



# CHECKUP ON SAFERPRODUCTS.GOV

FROM MARCH 2011 TO JULY 2023

# Executive Summary

This report examines the effectiveness of SaferProducts.gov by reviewing 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 Report

- Reports of incidents involving infants and toddlers (0-2 years) make up more than half of all reports in this sample. The number of reports decreased dramatically with age.
- Most reports in this sample featured products that were nursery products (47%) or toys (22%).
- Sleep products (cribs, bassinets, etc.) were the most reported products (31%) in the nursery products category.
- There were 110 reports of death, 179 reports of hospital admission, 512 reports of treatment received from an emergency department, and 539 additional reports of injuries requiring medical treatment in this sample.
- Although this sample consisted of 3,643 nursery product incident reports, the CPSC estimates that there were 53,000 injuries pertaining to nursery products, among children younger than five years of age, in 2021 alone. The reports on SaferProducts.gov represent only a fraction of all injuries. \*note these are not representative in the same way NEISS data is since they are self-reported\*
- Manufacturers provided responses to 40% of the reports and responded most frequently to reports featuring children under three years old.
- From 2012 to 2020 (the first and last full years), reports to the database have dropped 53%.

## KID recommends the following:

- Greater emphasis should be placed on marketing the database to consumers.
- 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 including outreach and training.
- From CPSC's past reporting on SaferProducts.gov, less than 50% of received reports are included in the database, including a notably small portion of injuries and incidents that could be reported. Prioritize developing new ways to get more reports included in the database and add more reports from the public. For example, feeding in reviews from other websites into the database.
- Improve the time it takes to get all reports posted on the site. KID noticed reports were generally posted between 16 days to 1 month of being filed, although there were many instances where the process extended to over a year, and remarkably, even beyond five years for one case. This delay can be attributed to the substantial gap between the date when manufacturers receive the reports and the eventual publication date. KID recommends that CPSC reexamines the time it grants manufacturers to investigate the report before posting, so that consumer safety is not jeopardized by the delay.
- Update recall information on all posts in the website and do a yearly analysis of the percentage of reports from products that have already been recalled across different product categories. This can help the CPSC investigate if there are any trends in product categories or companies that have a low recall turnout, and implement solutions to remove dangerous products from use.
- 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.
- Encourage manufacturers to respond to incident reports.

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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 product incidents 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 [www.saferproducts.gov/IncidentReporting](http://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 or 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 54,675 reports released between March 2011 and July 2023, 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 7,739 incidents are analyzed in this report. \*Note on years: When comparing data across a range of years, KID utilized the first complete fiscal year of reported data (from March 2011 to February 2012) as the baseline for 2011, and so on for following years. This fiscal year system was used to compare full annual cycles only. Reports from February 2023 to July 2023 were still included in the overall sample, but not used when comparing data across multiple years as seen in the graphics.\*

All data was gathered from incident reports submitted to SaferProducts.gov. Further investigation about the products which are the subject of these reports was 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 based on the sample of 7,739 generated from the methodology specified above. The intent was to analyze incident reports featuring children's products or products that overwhelmingly adversely affect children.

The various product categories referenced throughout this report were based on the existing categories that SaferProducts.gov requires a person to choose when filing an incident report. KID has further divided the product categories into the following: Clothing, Furniture, Household, Nursery, Outdoor & Sports, Toy, and Miscellaneous.

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.

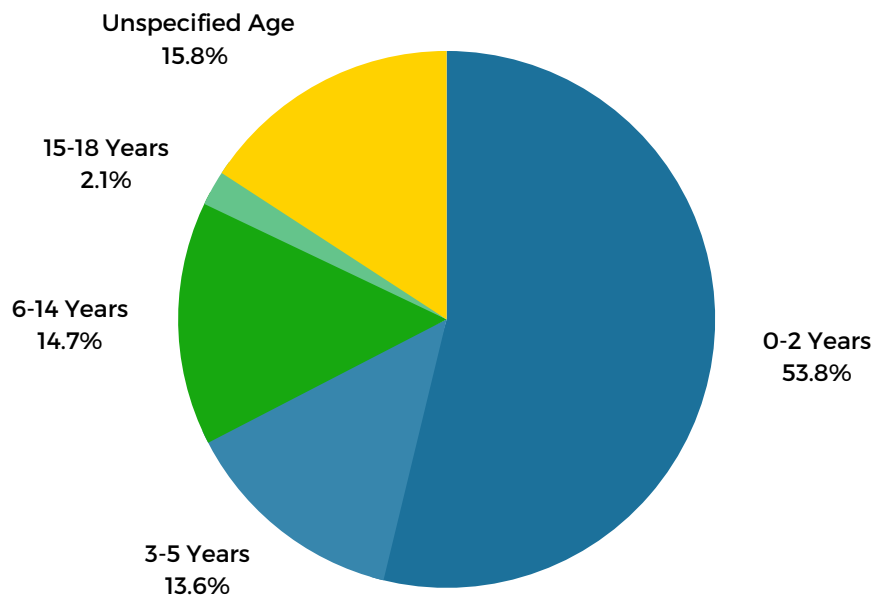
## Ages Affected

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, was made since the CPSIA considers children up to 14 years old. As age increased, the number of incident reports generally decreased.

