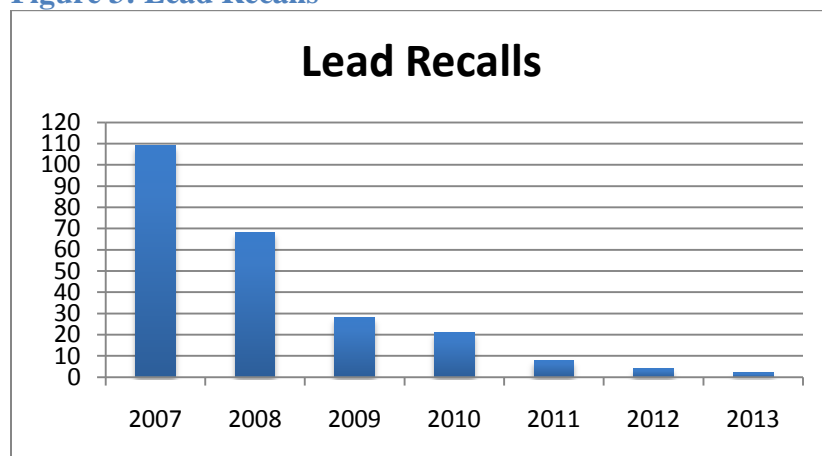
**Table 6: Top repeat recall offenders from 2008-2013**

Hazard	# of Recalls	% of Children’s Recalls*
Choking/Strangulation/Entrapment/Suffocation/Entanglement	53	47%
Fall/Laceration/Bodily Injury/Crash	37	32%
Flammability Standard/Burn/Electrical Shock	15	13%
Ingestion/Poisoning/Lead	13	11%
Drowning	4	4%
Mold	1	Less than 1%

\*Will not equate to 100% as some products have multiple hazards.

From a high of 109 recalls involving lead or lead paint in 2007, lead related recalls dropped to 2 this year with none toys recalled for lead. Lead content can't exceed 100 parts per million (ppm) as of August 2011 and as of February 2009, lead in paint or surface coatings must be less than 90 ppm.

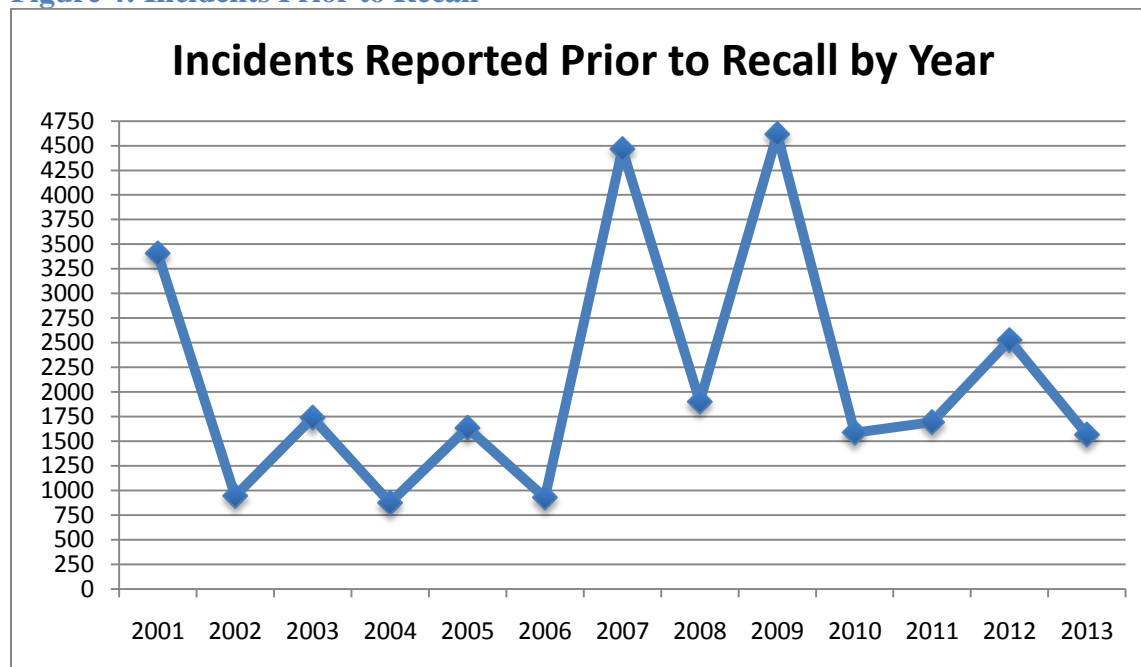
**Figure 3: Lead Recalls**



#### **Incidents reported prior to recall**

In 2013 there were 1,566 incidents reported prior to recall for the 114 children's product recalls. That is an average of nearly 14 reported incidents prior to recall per recalled product. It is key to note that the average number of incident reports for this twelve-year period is 2,246 and therefore the nearly 1,600 total is actually well below average for children's product recalls.

**Figure 4: Incidents Prior to Recall**



Seven recalls involved more than 50 reports. The Rock 'N Play Infant Sleeper by Fisher Price had the most incidents prior to recall with 600 reported incidents. The hazard associated with Fisher Price's Rock 'N Play Infant Sleeper was mold growth. Since mold growth is not a hazard normally associated

with children's product recalls, the recall process might have taken longer thus ensuring the large number of incidents.

