

Dear Friends,

This year, spring really feels like spring as we begin to get out in the world again with reduced COVID cases and restrictions. KID's work is growing too. I made my first trip back to Washington, DC to work with our allies on strengthening children's product safety through legislation on furniture tip-overs, safe sleep and more.

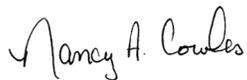
In this newsletter you'll see pictures from our production days for the **KID Design Safety Toolkit**. The Toolkit will help entrepreneurs and product designers integrate safety into their designs for children's products right from the start. It was an amazing few days reconnecting with colleagues and hearing their wealth of knowledge we are incorporating into the toolkit. Stay tuned for more news later this spring. Thanks to all the experts who have donated their time and energy to developing the project and thanks to support from Amazon and Breathable Baby for making it possible.

Dev Gowda, KID's Assistant Director, and I traveled to Maryland in February for the first **International Consumer Product Health and Safety Organization** symposium since March 2020 when we were just learning about the pandemic. Again, it was energizing to be together with product safety professionals in person after such a long stretch.

KID is also continuing our outreach efforts to give all parents and caregivers the tools they need to keep their children safe. If you know a group that would like to learn more, please reach out to Sahiti Pidaparti, KID's Program Associate at sahiti@kidsindanger.org.

And we are again looking forward to welcoming friends and supporters to the Gleacher Center in Chicago for our **2022 Best Friend Award Night**. We are especially excited for the opportunity to honor **Parents Against Tip-Overs (PAT)** with our 2022 KID Best Friend Award for their advocacy and leadership in preventing furniture tip-overs. I hope many of you who know of (or want to learn about) the amazing work that PAT has done to keep all children safe from dangerous tip-overs will join us as guests and sponsors – you can learn more inside.

Happy spring to you all.



Nancy Cowles, Executive Director



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.



ADVANCES IN ADVOCACY

KID has been working with our coalition partners to advocate at the national level in support of several life-saving bills.

In November, the **Stop Tip-overs of Unstable, Risky Dressers on Youth (STURDY) Act (S.441)**, was reintroduced in the Senate with amended language that encourages innovative design by furniture manufacturers. The original version of the bill passed in the U.S. House with bipartisan support. The language change in the new version is widely supported by parents' groups, consumer and medical advocates, and retailers. The STURDY Act would require the **U.S. Consumer Product Safety Commission (CPSC)** to create a strong mandatory standard to prevent tip-over incidents involving clothing storage units such as dressers, chests, and bureaus. According to a recent CPSC report, there were 472 tip-over fatalities since 2000 involving children, accounting for 81% of all tip-over deaths. Work continues to build support for this vital legislation.

KID is working to pass the **Safe Cribs Act (S.1259)** in the Senate which would ban padded crib bumper pads. Its companion bill in the U.S. House, the **Safe Sleep for Babies Act of 2021 (H.R.3182)** which would ban both padded crib bumper pads and infant inclined sleep products, passed in a bipartisan vote. KID also supports **Reese's Law (H.R.5313 and S.3278)** to protect children from button batteries. Named after Reese Hamsmith who died when she was 18 months old after ingesting a button battery, the bill would require the CPSC to create a safety standard to mandate child-resistant closures on products that use button batteries and warning labels on these products cautioning consumers about the dangers of battery ingestion.

In January, the CPSC voted unanimously to develop a final rule to address furniture instability. The current voluntary standard for furniture is weak and is not effective to prevent tip-overs. The CPSC also voted unanimously to publish a finalized rule for crib mattresses. The new rule includes aftermarket mattresses and will require them to adhere to the same rules as the original mattress that was sold with a play yard or crib. The rule will also require a firmness test for all mattresses sold for cribs, as soft surfaces have been linked to infant deaths. A flat, firm sleep surface is key to safe infant sleep, and the presence of soft mattresses and supplemental mattresses on the market can confuse consumers and leads to unsafe sleep environments and deaths.

