



Fighting for Product Safety

# ACTION NEWSLETTER

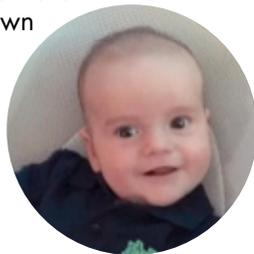
FALL 2018

Dear KID champions,

Many of you were with us in May when we honored our founders, **Linda Ginzel and Boaz Keysar**, to mark our 20th anniversary of fighting for product safety. Later in the summer we gathered with our allies and congressional leaders to mark another key anniversary – ten years since the passage of **Danny’s Law** as part of the Consumer Product Safety Improvement Act. Through these anniversaries we have been able to highlight the tremendous gains we have made in children’s product safety as well as see the road ahead – what’s left to do to keep children safe.

Summer is a busy time at KID – we had an energetic group of interns, including the first KID Fellow – Alaziah Moore, sponsored by Kathy Morris. If you want to help sponsor a KID intern, please reach out to me. It makes such an impact on our mission. You’ll find the interns pictured inside. With their support KID was able to advance research on how children are injured, develop new materials to educate parents and caregivers, and engage our online community to take action on safety.

Read about all our progress and activity inside. I became a grandma in May and it renewed my appreciation for all KID does – with your support – to keep all children safe. Think about the children in your own life and consider a donation in their honor to keep KID strong.



Nancy Cowles, KID Executive Director



Nancy Cowles, US Congressman Bobby Rush, US Congresswoman Jan Schakowsky and others mark the 10th anniversary of the CPSIA at the Infant Welfare Society in Evanston.

## CPSIA 10th ANNIVERSARY

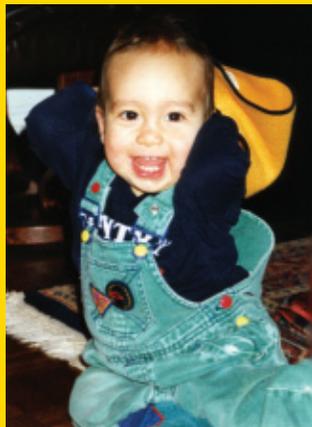
In August, KID commemorated the 10-year anniversary of CPSIA with US Congressman Bobby Rush, US Congresswoman Jan Schakowsky and many allies, including Safe Kids, American Academy of Pediatrics, Illinois Action for Children and Illinois PIRG. The Baby Toddler Nursery of the Infant Welfare Society of Evanston hosted our celebration.

“Over the past 10 years, the Consumer Product Safety Improvement Act (CPSIA) has made great strides to keep children safe where they live, learn and play,” said **Dr. Kyran Quinlan, Immediate Past Chair of the American Academy of Pediatrics Council on Injury, Violence and Poison Prevention.**

On August 14, 2008, the CPSIA (Consumer Product Safety Improvement Act) was signed into law with overwhelming bipartisan support in both the U.S. House of Representatives and the U.S. Senate. The law includes strong product safety reforms that revitalized the U.S. Consumer Product Safety Commission (CPSC).

The Act influenced the way products are tested for safety, creating strong mandatory standards for infant sleep products and toys. Along with the Act came SaferProducts.gov, a live database that consumers can use to report incidents or become notified of product recalls.

An important portion of the Act addressed infant and toddler products and is referred to as “Danny’s Law” on behalf of Danny Keysar, whose parents founded Kids In Danger after Danny’s tragic death by a recalled crib.



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.



**Picture 1:** KID Program Director Carson Gaffney holds a newborn baby while a mother completes the Team Service Project Survey at the World's Largest Baby Shower in West Woodlawn. **Picture 2:** KID intern Mateo Olvera-Sandoval shares KID materials at the Berwyn Health & Fitness Fair. **Picture 3:** KID Summer Interns 2018: Mateo Olvera-Sandoval, Ashley Galbraith, Abby Rader, Alaziah Moore. Not pictured: Julian Skosey-Lalonde.