Altogether the seven products from Table 7 accounted for 75% of all incidents and 41% of all injuries reported prior to recall. If these manufacturers had acted more quickly to remove these dangerous products from the shelf the overall count of prior incidents and injuries would have been dramatically reduced in 2013. Therefore rather than ignoring incident reports, manufacturers should act more quickly to remove products from use.

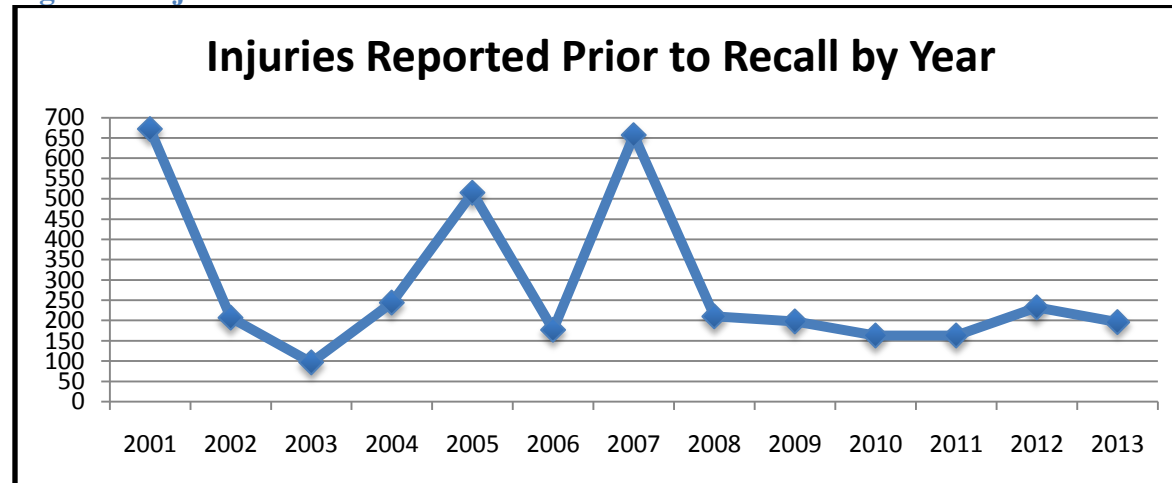
**Table 7: Children's product recalls with over 50 reported incidents prior to recall in 2013**

Product	Manufacturer	# Incidents	Hazards
<b>Rock 'N Play Infant Sleeper</b>	Fisher Price	600	Mold
<b>Softball Bats</b>	Hillerich & Bradsby	170	Projectile
<b>Baby Einstein Musical Motion Activity Jumpers</b>	Kids II	100	Impact
<b>Nap Nanny and Chill Infant Recliners</b>	Baby Matters LLC	92	Entrapment, Fall
<b>Playtex Hip Hammock Infant Carriers</b>	Playtex Products Inc.	87	Fall
<b>Snoopy Sno-Cone machines</b>	LaRose Industries	64	Bodily Injury
<b>Cameleon and Bugaboo Donkey Model Strollers</b>	Bugaboo	58	Fall & Crash

### Injuries prior to recall

Overall, 21% of children's product recalls involved injuries prior to recall, a total of 196 injuries. This is the fifth lowest injury total since 2001 and comparable to the 198 injuries prior to recall that occurred in 2009. Overall, it appears from Figure 5 that injuries reported prior to children's product recalls are starting to level out. It would be preferable if the injuries reported could level out below the historic low of 2003 at 97 injuries prior to recall.

**Figure 5: Injuries Prior to Recall**



Several products caused over 10 injuries before they were recalled. The recalled product with the most injuries prior to recall was the Baby Einstein Musical Motion Activity Jumpers with 61 injuries. A flexible sun toy attachment could recoil when pulled and hit infants in the head with enough force to crack the skull. Since the recall, there have been an additional thirteen injuries related to the defective sun toy reported on SaferProduct.gov as of the writing of this report.

It should also be acknowledged that all 23 incidents reported from the Tornado brand home playground tube slides with portholes were associated with laceration injuries. That means that every reported incident that involved a tornado slide also involved a lacerated child.

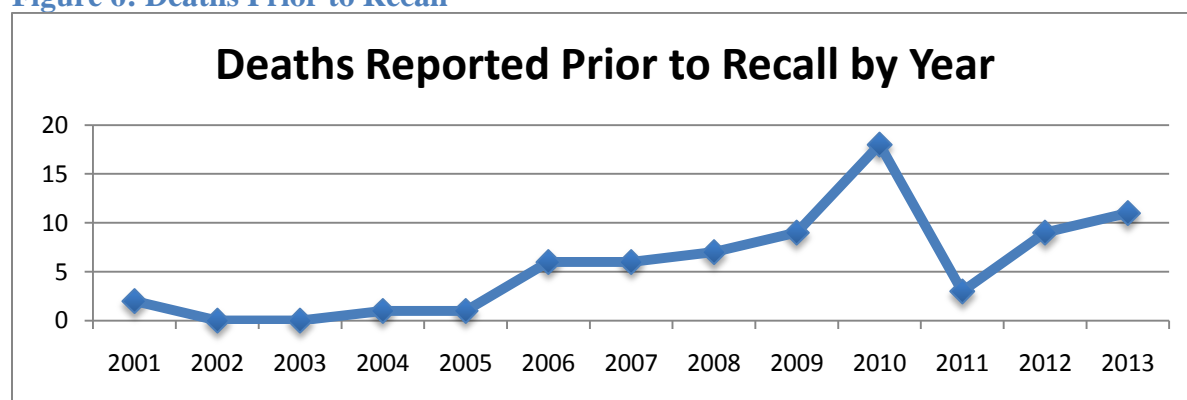
**Table 8: Children's product recalls with over 10 injuries prior to recall in 2013**