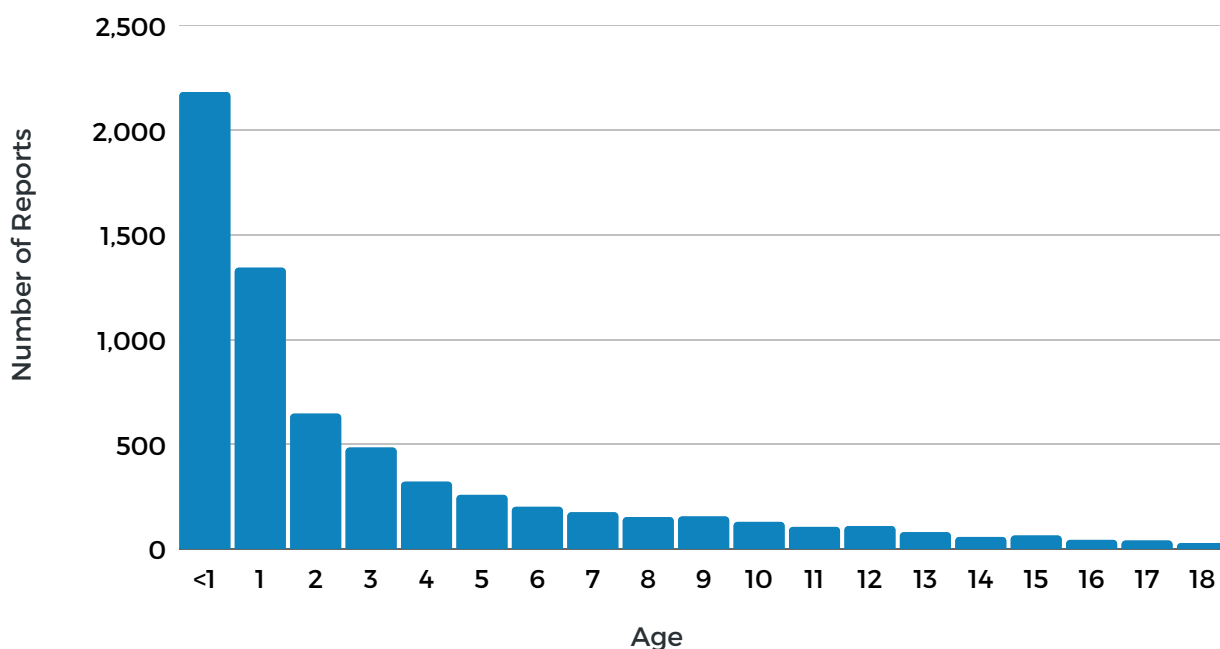
It is important to note that there are some reports within the data that are incomplete, such as leaving the age of the victim unspecified or leaving other categories in the report blank.

These unspecified age reports typically featured an incident with no injury. For example, many consumers filed reports cautioning that certain products did not include child safety caps without experiencing an injury firsthand.

**Figure 1: More Than Half of the Reports Involved a Victim Under the Age of 3**



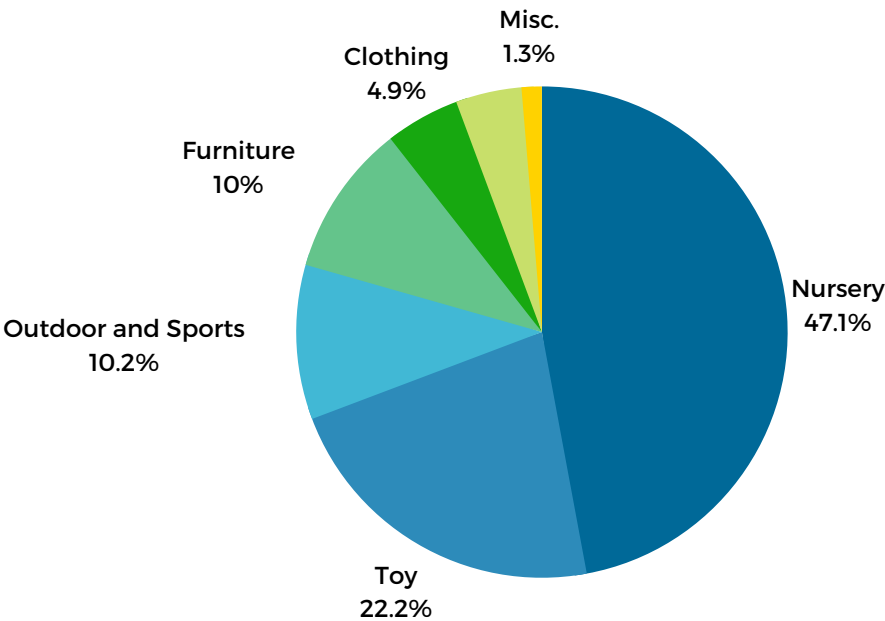
**Figure 2: Number of Reports Declined with Age**



# Product Categories

KID divided the SaferProducts.gov reports into categories based on the type of product involved: clothing, furniture, household, nursery, outdoor and sports, toys, and miscellaneous. These were based on the categories that SaferProducts.gov prompts the consumer to choose when filing a report.

