



CHECKUP ON SAFERPRODUCTS.GOV

FROM MAR 11, 2011 TO DEC 1, 2020



**ANIRUTH
SENTHILKUMAR**

Kids In Danger
May 2021

EXECUTIVE SUMMARY

In August 2008, the Consumer Product Safety Improvement Act of 2008 (CPSIA) was passed after flaws in the product safety system were highlighted. As a result, the U.S. Consumer Product Safety Commission (CPSC), an independent federal regulatory agency tasked with protecting consumers from unsafe products, was required to create a searchable public database of reports filed by consumers, healthcare providers, state government officials, and others regarding incidents with potentially unsafe products. This database was called SaferProducts.gov and launched in March 2011. Consumers and others can file reports about incidents involving products on the website, and after manufacturers are given ten days to respond to the report, it is made public.

This report examines the effectiveness of SaferProducts.gov by focusing on incident reports featuring children's products and involving children 18 years or under. The intent of this report is to analyze trends in the data and provide recommendations for the betterment of SaferProducts.gov.

Main findings of this report include:

- Reports of incidents affecting infants and toddlers (0-2 years) make up almost half of all reports (49%) in this sample. The number of reports decreased dramatically with age.
- Most reports in this sample featured products that were juvenile products (43%), toys (21%), or furniture (13%).
- Sleep products (cribs, bassinets, etc.) were the most reported products (33%) in the juvenile products category.
- There were 82 reports of death, 161 reports of hospital admission, and 471 reports of treatment received from an emergency department in this sample.
- Although this sample consisted of 3,058 juvenile products (nursery products) and 1,507 toys, the CPSC estimates that there were 60,600 injuries pertaining to nursery products and 224,200 injuries pertaining to toy products in 2019. The reports on SaferProducts.gov represent only a fraction of all injuries.
- Manufacturers provided responses to 41% of the reports and responded most frequently to reports featuring children under three years old in this sample.
- From 2012 to 2019 (first and last full years), reports to the database have dropped 55%.
- In this sample, the median time taken to publish a report onto SaferProducts.gov was 30 days and the median time taken to send a report to the manufacturer was 10 days. However, some outliers took over a year to be sent to the manufacturer and/or published.



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KID recommends the following:

- Greater emphasis should be placed on marketing the database to consumers.
- The CPSC should improve the efficiency of the publishing process, perhaps by automation, for incident reports.
- While the data in SaferProducts.gov cannot be analyzed for trends, the CPSC should routinely review the reports in SaferProducts.gov to find emerging or persistent hazard types.

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HOW SAFERPRODUCTS.GOV WORKS

SaferProducts.gov is a publicly available database created by the U.S. Consumer Product Safety Commission (CPSC), an independent federal regulatory agency tasked with protecting consumers from unsafe products that could lead to injury or death. In August 2008, the Consumer Product Safety Improvement Act of 2008 (CPSIA) was passed after flaws in the product safety system were highlighted. As a result, the CPSC was required to create a searchable public database of reports filed by consumers, healthcare providers, state government officials, and others regarding incidents with potentially unsafe products. SaferProducts.gov launched in March 2011. Consumers and others can file reports about incidents involving products on the website, and after manufacturers are given ten days to respond to the report, it is made public.

Incident reports can be submitted through <https://www.saferproducts.gov/IncidentReporting>, email, or phone. Consumers, government agencies, public safety entities, child service providers, healthcare professionals, and medical examiners are all permitted to file reports. The individual/organization filing the report must provide a description of the incident, when it happened (can be an estimated date), a description of the product, description of injury (if any), and contact information. Images of the product and information about the manufacturer, brand, and more can also be provided although it is optional.

METHODOLOGY

KID downloaded the 44,133 reports released between March 11, 2011, and December 1, 2020, on SaferProducts.gov. Reports that did not involve children's products, furniture tip-overs, or products that posed hazards particularly to children were removed. The remaining 7,160 incidents are analyzed in this report.

All the data analyzed was gathered from incident reports submitted to SaferProducts.gov. Further investigations about the products which are the subject of these reports were not examined. Therefore, the incident reports analyzed here only look at the consumer's experience with a product, not official findings of the product's safety.

NOTES ON RESEARCH, DEFINITIONS, AND TERMINOLOGY

Unless otherwise specified, all figures and tables in this report are generated using the sample of 7,160 generated from the methodology specified above. The intent was only to analyze incident reports featuring children's products or products that adversely affect children.

The various product categories referenced throughout this report were based on the pre-made categories that SaferProducts.gov requires a person to choose when filing an incident report. The categories are the following: Baby, Home, Maintenance & Structures, Clothing & Accessories, Kitchen, Containers & Packaging, Personal Care, Drywall, Sports & Recreation, Electronics, Toys & Children.