## KID Research

In marking the anniversary of CPSIA, KID interns conducted research analyzing data from **SaferProducts.gov** to examine the effectiveness of the database.

**Seven Year KID Check Up** on SaferProducts.gov found that nursery products were the most often reported children's products and that 69% of the injuries were to children under six. KID recommends that more be done to publicize the database to families.

This summer KID also released a **Summer Safety Report** analyzing injuries and recalls of popular summer products such as bicycles, pools, trampolines, fireworks and more. The report analyzes data from 2014 to 2017, compiling recent injuries and statistics associated with summertime children's products.

You can find details of any KID report on the Research tab of our website.

## KID Debuts New Educational Materials

KID is proud of the success of our signature workshop, Creating Safe Environments for Children, which educates parents and caregivers about all aspects of product safety. Recently, we have expanded our offerings to focus specifically on sleep product safety. This spring, we released a new KID webinar, Safe Sleep: Best Practices and Talking to Caregivers. In partnership with Rush University Medical Center, this webinar will be used to educate home visitors about how to discuss safe sleep practices with the clients they serve. You can access and share these webinars by visiting [www.youtube.com/kidsindanger](http://www.youtube.com/kidsindanger) or visit us on e-learning platforms **Udemy** and **Skillshare**. Stay tuned this fall for more new KID materials, including an informational brochure about our organization and a safe sleep checklist.

## Summer Research & Outreach Events

This summer, Mateo Olvera-Sandoval joined KID through the Summer Links program at the University of Chicago. Mateo has been working alongside KID's Program Director, Carson Gaffney, on a research project assessing the home safety needs of low-income communities. Our goal in collecting this information is to use those findings to inform our messaging going forward. We will create materials that inform our most vulnerable consumers (often low-income children) about product safety in a way that is accessible and accommodates for the needs of these communities.

We kicked off the project with a survey to assess community needs. In August, Mateo and KID program director Carson Gaffney attended the World's Largest Baby Shower in the West Woodlawn neighborhood, an event where single or expectant parents can receive much needed items and resources to help welcome a new child into their family. At this event parents had the opportunity to complete the survey while collecting KID's information on children's product safety. In addition to the Baby Shower, Carson and Mateo have attended health fairs and back to school events across the city to spread KID's life-saving messaging.

# KID Best Friend Award Night

In May KID held our annual Best Friend Award fundraising gala. As 2018 marked KID's 20-year anniversary, we honored KID founders Linda Ginzel and Boaz Keysar. Linda and Boaz founded KID after discovering that the death of their son was not an accident but was the result of a flawed system. Linda and Boaz mobilized their grief into action and founded KID to improve recall effectiveness and educate other parents about the dangers of unsafe children's products.

The KID Best Friend Award Night brings together community leaders, safety advocates, families and KID supporters. The event was our most successful ever as so many people contributed and came to the event to honor the amazing efforts of Linda and Boaz over 20 years. The funds will allow KID to reach our big dreams for the next 20 years – including greater transparency and accountability in product safety – reaching more consumers more quickly with the safety information they need to keep their children safe.



KID Founders Boaz Keysar and Linda Ginzel, with their children Avi, Ely and Tomer.



KID was proud and excited to launch our new website in April 2018. After gathering feedback from parents, caregivers, and KID supporters, we redesigned our site with your needs in mind. Whether you are looking for information on crib safety, need to register a product, or are looking for volunteer opportunities, we hope that [www.KidsInDanger.org](http://www.KidsInDanger.org) will serve as your primary resource for children's product safety. We could not have completed this project without our wonderful webmaster, Matthew Johnson, who went above and beyond to make the KID website the best it could be. We also appreciate the generous support of Rex Chekal and Marjorie Mobley, who volunteered their expertise to help guide us through this process.

## KID Launches New Site