Product	Manufacturer	# Injuries	Hazards
<b>Baby Einstein Musical Motion Activity Jumpers</b>	Kids II	61	Impact
<b>Tornado brand home playground tube slides with port holes</b>	Solowave Design Corp.	23	Laceration
<b>Jeep Liberty Strollers</b>	Kolcraft Enterprise Inc.	18	Projectile
<b>Rock 'N Play Infant Sleeper</b>	Fisher Price	16	Mold
<b>Step2 Whisper Ride Touring Wagon</b>	The Step2 Company	14	Fall
<b>Baja Motorsports Mini Bike</b>	Baja Inc.	13	Fall & Crash

### Deaths prior to recall

Five of the products recalled this year were involved in deaths prior to recall with a total of eleven deaths in 2013.

**Figure 6: Deaths Prior to Recall**



Two products, the Angelcare Movement and Sound Baby Monitor and the Million Dollar Baby Dressers, were involved in four out of the eleven deaths. The Angelcare monitor deaths occurred when the infant was able to pull the monitor cord into the crib. This was similar to what lead to the strangulation death linked to the IKEA Children's Wall-Mounted Lamp. The Million Dollar Baby Dressers deaths were caused when the dressers tipped-over onto the child and entrapped them beneath

the heavy piece of furniture. This was the same issue that led to the death associated with the Natart Chelsea Dressers.

The deadliest product of 2013 was the Nap Nanny and Chill Infant Recliner. These models were marketed as safe sleep aids, but sadly they were instead involved and implicated in five infant deaths. There are two hazards associated with the Nap Nanny. When a child is not restrained in the Nap Nanny recliner, the child may fall out of the recliner. However, using the restraints provided by later Nap Nanny models is also dangerous, as children have been found entangled in the restraints and sometimes dangling from the restraints. Both the fall and the entanglement hazards could be deadly to an infant.

**Table 9: Reported deaths prior involving a product prior to recall in 2013**

Product	Manufacturer	# Deaths	Hazards
<b>Nap Nanny and Chill Infant Recliners</b>	Baby Matters LLC	5	Entrapment, Fall
<b>Angelcare Movement and Sound Baby Monitor</b>	Angelcare	2	Strangulation
<b>Million Dollar Baby Dressers</b>	Bexco	2	Entrapment
<b>Children's Wall-Mounted Lamp</b>	IKEA	1	Strangulation
<b>Natart Chelsea Dressers</b>	Geme Juvenile	1	Entrapment

### Penalties assessed by CPSC

CPSC collected over \$5 million in fines this year for children's products including drawstrings in clothing, toddler beds, and playyards. The \$3.9 million fine for Ross Stores' repeated failure to report was just \$100,000 shy of the record fine set in 2005 when Graco Children's Products Inc. failed to report more than 12 million hazardous children's products.<sup>4</sup>

**Table 10: Fines assessed and collected in 2013 for violations.**

Manufacturer	Product Involved	Amount of fine/ agreed settlement	Hazard	Violation
Kolcraft Enterprises Inc.	Travelin' Tot Play Yards	\$400,000	Fall	Failure to report
Ross Stores	Children's Upper Outwear	\$3,900,000	Choking	Failure to report
Whalen Furniture Manufacturing Inc.	Boat-Themed Children's Beds	\$725,000	Entrapment, Strangulation	Failure to report

<sup>4</sup> CPSC, "Record Civil Penalty Levied Against Graco Children's Products Inc.; CPSC, Graco Announce New Recall of 1.2 Million Toddler Beds," March 22, 2005, <http://www.cpsc.gov/en/Newsroom/News-Releases/2005/Record-Civil-Penalty-Levied-Against-Graco-Childrens-Products-Inc-CPSC-Graco-announce-new-recall-of-12-million-toddler-beds/>.

## **Social Media and Recalls**

Facebook and Twitter are now recognized as marketing tools—platforms for companies to broadcast messages to consumers. Therefore if manufacturers of recalled children's products truly want to warn their consumers about hazardous recalled products they would utilize these important social tools to reach more at risk families.

However, after extensively searching through endless Facebook posts and tweets from manufacturers of this year's recalled children's products it has become clear that manufacturers rarely use Facebook and Twitter to warn consumers of dangerous recalled products.

Not taking into account any Facebook page or Twitter account that had not been used in over six months or had never been used, there were a total of 63 incidences where a recall could have been posted on Facebook and 63 incidences where a recall could have been tweeted. Of the 63 Facebook opportunities, only 9 posts warned of a product recall. Similarly there were 63 opportunities for manufacturers to use Twitter, but only 8 tweets that warned of a product recall.