The juvenile products category referenced in this report contained all products found in the pre-made Baby category created by SaferProducts.gov, as well as strollers and car seats that SaferProducts.gov categorized as toys & children. This was done since strollers and car seats seemed more closely related to nursery products than toys. The other categories remained unaltered.

The age groups referenced in this report are toddlers and infants ages 0 to 2, preschoolers ages 3 to 5, children ages 6 to 14, and teenagers ages 15 to 18.

AGES AFFECTED

The reports were separated into the following age categories: infants and toddlers (0-2 years), preschoolers (3-5 years), children (6-14 years), and teenagers (15-18 years). The choice to divide the children and teenager age groups between 14 and 15 years rather than 12 and 13 years were made since the CPSIA considers children up to 14 years old. As age increased, the number of incident reports generally decreased.

Of the reports examined, 23% did not list the age of the primary victim. Most often, these were reports documenting perceived hazards in a product even though no incident or injury with the product was reported. For example, many consumers filed reports cautioning that certain products did not include child safety caps without witnessing an incident firsthand.

Figure 1: Almost Half of the Reports in the Sample Feature a Victim under 3

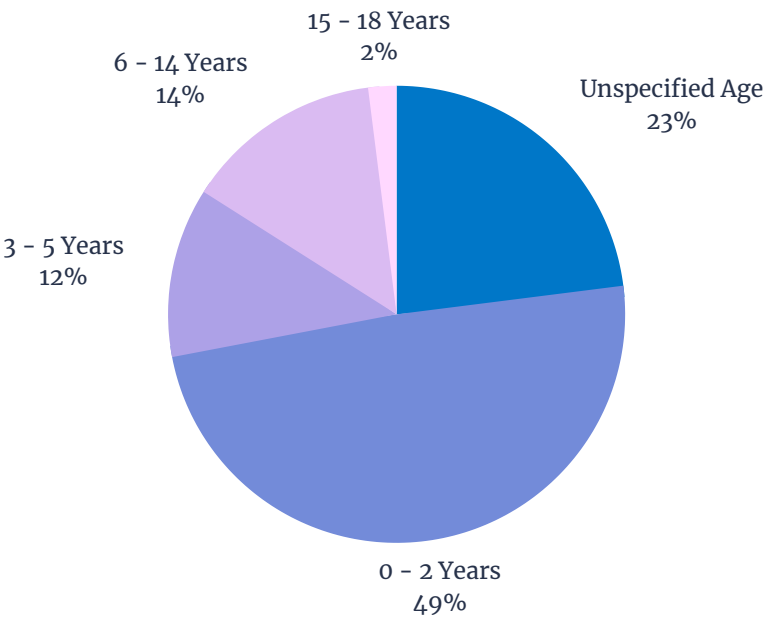
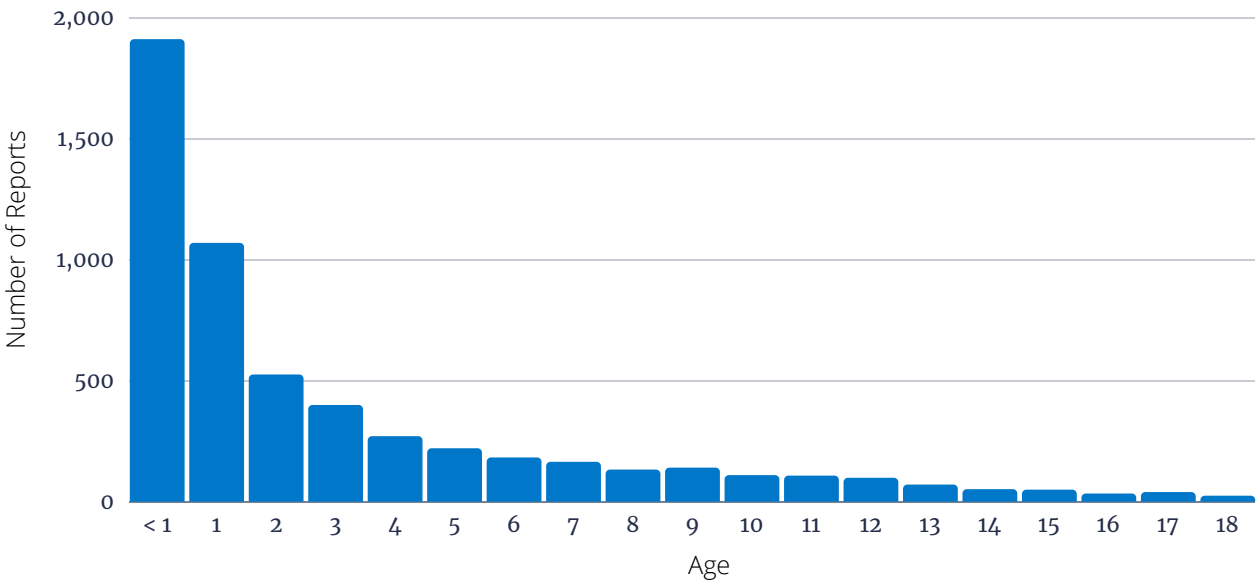