## Nursery Products Accounted for the Highest Amount of Reports



In a recent report by the CPSC, there were an estimated 53,000 emergency department-treated injuries, associated with nursery products, among children younger than five years of age in 2021, alone. The sample from SaferProducts.gov only shows 3,643 reports pertaining to nursery products from 2011-2022. The filed reports represent only a fraction of overall injuries.

The nursery products category was analyzed further and subdivided into the specific type of 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: Sleep products are the most reported nursery products

Product Subtype:	Count:	Included within Category:
Sleep Products	1,315	Mattresses, bassinets, cradles, cribs, pads, play yards
Nursery Equipment (seats)	589	Bouncer seats, exercisers, walkers, jumpers, play centers, baby swings
Outdoor Products	592	Baby carriers, harnesses, car seats, strollers
Feeding Products	335	Baby bottles, nipples, bottle warmers, sterilizers
Diapers	251	Diapers
Bathroom Products	87	Baby baths, bathinettes, bathtub seats, potty chairs, training seats
Nursery Equipment (others)	474	High chairs, changing tables, gates, slings, wraps, pacifiers, teething rings

## CRIB BUMPER PADS

While crib bumper pads may seem harmless, decorative, or even necessary addition to safeguard a baby, they actually present serious dangers, including the risk of suffocation, entrapment, strangulation, and choking hazards. CPSC Commissioner Elliot Kaye found that 107 deaths and 282 non-fatal incidents related to crib bumper pads were reported in the U.S. between January 1990 and March 2016.

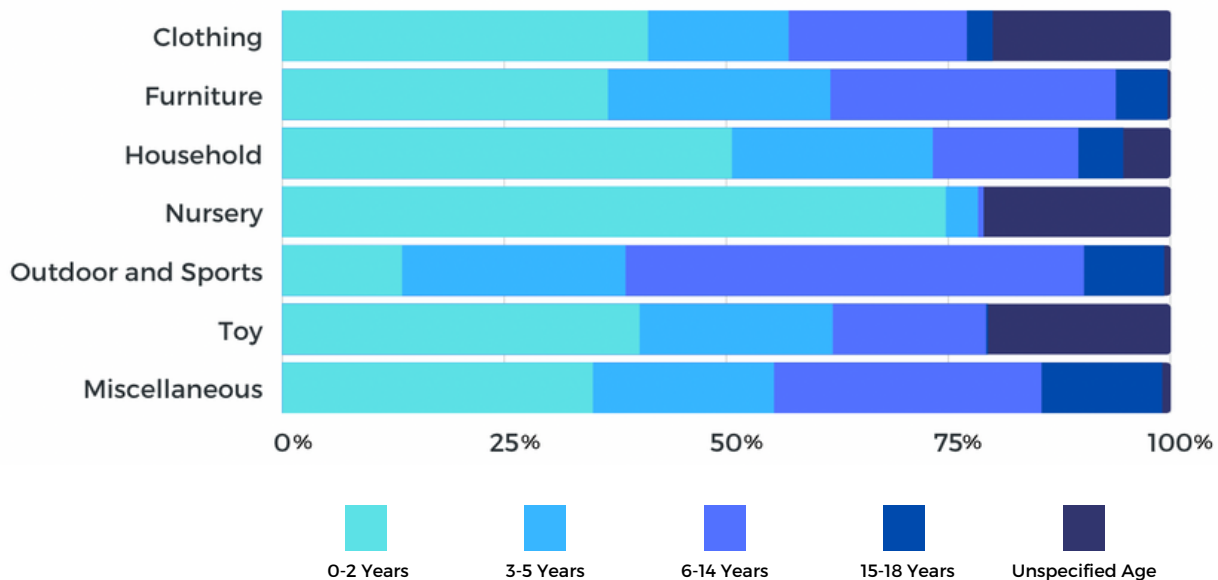


Pictured: NO1 and NO2 crib bumpers. Image taken from CPSC recall post

# Age Compared to Product Category

In reports where the victim was an infant or toddler (0-2 years), most of the products reported were nursery products or toys. For both preschoolers (3-5 years) and children (6-14 years), most reports featured toys, furniture, or outdoor and sports equipment. Teens (15-18 years) were most affected by outdoor & sports equipment and furniture.