Then there were the occasions when a manufacturer posted a warning of a recall only to downplay the significance of the recall. In order for a Facebook post or a Twitter tweet to be labeled as downplaying the recall in this study the post or tweet had satisfy one predetermined criteria.

The criteria were determined before judging whether or not a post or a tweet was downplaying in nature and both Facebook and Twitter had their own separate criteria. The separate criteria was deemed necessary as Facebook allows for a lot more space to write than Twitter and was therefore more strictly judged.

The criteria that ended up applying to the posts and tweets on hand are as follows:

- Facebook
  - There was no mention of the reason for the recall, thus leaving visitors of the post to wonder if the hazard was life threatening or less urgent. Often times these ambiguous posts would be followed by lots of questions in the comments with little or no effort given by the manufacturer to answer them.
  - An evasive or misleading statement of the reason for recall was given. For instance one post suggested that the only reason for the recall was that the clothing was not tight enough, when the reason the clothing had to be tighter was so that it complied with flammability standards created to protect children from burn hazards. The burn hazard was never mentioned.
  - Another Facebook user, not associated with the manufacturer, posted the recall notice on the manufacturer's page. The manufacturer gives no further comment or clarification on the issue.

- Twitter
  - An evasive or misleading statement of the reason for recall was given. For instance one post suggested that the only reason for the recall was that the clothing was not tight enough, when the reason the clothing had to be tighter was so that it complied with flammability standards created to protect children from burn hazards. The burn hazard was never mentioned.

Of the nine Facebook posts involving a children's product recall four were used to downplay the message of the recall. That is nearly half of the already small number of recall-related Facebook posts. Twitter users did a better job of conveying a serious message in the little space the tweet allowed for. There was only one instance out of nine that satisfied the above criteria and was therefore labeled as downplaying.

In the future Facebook and Twitter should be better utilized to reach more consumers with important recall information.

### **Recall effectiveness of 2012 recalls**

Recalls are an important tool for keeping dangerous products away from vulnerable populations such as children. However, questions of recall effectiveness have been raised in the past and continue to be raised in the present.

In order to test how effective children's products recalls really are, KID requested monthly progress reports on 2012 children's product recalls from the CPSC. While the CPSC was very straightforward and generally helpful in their dealings with our Freedom of Information Act (FOIA) requests, the amount of redacted materials and incomplete or mathematically impossible reports, as well as missing or non-existent files was disappointing.

Due to loopholes specifically applying to the CPSC through the Consumer Product Safety Act under Section 6(b), The CPSC must first contact the manufacturer and allow them to suggest what should and should not be shared in a FOIA request that can identify the manufacturer or risk lawsuit.<sup>5</sup> This makes it difficult for the public to receive important information such as how many injuries has a product been involved in since its recall.

Also of note, several reports that were received from the CPSC claim to have successfully recalled a lot more units than were actually recalled if the manufacturers' actual reported numbers are accurate. These mathematically impossible reports might be an error, as over 100% of effected units cannot be destroyed or corrected.

Perhaps the most alarming aspect of the data collection process was the amount of reports the CPSC said were either lost or had never existed. There were a total of 27 reports missing and four requested reports

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<sup>5</sup> CPSC, "CPSA Section 6(b) FACT SHEET," <http://www.cpsc.gov/PageFiles/66105/CPSA6bFactSheet.pdf>.

that never received a reply after the acknowledgement of the request. That is 44% of all children's recalled products in the timeframe of this study that are missing or nonexistent.

The study concerned itself with 41 Monthly Progress Reports for Corrective Action Plans and Incident Updates of children's products initially recalled from January 1, 2012 to October 31, 2012. As it turns out, recall effectiveness is fairly dismal. Only 10% of all recalled children's products are successfully corrected or destroyed.

Products that are believed to be with consumers have an even worse success rate with only 4.6% of all recalled children's products that are with consumers having been corrected or destroyed. Products that are recalled earlier in the market process have a much higher success rate with nearly 94% of recalled children's products that are still with manufacturers having been corrected or destroyed.

However, thanks in part to the amount of incidents and injuries that it takes for a recall to be issued, an overwhelming majority of recalled products are found with the consumers. Nearly 82% of all recalled children's products were believed to be with consumers, while only less than 1% was with manufacturers.

The remaining recalled products were with Distributors and Retailers and they had an average success rate of 53%, which is a far more successful rate than that of consumers, but still nowhere near manufacturer levels.

**Table 11: 2012 recall effectiveness**

	Percent of Products Corrected or Destroyed	Percent of Units Possessed
Manufacturer	94%	0.67%
Distributor	53%	3.37%
Retailers	52%	4.85%
Consumers	4.6%	81.58%

The reports also gave information pertaining to incidents and injuries that had been reported to the manufacturers after the recall. Of the reports that weren't redacted there was a total of an additional 584 incidents and 39 injuries reported after the recall. Nursery products claimed the highest number of after-recall reported injuries with 28 injuries, while outdoor/sports products accounted for 565 of the after-recall reported incidents.

The Flexible Flyer Swingset made up 532 of the 565 outdoor/sports incidents reported after recall and all 11 of the category's after-recall injury total. In all the Flexible Flyer Swingset was responsible for 1,190 incidents and 17 injuries as of the writing of this report.