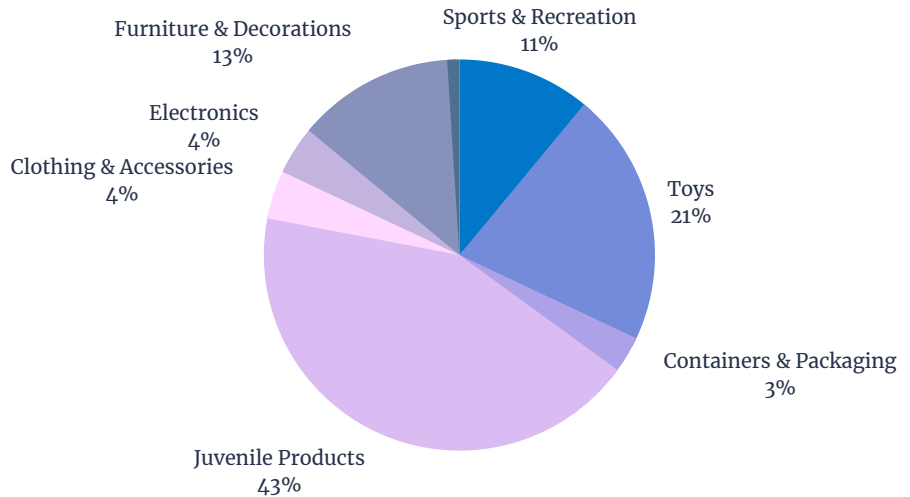
Figure 2: Number of Reports Declined with Age



PRODUCT CATEGORIES

KID divided the SaferProducts.gov reports into categories based on the type of product involved. These categories were largely the same categories that SaferProducts.gov prompts the consumer to choose when filing a report. The categories were clothing & accessories, containers & packaging, electronics, furniture & decorations, hobby, juvenile products, sports & recreation, and toys.

Figure 3. Almost Half of the Incident Reports in the Sample Involved Juvenile Products



The juvenile products category was analyzed further and subdivided into the specific type of juvenile product. The table below details the frequency of reports for each of these products. Products with a noticeably high frequency of reports on SaferProducts.gov include cribs, bassinets/cradles, diapers, and baby strollers.

Table 1: Most Juvenile Products Reported Were Sleep Products

PRODUCT TYPE	COUNT OF PRODUCT TYPE	INCLUDED WITHIN CATEGORY
Sleep Products	1,004	Mattresses, cradles, cribs, pads
Play Products	544	Bouncer seats, exercisers, walkers, jumpers, play centers, playpens, baby swings
Outdoor Products	472	Baby carriers, harnesses, car seats, strollers
Other Products	427	Highchairs, changing tables, gates, slings, wraps, night lights
Feeding Products	316	Baby bottles, nipples, sterilizers, bottle warmers, pacifiers, teething rings
Diapers	233	Diapers
Bathroom Products	62	Baby baths, bathinettes, bathtub seats or rings, potty chairs, or training seats