**Figure 4: Ages Affected by Each Product Category**



The largest number of cases, 4,162 cases, affected infants and toddlers. Of these, 2,720 reports concerned nursery products – the largest number of cases across all age groups and product categories. However, 1,426 reports had unspecified ages of the victims, most falling within the furniture category (429).

Some reports featured a nursery product (typically manufactured for and used by infants and toddlers) incident being reported for a 6 to 14-year-old child, as well as one report for a 15-year-old girl. Of these reports (24), most featured an incident, but no injury, with night lights being the leading cause. Night lights, typically classified as a nursery product, were seen posing burn hazards to older children using them (the 15-year-old girl and several other children between the ages of 6 to 10).

**Table 2: Number of Reports by Age and Product Category**

	0-2 Years	3-5 Years	6-14 Years	15-18 Years	Unspecified Age	Total
Clothing	156	60	76	11	76	379
Furniture	284	194	249	45	3	775
Household	170	76	55	17	18	336
Nursery	2,720	132	23	1	767	3643
Outdoor and Sports	106	198	406	71	6	787
Toy	690	373	296	4	353	1716
Miscellaneous	36	21	31	14	1	103
<b>Total</b>	<b>4,162</b>	<b>1,054</b>	<b>1,136</b>	<b>163</b>	<b>1,224</b>	<b>7739</b>

## Severity of Injury

All of the reports were also analyzed for the severity of the injury reported. These categories included an incident with no injury, an injury with first aid being received by a non-medical professional, an injury with no first aid or medical attention being received, an injury needing to be seen by a medical professional, an injury with emergency treatment being received, no incident with no injury, an injury with the level of care unknown, an injury with hospital admission being needed, death, or unspecified.

Most reports stated that there was an incident with no injury (46% of all reports). Two percent of reports in the sample (161) did not specify the level of injury to the subject and four percent (348) reported no incidents or injuries. These reports typically featured a consumer warning of a potential safety hazard in the child's product.

**Table 3: Most Reports Featured an Incident but No Injury**

Level of Injury:	Number of Reports:
Incident, No Injury	3,559
Injury, First Aid Received by Non-Medical Professional	1,181
Injury, No First Aid or Medical Attention Received	951
Injury, Seen by Medical Professional	539
Injury, Emergency Treatment Received	512
No Incident, No Injury	348
Injury, Level of Care Not Known	199
Injury, Hospital Admission	179
Unspecified	161
Death	110

110

reports of death

179

reports of hospital admission

## Manufacturers

KID looked at the top 20 most reported manufacturers since 2011, splitting the data into two tables to represent the first half (2011 through 2016) and the latter half (2017 through 2022). Fisher-Price and KIDS II accounted for the most combined reports out of all manufacturers, being at the top of both lists. Over the years, there were several shifts in rank and new additions to the top 20 list. Notably, The Procter & Gamble Company accounted for 182 reports of diaper-related incidents in the first 6 years of SaferProducts.gov, though only saw 16 reports since 2017. Overall, the top 20 manufacturers from both periods contributed to 2,565 reports or about 33% of all reports in the sample.



**Table 4: The 20 Most Frequently Reported Manufacturers, 2011 to 2016**

RANK	MANUFACTURER	ASSOCIATED BRANDS	FREQUENTLY REPORTED PRODUCTS	NUMBER OF REPORTS
1	FISHER-PRICE BRANDS	Fisher-Price	Bassinets and Cradles	383
2	The Procter & Gamble Company	Pampers	Diapers	182
3	KIDS II, INC	Baby Einstein, Bright Starts	Baby Exercisers	167
4	Lajobi, Inc	Graco	Cribs	108
5	Summer Infant	Summer Infant	Baby Baths and Bathinettes, Baby Gates and Barriers	93
6	Safety 1st	Safety 1st	High Chairs, Baby Gates and Barriers	79
7	Evenflo Company, Inc.	Evenflo	High Chairs, Baby Exercisers	71
8	IKEA North America Services, LLC	IKEA	Desks, Drawers, Other Miscellaneous	70
9	Toy's R Us	Babies R Us	Dolls, Blocks, Stacking Toys, Other Miscellaneous	70
10	Newell Rubbermaid Inc.	Graco	Play Yards (Playpens), Strollers	65
11	Delta Enterprise Corp	Delta, Delta Children	Cribs	62
12	Dorel Juvenile Group	Cosco, Eddie Bauer	High Chairs	61
13	Learning Curve Brands, Inc.	Bumbo, The First Years	Chairs, Pacifiers and Teething Rings	60
14	Sportspower Ltd	Sportspower	Trampolines	58
15	BABY TREND, INC	Baby Trend	Strollers	52
16	PACIFIC CYCLE, INC	Schwinn, Instep, Mongoose	Strollers, Bicycles	50
17	Kolcraft Enterprises, Inc.	Kolcraft, Jeep	Strollers	47
18	Little Tikes Company	Little Tikes	Swing or Swing Sets, Riding Toys, Other Miscellaneous Toys	46
19	VTech Electronics NA, LLC	VTech	Dolls, Plush Toys, Other Miscellaneous Toys	46
20	Stork Craft Manufacturing Inc	Stork Craft	Cribs	41
Total				1811