**Table 12: 2012 after-recall incidents and injuries**

Type of Recall	# Recalls	Number of Incidents After Recall	Number of Injuries After Recall
<b>Clothing</b>	10	2	0
<b>Furniture</b>	3	2	0
<b>Jewelry</b>	1	0	0
<b>Miscellaneous</b>	2	0	0
<b>Nursery</b>	15	15	28
<b>Outdoor &amp; Sports</b>	10	565	11
<b>Toys</b>	7	0	0

Information on the types and amounts of recall notification measures that manufacturers used to communicate recalls to consumers as well as measures on how aware consumers were of these notifications were also present in the reports. Using statistical regressions to model the correlations between notifications and awareness, this study attempted to find out if manufacturer notifications were correlated with consumer awareness.

As was expected after finding how inefficient recalls generally are, there were not a lot of statistically significant correlations between notifications and awareness. The only statistically significant notification methods that were correlated to awareness were the use of television programming and the direct mailing of letters to consumers.

However, even though these two notification methods had a statistically significant effect on awareness, the effect was negligible. Specifically, the regression model suggests that on average it takes 1,000 mailed letters to raise the awareness of one additional consumer. Likewise, a television program would have to be run 2,500 times on average before a consumer would request more information from a manufacturer about the recalled product.

## Conclusion

The report shows that getting a product recalled is only the first step in protecting children from the harm it may cause. CPSC, manufacturers, retailers and consumers need to focus more attention on getting recalled products fixed or out of the hands of consumers. Once products are in consumer's homes, recall participation rates are abysmal. If recall effectiveness is to be strengthened a few suggestions should be taken into consideration.

- Manufacturers and the CPSC should work together to streamline the process for voluntary recalls so as to issue recalls before the majority of products reach consumers.
- Consumers have to be aware of a recall and know how to comply to raise effectiveness rates. Just as marketing departments would never agree to just one touchpoint to sell a product, the recall efforts should involve multiple methods of reaching the consumers most likely to have the product.
- There should be more transparency in the recall process. The only way to hold manufacturers accountable and thus raise recall effectiveness is to make recall information more readably available to the public. The Monthly Corrective Action reports we received through FOIA were often not filed in a timely matter, missing information or containing mathematically impossible

calculations – indicating they are not reviewed for accuracy. Making those reports public would increase awareness of concerns with recalls.

- **Mandatory standards for cribs, lead, and bath seats** all appear to reduce the number of recalls or the number of incidents, injuries, and deaths associated with these products. More mandatory standards for products with high numbers of incidents, injuries, and deaths especially within the nursery are needed to reduce the threat products such as strollers currently pose to children. In addition, products such as the Nap Nanny which are put onto the market with no standard or safety testing have catastrophic results in numbers of deaths and injuries. There must be a method to keep these products out of our nurseries until they are proven safe.

KID urges every parent and caregiver to take the following **three steps to protect children in their care**.

**1) *Be aware of the problem:*** Visit [www.KidsInDanger.org](http://www.KidsInDanger.org) for more information on children’s product safety and to sign up for free email alerts to stay up-to-date on recalled products. Consumers can also sign up at [www.cpsc.gov](http://www.cpsc.gov) to receive notice of recalls by email.

**2) *Always check products:*** Take an inventory of the products used with children—at home, at childcare, and elsewhere—and check it against the list of recalls at [www.cpsc.gov](http://www.cpsc.gov). Check for safety information on car seats at the National Highway Traffic Safety Administration (NHTSA), by visiting [www.nhtsa.gov](http://www.nhtsa.gov). Repeat the check every time a child receives a new product, gift, or hand-me-down. Consumers can use KID’s mobile site, available by going to KidsInDanger.org from any mobile device, to search for recalls while away from their computer.

**3) *Spread the word:*** Report any injuries or problems with products at [www.SaferProducts.gov](http://www.SaferProducts.gov). After learning of a recall, share the news with friends and family and urge them to pass it along. Always fill out product registration cards so manufacturers can send recall information. Product registration cards and online registration are required for durable infant and toddler products, but you can use the same online sites to register other products such as toys from the same company.

***Become an Advocate:*** Let local, state, and national lawmakers know that children’s product safety is important. Find out more at [www.KidsInDanger.org](http://www.KidsInDanger.org) advocacy pages and join the KID Action Team to keep children safe.

### **Methodology, Definitions and About KID**

KID obtained all recall information for this report from press releases issued jointly by product manufacturers and the CPSC. Press releases outline the incidents, failures, and injuries caused by the product prior to the date of recall. All numbers, facts, and figures contained in this report originated in these press releases. In addition, SaferProducts.gov was studied for incidents with the recalled products. Only children’s products under the jurisdiction of the CPSC were considered. This excludes car seats and booster seats regulated by NHTSA. However, CPSC does have oversight of car seats that also function as infant carriers.

To determine how effective 2012’s recalls have been KID requested Monthly Progress Reports for Corrective Action Plan (CAP) and Incident Updates for all 97 children’s products recalled in 2012 through the Freedom Of Information Act (FOIA) from the CPSC. Due to time constraints this report only concerns itself with recalls issued from January 1, 2012 through October 31, 2012. All statistical regression analysis used an alpha of 0.05 to test for statistical significance.