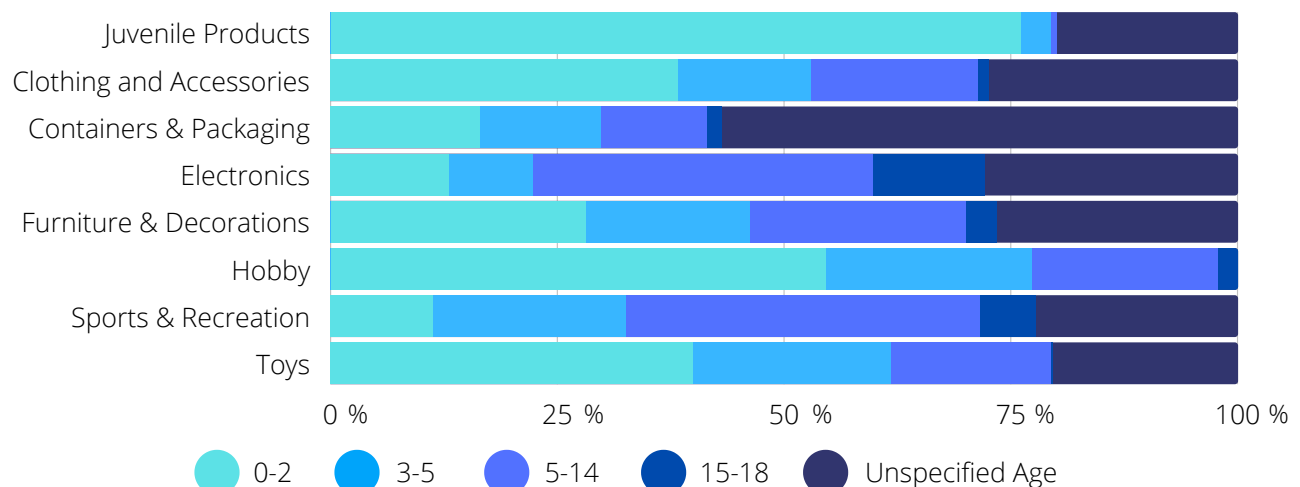
The CPSC provides annual injury statistics for different types of products on its website at <https://cpsc.gov/Research--Statistics/Injury-Statistics>. The CPSC estimated 60,600 injuries pertaining to nursery products among children younger than 5 in 2019 in a paper titled *Injuries and Deaths Associated with Nursery Products Among Children Younger than Age Five*. This report's sample from SaferProducts.gov only includes 3,058 reports of nursery products (juvenile products) from 2011 to 2020.

The CPSC also estimated 224,200 injuries pertaining to toys in 2019 in a paper titled *Toy-Related Deaths and Injuries Calendar Year 2019*. The sample from SaferProducts.gov only shows 1,507 reports from 2011 to 2020. The reports filed on SaferProducts.gov represent only a fraction of overall injuries. This highlights that the website is extremely underused and that efforts can be made to spread awareness to consumers regarding this resource.

VICTIM'S AGE COMPARED TO PRODUCT CATEGORY

In comparing the age of the victim to different product categories, the following trends were discernible. In reports where the victim was an infant or toddler (0-2 years) most of the products reported were juvenile products or toys. For preschoolers (3-5 years) and children (6-14 years), most reports featured products in the categories of toys, sports & recreation, or furniture & decorations. For children (6-14 years) a noticeable percentage of reports featured electronics products. Teens (15-18 years) seemed to be most affected by electronics, furniture & decorations, and sports & recreation products.

Figure 4: Ages Affected by Each Product Category



The figure above depicts the distribution of age within each product category as a percentage of the number of reports in each category.

The largest grouping of products reported were juvenile products where the primary victim was between 0-2 years old. There were 2,325 reports of this sort. The infant and toddler (0-2) age group was also the largest age group in the sample, featuring 3,496 reports. However, 1,626 reports had an unspecified age of the victim, 610 of which featured a juvenile product.

Table 2: Number of Reports by Age and Product Category

	0-2 YEARS	3-5 YEARS	6-14 YEARS	15-18 YEARS	UNSPECIFIED
Juvenile Products	2,325	103	19	1	610
Clothing & Accessories	123	47	59	4	88
Containers & Packaging	31	25	22	3	107
Electronics	42	30	121	40	90
Furniture & Decorations	259	167	219	32	245
Hobby	24	10	9	1	0
Sports & Recreation	90	170	311	49	178
Toys	602	328	266	3	308

SEVERITY OF INJURY

The 7,160 reports were also analyzed for the severity of injury reported. Most reports stated that there was an incident; however, no person was injured. When “No Incident, No Injury” was reported, the person filing the report expressed their concern for the dangers of a certain product without experiencing an incident or injury firsthand.

82

reports of death

161

reports of hospital
admission

Table 3: Most Reports Featured an Incident but No Injury

LEVEL OF INJURY	NUMBER OF REPORTS
Incident, No Injury	3,435
Injury, First Aif Received by Non-Medical Professional	1,026
Injury, No First Aid or Medical Attentions Recieved	857
Injury, Seen by Medical Professional	471
Injury, Emergency Department Treatment Recieved	427
No Incident, No Injury	299
Unspecified	209
Injury, Level of Care Not Known	194
Injury, Hospital Admission	161
Death	82

MANUFACTURERS

The top 20 most reported manufacturers accounted for 2,314 reports or about 30 percent of all reports in the sample. Fisher-Price was reported more frequently than any other manufacturer/brand, with its Rock ‘n Play Sleeper being reported most frequently of all its products.