**Table 5: The 20 Most Frequently Reported Manufacturers, 2017 to 2022**

RANK	MANUFACTURER	ASSOCIATED BRANDS	FREQUENTLY REPORTED PRODUCTS	NUMBER OF REPORTS
1	FISHER-PRICE BRANDS	Fisher-Price	Bassinets and Cradles	157
2	KIDS II, INC	Baby Einstein, Bright Starts, Ingenuity	Baby Exercisers	105
3	Walmart Stores Inc.	Parents Choice, Other Miscellaneous Brands	Miscellaneous Toys	49
4	Newell Rubbermaid Inc.	Graco	Strollers, High Chairs, Play Yards (Playpens)	48
5	Summer Infant	Summer Infant	Baby Gates and Barriers	35
6	IKEA North America Services, LLC	IKEA	Desks, Dressers	30
7	BABY TREND, INC	Baby Trend	Strollers, High Chairs	26
8	Delta Enterprise Corp	Delta Children	Cribs	26
9	Simulated Wood Grain Design LLC d/b/a FORT	FORT	Play Tents, Play Tunnels or Other Enclosures	26
10	Target	Target, Cat & Jack	Clothes, Other Miscellaneous Items	26
11	WILLIAMS-SONOMA, INC.	Pottery Barn, Pottery Barn Kids	Cribs	25
12	Britax Child Safety Inc	BOB Britax	Strollers	24
13	VTech Electronics NA, LLC	VTech	Pretend Electronics, Tools, Housewares & Appliances, Play Centers	24
14	REGALO INTERNATIONAL LLC	Regalo	Baby Gates and Barriers	23
15	Skip Hop, Inc.	Skip Hop	Play Centers, High Chairs	23
16	UPPABABY	UppaBaby	Strollers	23
17	Dorel Juvenile Group	Cosco	High Chairs, Baby Exercisers	21
18	DREAM ON ME	Dream On Me	Cribs	21
19	Dynacraft BSC, Inc.	Dynacraft	Powered Riding Toys	21
20	Evenflo Company, Inc.	Evenflo	Baby Exercisers	21
Total				754

KID examined reports of deaths due to sleep products in the past year (12 total), and found that the DockATot Loungers were associated with the highest number of reported fatalities. Also there was a reported death due to the Rock N' Play, despite it being recalled in 2019. A majority of the death reports were infant sleep products, followed closely by loungers. While there were death associated with other products categories, sleep products had the highest number of deaths associated with it.

**Table 6: Infant Sleep Products with Death Reports and their Manufacturers, from in 2023**

Report Date	Manufacturer	Name of Product	Recall Status*
April 2023	Fisher-Price	Rock N' Play	Recalled in January 2023 and April 2019
March 2023	Baby Delight, Inc.	Snuggle Nest	No Recall
March 2023	Shenzhen Zhongrunxin Investment Co., Ltd.	Yoocaa Baby Lounger	No Recall
February 2023	Wildchild Stockholm, Inc.	DockATot Deluxe +	No recall; Notice of violation and discontinuation of the DockATot Deluxe+ made after June 23, 2022
December 2022	Dorel Juvenile Group	Cosco Funsport Portable Compact Baby Play Yard	No Recall
October 2022	Newell Rubbermaid Inc.	Graco Pack 'n Play Playard with Newborn Napper Elite	No recall; Other models of Pack 'n Play were recalled in December 2020
September 2022	Dream on Me	Lacy Portable 2 in 1 Bassinet and Cradle	No Recall
August 2022	Newell Rubbermaid Inc.	Graco Pack 'n Play	Recalled in December 2020
June 2022	Wildchild Stockholm, Inc.	DockATot	No recall; Notice of violation and discontinuation of the DockATot Deluxe+ made after June 23, 2022
May 2022	Wildchild Stockholm, Inc.	DockATot	No recall; notice of violation and discontinuation of the DockATot Deluxe+ made after June 23, 2022
March 2022	KIDS II, Inc.	Ingenuity Dream and Grow Bedside Bassinet	No Recall