A children's product is defined as any product designed or intended for the care of or use by children. Products that pose potential dangers to children but that are not intended for their use, such as cigarette lighters with faulty child resistance locks and window blinds, are not counted as children's products. Children's products were further categorized for this report by the type of product (clothing, furniture, nursery products, sports and outdoor, jewelry, miscellaneous, and toys). The product name, manufacturer, date of recall, number of units recalled, type of hazard posed, and number of incidents and injuries were also recorded for children's products recalled in 2012 (Appendix A).

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 after the death of their 16-month-old son, Danny, in a dangerous portable crib. For more information, call 312.595.0649 or visit [www.KidsInDanger.org](http://www.KidsInDanger.org).

#### **Afterword on SaferProducts.gov**

SaferProducts.gov was established by the CPSC after the passage of the CPSIA in 2008. It is an internet-based public database that allows consumers to share their experiences with assorted products as well as any incidents or injuries that might have resulted from product use. Although the site has already proven to be a useful source of information on product failures and the incidents, injuries and deaths associated with them, SaferProducts.gov is also useful as a preventative tool. Unfortunately there are often multiple reports of incidents, injuries and even deaths recorded on SaferProducts.gov before a recall can be issued. Any concerned persons with Internet access could use SaferProducts.gov to browse for reports on the products they own and remove faulty products from their homes and workplaces before recalls are issued. This could conceivably reduce the number of incidents, injuries and deaths overall.

## Appendix: 2013 Children's Product Recalls

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
<b>Clothing</b>							
8/21/13	Halo Innovations	SleepSack® Wearable Blankets with Satin Flowers	Choking	27000	6	0	China
3/14/13	Synclair Brands U.S.A., Inc.	Cha Cha & Cha Cha 2 girls' boots	Fall	5000	3	1	China
4/18/13	J.P. Boden	mini boden chunky cord dungarees	Choking	1900	0	0	China
4/11/13	The William Carter Company	One-piece footed infant clothing	Choking	218000	0	0	China
7/17/13	5 Star Kids Apparel, LLC	Boy's hooded jackets	Strangulation	48000	0	0	China
4/18/13	Classic Characters Inc.	Infant Froggy Socks	Choking	5000	0	0	China
1/15/13	Target	Two-piece pajama sets	Flammability Standard	560000	0	0	Vietnam and Cambodia
8/20/13	Klever Kids	Children's Pajamas and Nightgowns	Flammability Standard	7000	0	0	Peru
11/12/13	Babycottons	Children's nightgowns	Flammability Standard	1100	0	0	Peru
11/21/13	The Bailey Boys, Inc.	Loungewear Pants	Flammability Standard	2000	0	0	El Salvador
7/18/13	Macy's Merchandising Group, Inc.	Infant's First Impressions Varsity Jackets	Choking	8700	0	0	China
11/26/13	American Boy and Girl	Girl's "Susan" Sandals	Choking	1300	0	0	China
12/5/13	Academy Sports +	Girls BCG Hooded	Strangulation	6600	0	0	China

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
	Outdoors	Windsuits					
5/16/13	Zuily, Inc.	Deezo boys and girls zip-up hoodies	Stangulation	560	0	0	China
4/10/13	Trumpette Inc.	“Aubree’s” and “Hearts” baby socks	Choking	33000	8	0	China
11/7/13	Vans Inc.	Boy’s hooded jackets	Strangulation	2400	0	0	India
12/11/13	Ram’s Imports Inc.	IQ Girls’ Hooded Pink Leopard Jackets	Strangulation	756	0	0	Indonesia
11/26/13	Little Willy’s	Little Willy’s Hooded Sweatshirts	Strangulation	200	0	0	Peru
11/12/13	L.L. Bean	L.L. Bean girl’s pajama sets	Flammability Standard	800	0	0	China
12/19/13	Browning	Youth Buckmark Junior Hoodie Sweatshirts	Strangulation	4300	0	0	Bangladesh
5/29/13	Vive La Fete Inc.	Pajama sets	Flammability Standard	710	0	0	El Salvador
8/20/13	Apple Park	Loungewear sets	Flammability Standard	7250	0	0	China
3/14/13	UNIQLO	Children’s Pajamas	Flammability Standard	700	0	0	China
10/22/13	Trail Crest	Trail Crest hooded jackets and sweatshirts	Strangulation	350	0	0	China
10/29/13	Breathable Baby	BreathableSack wearable blanket	Choking	15000	0	0	China
9/17/13	The Children’s Place	Children’s one-piece footed pajamas	Flammability Standard	41280	0	0	China
8/15/13	J.P. Boden	Boys’ and girls’ sandals	Fall	900	0	0	Vietnam
7/23/13	Renaissance Imports	Autumn Run Girls Gemma II Boots	Laceration	5000	1	1	China
12/4/13	David’s Place Off	Hooded jacket and	Strangulation	60	0	0	China