Table 4: The 20 Most Frequently Reported Manufacturers Made up 30% of all Incident Reports in the Sample

	MANUFACTURER	ASSOCIATED BRANDS	FREQUENTLY REPORTED PRODUCTS	NUMBER OF REPORTS
1	Fisher-Price Brands	Fischer-Price	Bassinets & Cradles	500
2	Kids II, Inc	Baby Einstein, Bright Starts, Ingenuity, Oball, Disney Baby	Baby Exercisers	237
3	The Proctor & Gamble Company	Pampers, Luvs	Diapers	195
4	IKEA North America Services, LLC	IKEA	Desks, Cribs, Cabinets	123
5	Summer Infant	Summer Infant, Carter's, SwaddleMe	Baby Gates, Baby Baths, Cribs	116
6	Lajobi,Inc	Graco, Babi Italia	Cribs	115
7	Newell Rubbermaid Inc.	Graco	Baby Strollers, Playpens, Portable Baby Swings	89
8	Evenflo Company, Inc.	Evenflo	Baby Exercisers, High Chairs, Baby Gates	86
9	Sportspower Ltd	Sportspower, Bounce Pro	Trampolines	83

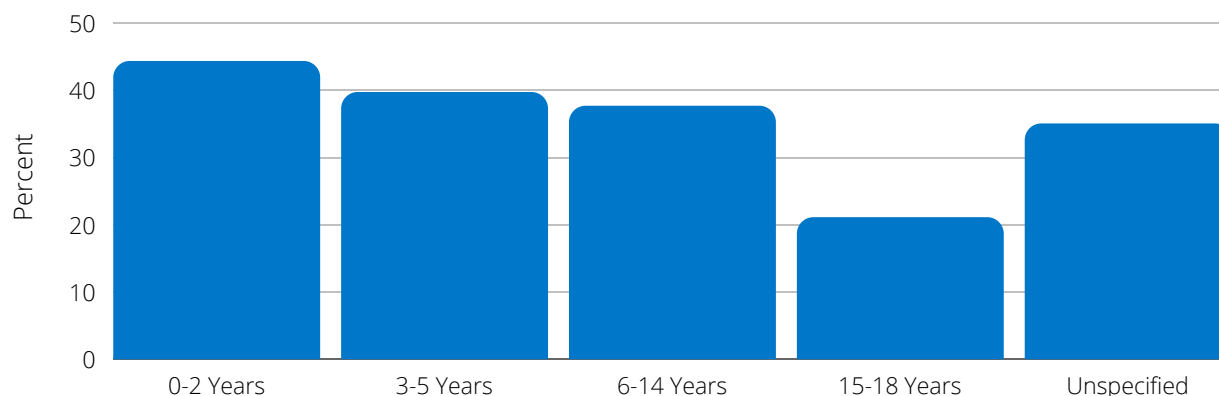
	MANUFACTURER	ASSOCIATED BRANDS	FREQUENTLY REPORTED PRODUCTS	NUMBER OF REPORTS
10	Delta Enterprise Corp	Delta, Delta Children	Cribs	79
11	Toy's R Us	Toys "R" Us, Babies "R" Us	Pretend Toys, Day Wear, Dolls, Plush Toys, and Action Figures	78
12	Pacific Cycle, Inc	Schwinn, Roadmaster, Mongoose, Pacific Cycle, Instep	Baby Strollers, Bicycles and Accessories	77
13	Safety 1st	Safety 1st	High Chairs, Baby Walkers or Jumpers	75
14	Dorel Juvenile Group	Eddie Bauer, Costco	High Chairs, Playpens	71
15	Walmart Stores Inc.	Spark Create Imagine, Kid Connection, Parent's Choice, Mainstays	Dolls, Plush Toys, and Action Figures, Diapers	68
16	Baby Trend, Inc	Baby Trend	Baby Strollers, Playpens	67
17	VTech Electronics NA, LLC	VTech	Infant & Toddler Play Centers, Toys	66
18	Learning Curve Brands, Inc.	Bumbo, The First Years, Learning Curve	Chairs, Pacifiers or Teething Rings	66
19	Amazon.com LLC	Moon Love, Boonafit, DreamWorks	Desk Supplies	64
20	Target	Target, Cat & Jack, Circo	Day Wear, Footwear, Attached Highchair	59

MANUFACTURER COMMENTS

SaferProducts.gov provides manufacturers the opportunity to respond to consumer incident reports filed through the website. Forty-one percent of incident reports that were analyzed featured any manufacturer response.