\*Status since October 2023

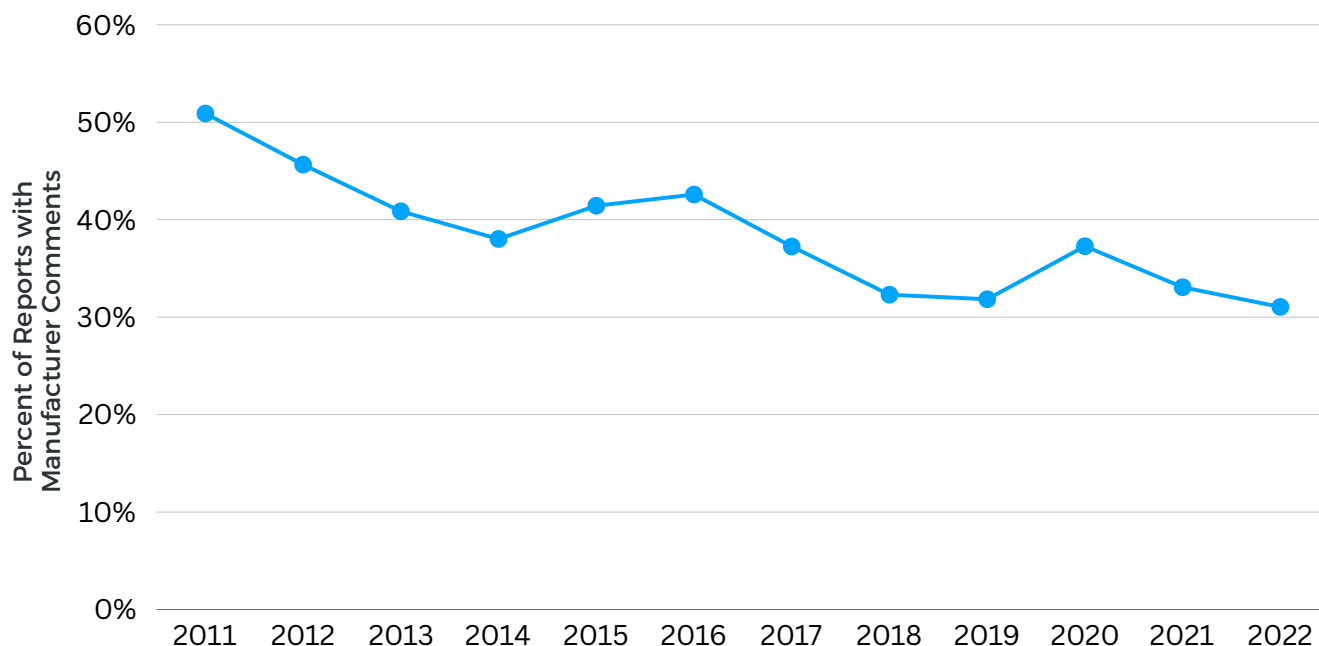
## Inclined Sleepers



Inclined sleep products continue to pose very dangerous hazards, potentially leading to suffocation or strangulation due to their design and surface configuration. About 20% of Fisher Price's 540 total incident reports involve the Rock 'n Play Sleeper. Prior to its initial recall in April 2019, the inclined sleeper accounted for over 40 incidents requiring medical attention, including four reports of death. \*Note these numbers only represent filed reports on SaferProducts.gov. The CPSC estimates approximately 100 deaths have occurred while infants were in the products, including at least eight fatalities after its initial recall.

# Manufacturer Comments

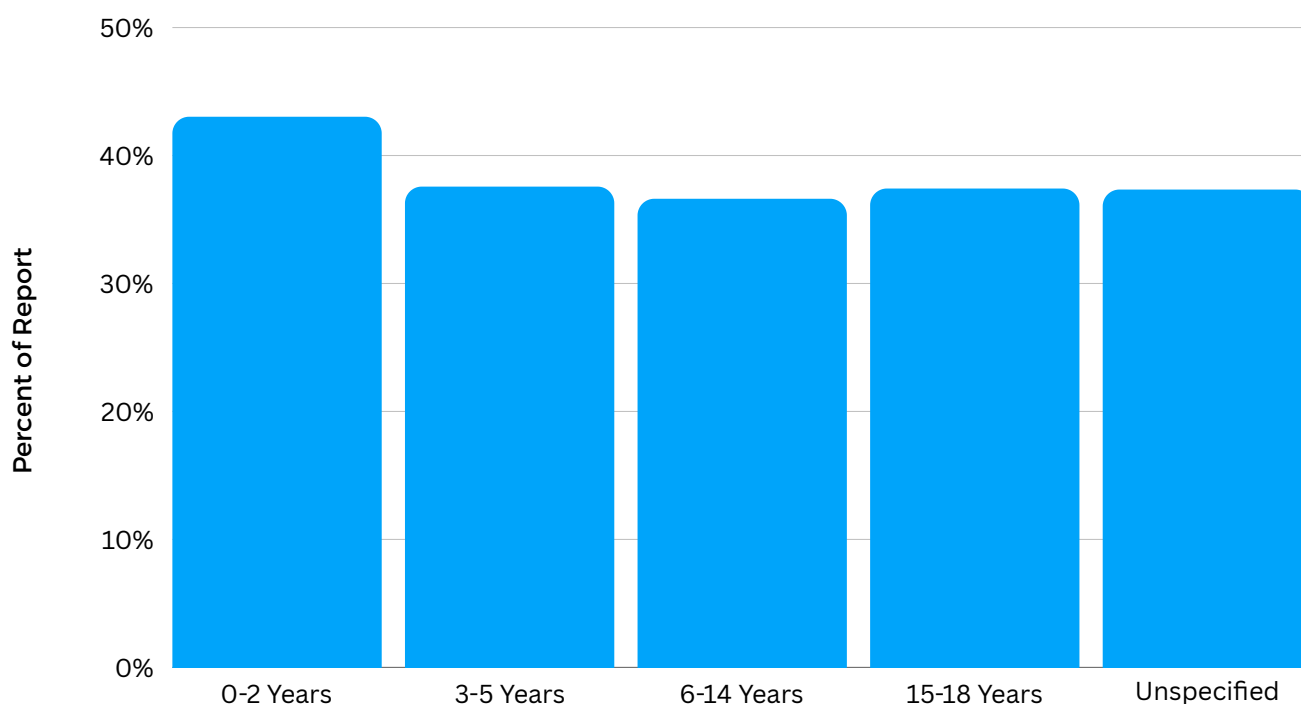
Figure 5. Manufacturer Response Rate Decreased Over Time