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
	Price Clothing Co.	pant sets					
6/13/13	Stride Rite Children's Group	"Joanna" girl's sandal	Choking	7500	17	0	China
4/24/13	Children's Apparel Network	Three-Piece Clothing Sets	Entrapment	9200	0	0	China
1/15/13	Target	Girls' Circo Fleece Blanket Sleepers	Flammability Standard	42000	0	0	China
12/16/13	Mirage Fashions	Yoki Girl's Faux Leather Jacket	Strangulation	758	0	0	China
<b>Furniture</b>							
1/31/13	Zhangzhou Sanchuan Steel Pipe Goods	Bunk Beds	Entrapment	8600	0	0	China
1/30/13	Gemme Juvenile	Natart Chelsea Dressers	Entrapment	300	0	0 (1 Death)	Canada
1/30/13	Bexco	Million Dollar Baby Dressers	Entrapment	18000	0	0 (2 Deaths)	Taiwan and USA
5/16/13	L. Powell Acquisition Corp.	Anywhere Lounger Bean Bag Chairs	Suffocation, Strangulation	6300	0	0	China
7/31/13	Far East Brokers and Consultants	Leisure Ways Kids Outdoor Furniture	Lead	14000	0	0	China
12/11/13	IKEA	Children's wall-mounted lamps	Strangulation	4000000	2	1 (1 Death)	USA, China, Lithuania
10/29/13	L. Powell Acquisition Corp.	Circo-brand Chloe & Conner Sitting Stools	Fall	69000	7	5	China
3/5/13	Nantong Hengqiang Sports Goods Co., and Zhejiang Navigate Industry & Trading	"Style My Room by Justice" Disco Lights	Electrical Shock	19100	2	1	China
8/6/13	Glideaway Bed Carriage Manufacturing Co.	Sleepharmony Metal Youth Beds in Pink	Lead	1850	Not Listed	Not Listed	China

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
11/12/13	Wood Castle Furniture	Riley Duo Bunk Beds	Entrapment	1000	0	0	USA
5/21/13	Lea Industries	Lea Panel, Loft and Bunk Beds	Fall	63400	23	2	China and Vietnam
8/15/13	IKEA	KRITTER and SNIGLAR Junior Beds	Laceration	40000	2	0	Poland, Bosnia, Herzegovina, and Romania
9/19/13	The Land of Nod	Iron Sleigh, Petal and Picket bed-frames	Entrapment	1500	Not Listed	Not Listed	China
8/29/13	L.L. Bean Inc.	Painted Cottage Step Stools	Fall	2800	6	6	China
<b>Medicine</b>							
1/31/13	Novartis Consumer Health Inc.	Triaminic® Syrups & Theraflu Warming Relief® Syrups	Poisoning	2300000	12	1	USA
1/31/13	FoodState dba Mega Food	Mega Food One Daily supplement Bottles	Poisoning	7400	0	0	USA
6/6/13	Country Life LLC	Target-Mins™ Iron Supplement Bottles	Poisoning	1100	0	0	USA
<b>Miscellaneous</b>							
9/27/13	Toys R Us Inc.	Journey Girl Travel Trunk	Laceration	12650	6	1	China
9/11/13	Hachette Book Group	Children's board books	Choking, Laceration	70000	0	0	China
10/31/13	LaRose Industries	Snoopy Sno-Cone Machines	Bodily Injury	102000	64	0	China
5/29/13	H&M Hennes & Mauritz, L.P.	Children's Water Bottles	Choking	2900	1	0	Italy
<b>Nursery</b>							
1/8/13	Fisher Price	Rock 'N Play Infant Sleeper	Mold	800000	600	16	China
12/4/13	Manhattan Group LLC	Quixel Baby Rattles	Choking	12400	4	0	China

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
8/28/13	Baby Jogger	Car Seat Adaptor for Strollers	Fall	30200	47	2	China
3/26/13	PT Domusindo Perdana	Drop-side cribs	Entrapment, Suffocation	73000	3	0	Indonesia
2/6/13	Thorley Industries LLC	4moms breeze Cotton Jersey Playard Sheets	Entrapment	1440	0	0	China
11/21/13	Angelcare	Angelcare Movement and Sound Baby Monitors	Strangulation	600000	4	0 (2 Deaths)	Not Listed
6/18/13	BeBe Love	Baby bath seats	Drowning	5600	0	0	Taiwan
5/29/13	Pottery Barn Kids	Sweet Lambie Crib Bumper	Entanglement	12000	2	0	China
6/18/13	Chelsea & Scott Ltd.	Idea baby bath seats	Drowning	1950	0	0	Italy
6/14/13	Baby Matters LLC	Nap Nanny & Chill Infant Recliners	Entrapment, Fall	165000	92	0 (5 Deaths)	Not Listed
3/13/13	Toys R Us Inc.	Imaginarium Activity Walkers	Choking	9000	5	0	China
6/18/13	Liberty Procurement Co. Inc.	Idea baby bath seats	Drowning	34000	0	0	Italy
3/28/13	BabyHome USA, Inc.	Baby high chairs	Strangulation	1100	0	0	China
2/7/13	Musty B.V.	EVO strollers	Strangulation	340	0	0	China
7/17/13	SCS Direct Inc.	Thermobaby Aquababy Bath Ring Seats	Drowning	7500	0	0	France
7/23/13	Kids II	Baby Einstein Musical Motion Activity Jumpers	Bodily Injury	408500	100	61	China
7/23/13	Rockland Furniture	Rockland Furniture round cribs	Entrapment, Suffocation, Fall	3900	0	0	Taiwan



Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
3/28/13	iCandy America Inc.	Cherry model strollers	Strangulation	830	0	0	China
6/19/13	Kolcraft Enterprise Inc.	Jeep Liberty strollers	Bodily Injury	96510	39	18	China
1/15/13	Bugaboo	Cameleon and Bugaboo Donkey Model Strollers	Fall, Choking	46740	58	0	China
3/27/13	Bugaboo International B.V.	Bugaboo Cameleon3 Strollers	Fall	10160	16	0	China
3/14/13	Wellbrain International	Battery-powered BrightLight™ blankets	Burn	5200	4	1	China
11/13/13	Dream On Me inc.	Lullaby Cradle Glider	Fall	700	2	0	China
12/19/13	Playtex Products Inc.	Playtex Hip Hammock infant carriers	Fall	341000	87	2	China
12/30/13	Joovy	zoom car seat stroller adapters	Fall	1500	9	0	China
<b>Outdoor/Sports</b>							
1/30/13	Sportspower Ltd.	Sportspower BouncePro 14' Trampolines	Fall	120000	9	5	China
3/7/13	Aqua Lung Inc.	Martinique LX Jr. Youth Snorkeling Mask Sets	Laceration	44000	8	4	Thailand
2/26/13	Dynacraft BSC Inc.	Motor Scooters with Monster High graphics	Fall	5500	9	3	China
4/17/13	Huffy Corp.	2012 Huffy 20-Inch Slider Tricycle	Crash	5040	0	0	China
3/7/13	Aqua Lung Inc.	Santa Cruz Jr. Youth Snorkeling Masks	Laceration	130000	9	3	Thailand
3/28/13	MHR	Bell Full Throttle Bike Helmets	Bodily Injury	2500	0	0	China
12/23/13	Landscape Structures Inc.	Oodle Swings	Bodily Injury	177	9	9	USA

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
2/26/13	Dynacraft BSC Inc.	Motor Scooters with Hello Kitty Graphics	Fall	5200	9	3	China
5/2/13	Hillerich & Bradsby	Softball Bat	Bodily Injury	13000	170	1	China
12/4/13	K2 Sports	Revo Kick kickboards/scooters	Fall	400	0	0	China
12/11/13	Solowave Design Corp.	Tornado brand home playground tube slide	Laceration	20700	23	23	Canada
<b>Toys</b>							
1/31/13	Kringle Toys and Gifts	Nanospheres Magnetic Desk Toys	Ingestion	4200	0	0	China
2/13/13	Purr-Fection by MJC, Inc.	Beamerzzz™ Stuffed Animals with Flashlight	Laceration	7200	1	0	China
3/26/13	Bongo Logic Development LTD.	Basic Beat BB201 standard egg shaker	Choking	6500	3	0	China
4/2/13	Midwest Trading Group, Inc.	RC Banshee 3 Channel helicopters	Burn	9400	1	0	China
4/4/13	Dynacraft BSC Inc.	Urban Shredder Ride-On Toys	Fall	8900	17	0	China
4/16/13	Small World Toys Enterprises	Spin-A-Mals Farm and Safari Children's Wooden Puzzles	Choking	4000	4	0	China
6/25/13	Kiel Technology Ltd.	Dynamite 7.4 V LiPo batteries	Burn	117	0	0	China
5/16/13	The Land of Nod	Dollies	Choking	2500	13	13	India
7/3/13	Toys R Us Inc.	RC 3 channel helicopters	Burn	7400	11	0	China
11/19/13	Baja Inc. dba Baja Motorsports	Baja Motorsports Mini Bike	Fall, Crash	23000	13	13	China
8/7/13	Toysmith	Light-up toy frogs and ducks	Choking	30000	0	0	China
7/31/13	Be Amazing! Toys	Water-Absorbing	Ingestion	15400	0	0	China

Date	Manufacturer	Product	Hazard	Units Recalled	Incidents	Injuries	Country of Origin
		Polymer Balls					
6/27/13	Easy Aces, Inc dba Fred & Friends	"Buff Baby" baby rattles	Choking	56800	2	0	China
6/7/13	Adobe	High-Powered Magnets	Ingestion	500	0	0	China
8/8/13	Holgate Toys	Playmat Sets	Choking	5000	1	0	USA
8/29/13	Build-A-Bear	Sulley character stuffed animal	Choking	26100	0	0	China
9/10/13	Be Amazing! Toys	Water-absorbing polymer balls	Ingestion	26500	0	0	China
9/10/13	Eco-Novelty Corp.	Water-absorbing polymer beads	Ingestion	3500	0	0	China
5/30/13	Fred Meyer, Inc.	Dan-Dee Tap Dance Easter Chicks	Bodily Injury	1000	0	0	China
11/13/13	The Step2 Company	Step2 Whisper Ride Touring Wagon	Fall	14000	29	14	USA
1/31/13	SCS Direct Inc.	Magnet Balls Manipulative Magnet Sets	Ingestion	106000	0	0	China
12/12/13	Doodlebutt	Water-absorbing polymer toys	Ingestion	1500	0	0	China
10/23/13	Infinitoy, Inc.	Building Toy Playsets	Choking	7134	1	0	Italy
<b>Utensils</b>							
4/24/13	Reed and Barton Corp.	Gingham Bunny forks and spoons for Babies	Choking, Ingestion	4000	1	0	China