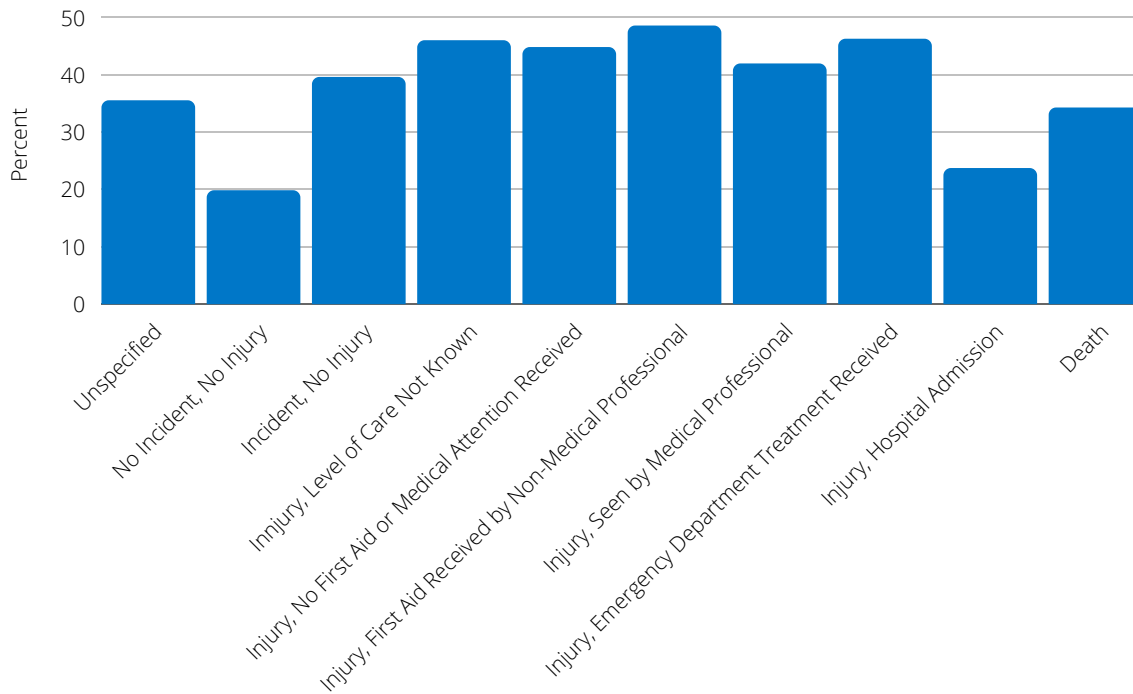
There also appears to be an inverse relationship between the likelihood for a manufacturer to comment and the age of the primary victim. As the age of the victim specified in the reports increased, there were fewer responses from manufacturers. For preschoolers (0-2), the rate of manufacturer response is 44%, slightly higher than the overall average. However, for reports where the victim was a teenager (15-18), the response rate fell to 21%.

Figure 5: Manufacturers Responded to Less than Half of Reports for All Age Groups



Manufacturers responded most frequently to incident reports. The victim received first aid from a non-medical professional and least frequently to cases where no incident or injury was reported. Manufacturers responded less frequently to reports involving hospital admission or death than reports that involved less severe injuries.

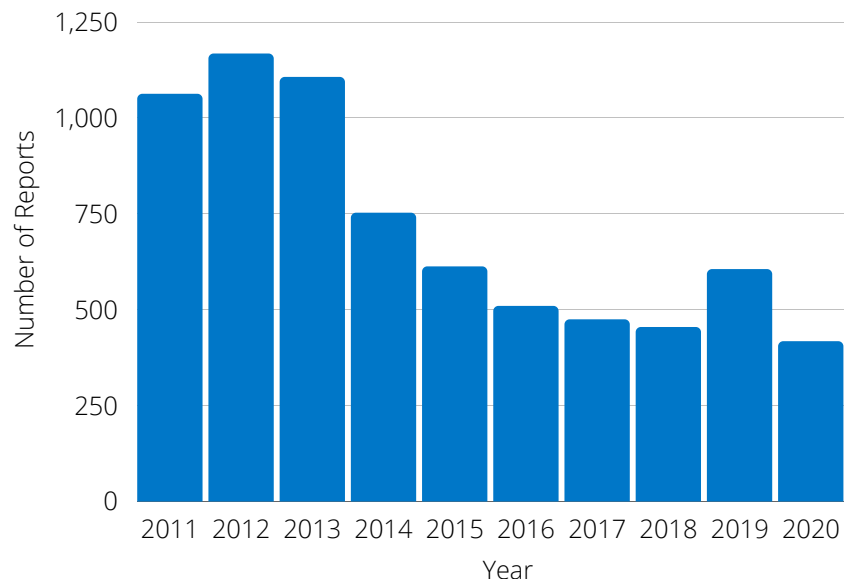
Figure 6: Injury Severity and Manufacturer Response Rate