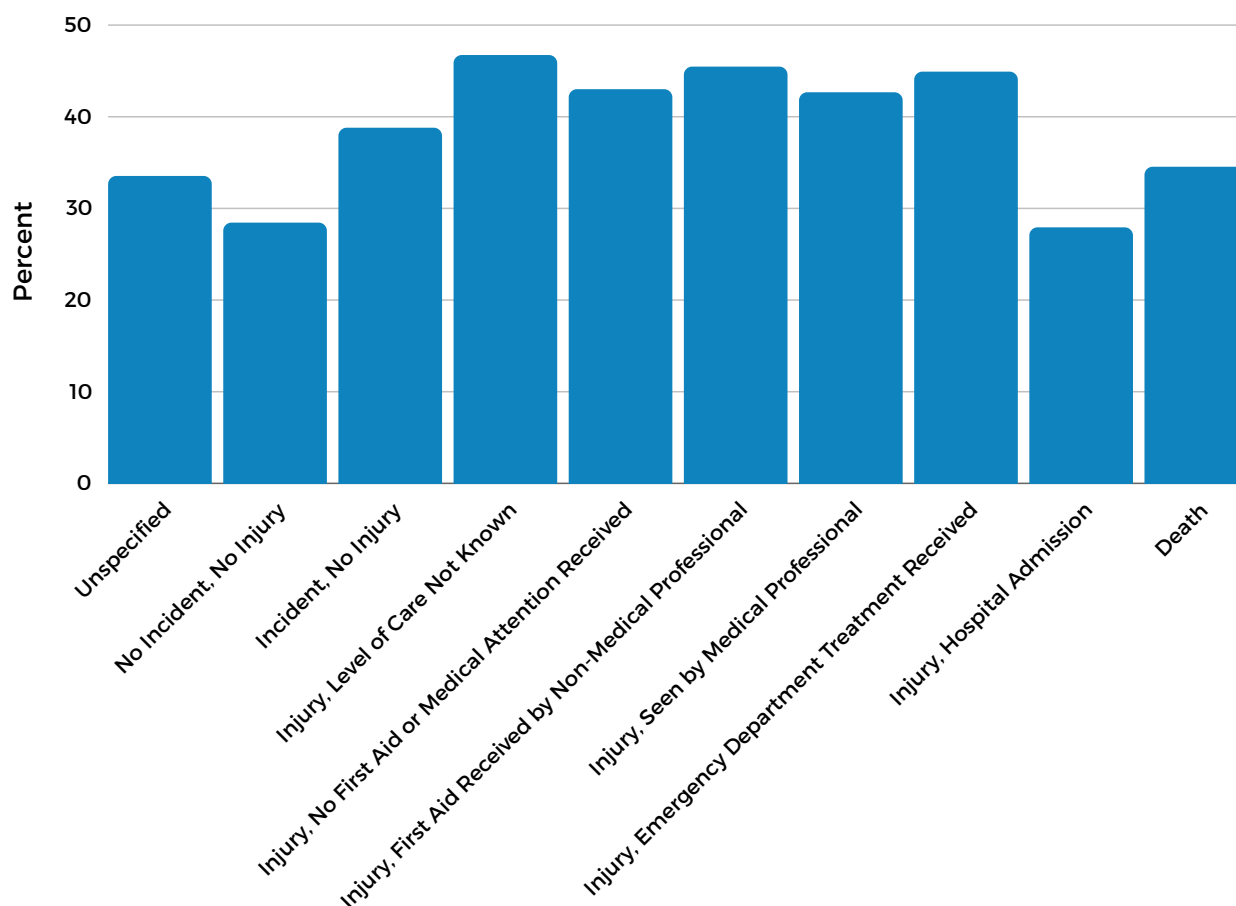
There were 3,121 reports with manufacturer comments, approximately 40% of our sample. KID observed that there has been a downward trend in manufacturer engagements with reports in the database as seen in Figure 5.