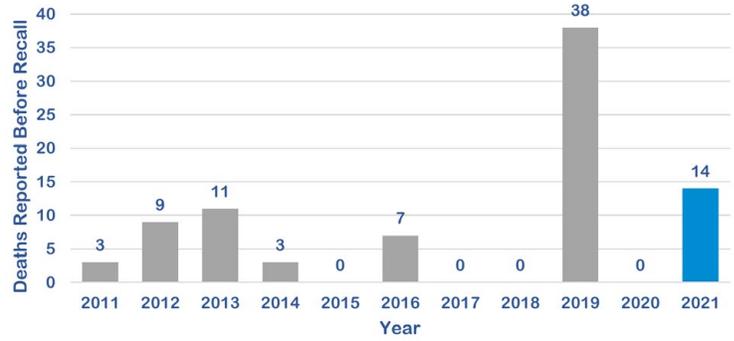
RECALL RESEARCH

Since 2002, KID has released an annual report analyzing children's product recalls. This year's report examines trends in products recalls in 2021 and recall effectiveness. Sadly, the number of deaths (14), injuries (136), and incidents (6,058) before recalls increased dramatically since 2020. This year accounted for the second highest number of deaths since 2011, most of which were associated with two nursery products, the Boppy Newborn Loungers and Fisher-Price 4-in-1 Rock 'n Glide Soothers. The highest number of deaths prior to recall was in 2019 (38), also largely associated with nursery products (primarily due to the Fisher-Price Rock 'n Play sleeper).

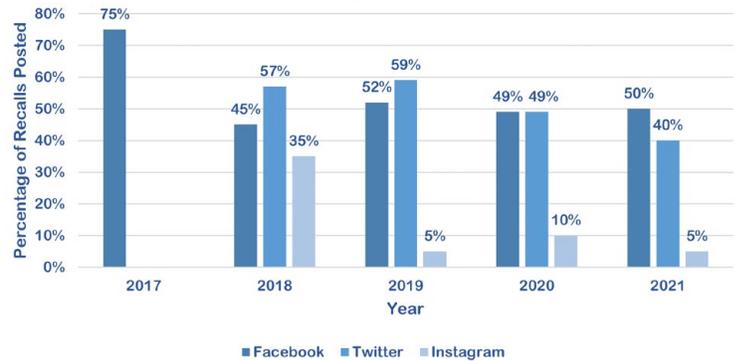
Additional findings from the report include:

- Adult desk toys containing small magnets, Zen Magnets and Neoballs Magnets, accounted for the most units recalled in 2021 with 10 million units recalled.
- Clothing accounted for the highest number of recalls in 2021 (16) accounting for 26% of all children's products recalls. Most clothing recalls last year were sleepwear and were recalled due to flammability or choking hazards.
- Social media usage by the CPSC and recalling companies to alert consumers about recalled products has remained low. In 2021, the CPSC posted 50% of children's product recalls on Facebook, 40% on Twitter, and only 5% on Instagram. Recalling companies' posts on social media were also low – 44% on Facebook, 32% on Twitter, and 22% on Instagram. Note that KID tracks Instagram posts, not stories, and while the CPSC and recalling companies may post recalls as stories, it would be better for them to also announce recalls as posts since they will be on their pages longer than 24 hours.

Increase in Deaths Reported Prior to Recall in 2021



CPSC Social Media Usage for Recalls Remains Low



KID urges policymakers to ban small high-powered magnets to protect children from life-threatening injuries and death. Congress should pass the Sunshine in Product Safety Act which would repeal the current gag order placed on the CPSC which prevents the agency from disclosing life-saving product safety information to the public.

Transparency must also be improved. The CPSC and recalling companies need to prioritize recall effectiveness. Every recall should be posted on social media in addition to other measures to increase the likelihood recalled products are removed from use. Congress should provide adequate funding for the CPSC to fulfill its mission. Read the full report at www.kidsindanger.org/research.

CONSUMER PRODUCT SAFETY CONFERENCE



In February, KID staff attended the **International Consumer Product Health and Safety Organization (ICPHSO)**'s Annual Meeting in Maryland. Nancy Cowles moderated a panel called **"Collaborating on Legislative Efforts"** including Brett Horn of PAT, Tracey Kelly of IKEA, and Syd Terry, Chief of Staff to U.S. Rep. Jan Schakowsky. The panel provided insight about the work being done on the STURDY Act and how different stakeholders – consumers, parent-advocates, industry, and lawmakers – can work together on legislation. KID also had an exhibit booth to talk to conference goers about our new **KID Design Safety Toolkit**.