USE OF SAFERPRODUCTS.GOV

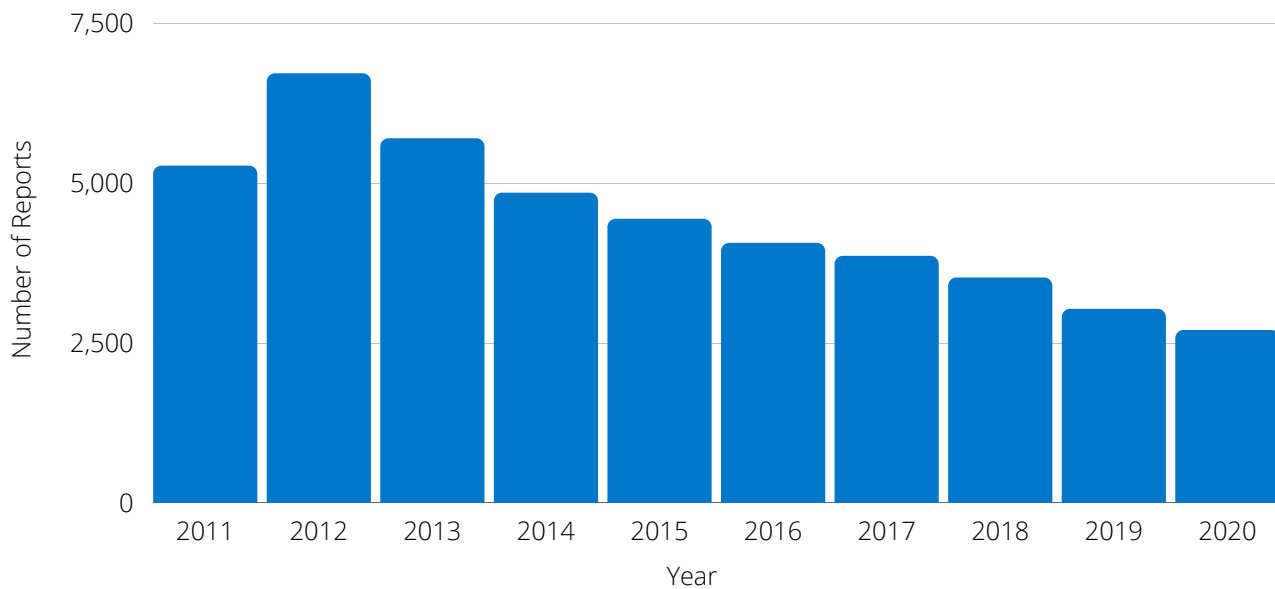
The number of reports filed per year on SaferProducts.gov has consistently decreased since 2012. In the sample of incident reports looked at in this analysis, most incident reports were published in 2012, the first complete year since the debut of SaferProducts.gov in March 2011. There is a noticeable trend of fewer reports being filed each subsequent year, except for a small spike in 2019. There were only 417 reports from 2020, compared to the 1,167 reports from 2012. However, it is unknown how many reports are filed that are not posted.

Figure 7: Number of Incident Reports Decreased Over Time in the Sample



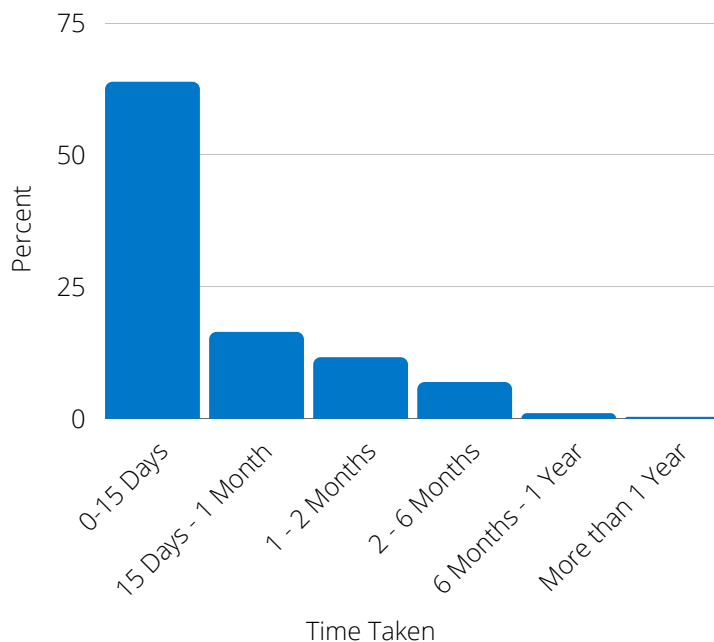
KID also analyzed the entire collection of incident reports on SaferProducts.gov from March 11, 2011, to December 1, 2020, in the case that this sample of children's products was not reflective of the overall use the website. This collection included 44,133 incident reports and included many different types of consumer products. However, the same downward trend was seen here, suggesting that SaferProducts.gov is grossly underutilized, and not enough has been done to increase consumer awareness about the site.

Figure 8: Number of Incident Reports Decrease Over Time for All Incident Reports Submitted to SaferProducts.gov



TIME AND REPORTS

Figure 9: The Majority of Reports Took Less than 15 Days to be Sent to Manufacturer



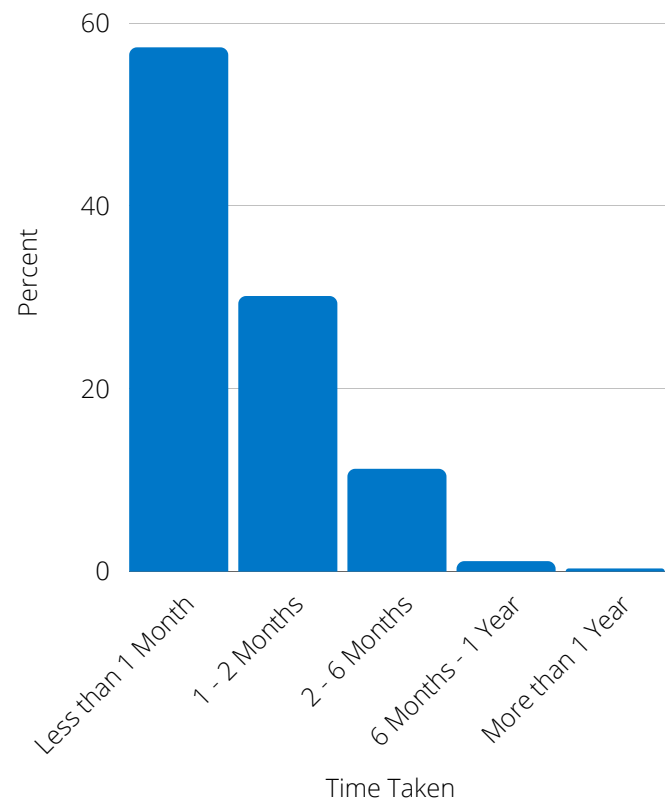
SaferProducts.gov sends consumer incident reports to manufacturers to provide the opportunity for them to comment. The CPSC is required to do this within 15 days. While the median time taken was 10 days, the distribution shows a strong right skew from many reports that took considerably longer. The mean number of days taken was 26. Over 200 reports took over 100 days for SaferProducts.gov to send to the manufacturer.



The median number of days between the time of reporting and time of publishing was 30. However, the data was strongly right-skewed. There were 351 reports that took over 100 days to publish. One report took 900 days to get published from its initial report date. The product featured was a patio swing where a 2-year-old girl was admitted to the hospital. It was reported in 2016 and was sent to the manufacturer and published in 2018. The description of the incident is the following:

“A 2-year-old child sustained injuries matching the design of the swing and narrow 5 to 3-inch opening in the front to rear, side leg support bar and back of the swing seat. The child was small enough to hang over the side support bars but unable to get out of the narrow side support bar and sloping heavy steel frame blocking her retreat from the entrapment.”

Figure 10: The Majority of Reports Took Less Than 1 Month to Publish



CONCLUSION

SaferProducts.gov serves a vital function to provide both a place for consumers and others to report incidents with consumer products and to provide data to consumers and others about potential hazards of products that might be in their homes or that they are seeking to purchase. Its requirements for detailed information help to ensure CPSC has what it needs to investigate and take action. However, it is a sorely undermarketed and underutilized resource.

KID recommends the CPSC:

- Develop and implement a plan to increase awareness and use of the database by the public, as well as healthcare professionals and other permitted reporters, through outreach and training.
- Market the site more widely both to generate reports and allow consumers to research products.
- Release an annual report evaluating the trends in harm posed by products in the database. Reports on specific injury patterns or products generated from the data would be an excellent way for CPSC to highlight the database and provide useful information to consumers to keep children safe.
- Update recall information on all posts.
- Improve the time it takes to get all reports posted on the site.
- Consider ways to get recall information from other sources in the correct format and with the information needed to include it in the SaferProducts.gov database.
- Determine ways to get more reports included in the database. As many as 50% of reports are not posted in the database.