KID 2022

Best Friend Award Night



Honoring:

**PARENTS
AGAINST
TIP-OVERS
(PAT)**

Thursday, May 26, 2022

AT THE GLEACHER CENTER IN CHICAGO

BEST FRIEND AWARD NIGHT

KID's annual Best Friend Award (BFA) Night will be on Thursday, May 26, 2022, from 6-8:30pm at the Gleacher Center in Chicago. The event will also be live streamed for those who can't attend in person. Our annual BFA Night marks KID's progress, honors the memory of Danny Keysar and other victims of unsafe children's products, and celebrates champions of children's safety. The BFA Night is KID's premier annual fundraising event, and the proceeds support our lifesaving programs year-round.

We are delighted this year to honor Parents Against Tip-Overs (PAT). The organization was started by parents of young children who have lost their lives from a tip-over incident and has been an ally to KID over the years to push for changes in child product safety. PAT's mission to strengthen tip-over prevention through advocacy work and by educating others has played a significant role in advancing The STURDY Act and in getting the CPSC to move forward with a strong rule that will make dressers safer.

Join us for a fun evening with drinks and small bites from Wolfgang Puck Catering, live music, wine toss, auction, and raffle. Please contact nancy@kidsindanger.org if you would like to show your support for KID, PAT, and children's product safety by sponsoring this event. Sponsorship gives you or your company visibility to our wide circle of friends and supporters both in Chicago and around the nation.

Visit www.kidsindanger.org/events or text "BFA22" to 243725 to purchase event and raffle tickets, and to start bidding on our silent auction prizes. Be on the look out for a formal invitation.

KID DESIGN SAFETY TOOLKIT

KID has been developing the **KID Design Safety Toolkit**, a brand-new tool designed to provide children's products companies with the information and tools they need to design, develop, and market products more safely. The Toolkit will contain a series of interactive online instructional modules that uses research, product examples, and real-life situations to help entrepreneurs, designers and companies integrate safety into their design and development process. KID's initiative will help reduce product risk and improve child safety by addressing children's product safety issues up-front, before products hit the market. Here are some behind-the-scenes photos when we filmed panels for the Toolkit in Chicago. We will be releasing the Toolkit (free of charge) later this year.



116 West Illinois Street
Suite 4E
Chicago, IL 60654
312-595-0649
email@kidsindanger.org
www.kidsindanger.org



INTERN UPDATE

This spring, KID hosted a large team of dedicated interns and volunteers. All our interns continued to be adaptable and innovative as they worked on a wide array of projects from home. They created social media posts, drafted blogs, and helped outreach efforts. Their work has gone above and beyond to help KID in our mission to fight for children's product safety. If you or someone you know is interested in interning or volunteering with KID, please contact us at sahiti@kidsindanger.org.

DONOR NOTES

KID received grants from The Turano Foundation (\$5,500) for outreach and education and from Amazon (\$100,000) & Breathable Baby (\$4,000) for the development of the KID Design Safety Toolkit.

KID raised over \$47,000 in year-end donations including on Giving Tuesday. Special thanks to Linda Ginzel & Boaz Keysar (\$10,000), France LeClerc and Richard Thaler (\$2,500), Underwriters Laboratories (\$2,500), Susan Goldin-Meadow (\$2,500), Eugene and Sally Fama (\$2,000), and Kristine Mako (\$1,500).

KID received matching gifts from Abbott Laboratories, Aon Foundation, Boeing Company, GivingForce Foundation, Nuance, Samsung Electronics America, Sargent & Lundy, and Zoller Swanson & Co. Matching gifts are a great way to increase the impact your gift to KID has on our lifesaving work.

KID received tribute donations in memory of Myung Ja Ginzel, Danny Keysar, Tanielle Miller, Mary Ann Opperman, Kathleen Fowler, Ellie Davis, Dr. William Meadow, Renato Turano, Verna Love, Lewis Goodkin, and Edward J. Meszaros.

We also received tribute donations in honor of Linda Ginzel, Boaz Keysar, Naomi Rose Tinsley-Cowles, Judy Sage, Adrian Wesolowski, Joseph Edward Shannon, Max Candogan, Tom Jacobson & Susan Arnold, and Nancy Cowles.

Thank you to all our funders and donors. You make our work possible.