KID also compared the manufacturer response rate across different age categories. As in the past, less than 50% of manufacturers responded to reports across all age groups and manufacturers responded the most to reports with children aged 0 to 2. There also appears to be an inverse relationship between age and manufacturer response rate.

Figure 6: Manufacturers Responded to Less than Half of Reports for All Age Groups



**Figure 7: Injury Severity and Manufacturer Response Rate**



There does not seem to be a link between the injury's severity and manufacturer comments, so KID looked into each manufacturer comment to notice any trends. The major determinant of a manufacturer's response is the manufacturer itself. For example, IKEA North America Services commented on 98 out of 100 reports, including one report of death. However, there are companies such as KIDS II, Inc., and Fisher-Price without any comments in the database, despite the frequency with which they are reported.

## Water Beads



Water beads were linked to approximately a dozen incident reports, with nearly all cases resulting in the hospitalization of young children and infants under the age of three. These incidents were primarily a result of the child ingesting the water bead(s), leading to severe internal injuries.

# Use of SaferProducts.gov

KID analyzed reports on both a monthly and seasonal basis to uncover any additional trends. The results are included in the table below.

**Table 7: Seasonal Breakdown of Reports in SaferProducts.gov, 2012 to 2022**

Summer	June	July	August
	540	550	566
Autumn	September	October	November
	471	478	429
Winter	December	January	February
	572	672	498
Spring	March	April	May
	463	498	543
Summer	June	July	August
	540	550	566
Autumn	September	October	November
	471	478	429

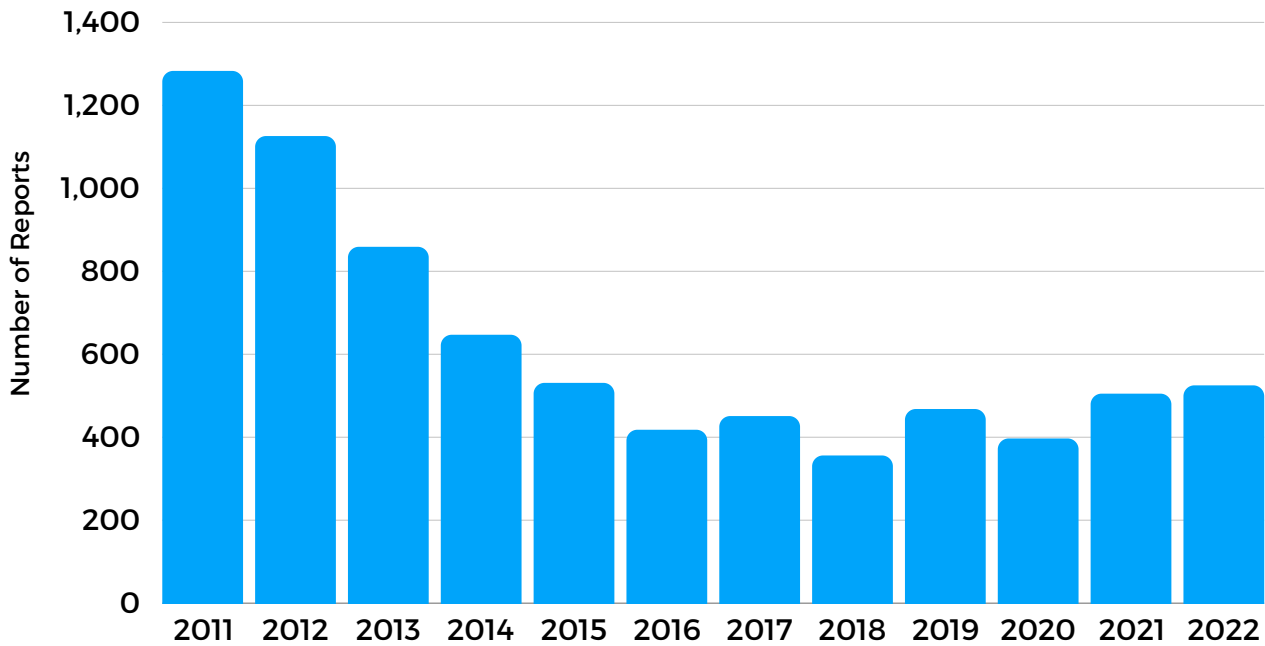
Winter is the season with the most reports, with January being the most reported month, followed by December. This may likely be due to the holiday season.

Consumers were the predominant users of the database and represented approximately 97% of the total reports. However, in 2023, there were sixteen reports recorded from other user categories (health professionals and local government agencies) for the past seven months. This is the highest seen for a seven-month period since the database's start.

The number of reports filed per year on SaferProducts.gov has dramatically decreased over the years. In the sample, most incident reports were published in the database's first full year following its debut in March 2011. There has been a noticeable trend of fewer reports being filed each subsequent year, though there seems to have been a small resurgence in recent years. Nevertheless, there were only 525 reports from 2022, compared to 1,283 reports in 2011. It is unknown how many reports are filed that are not posted.

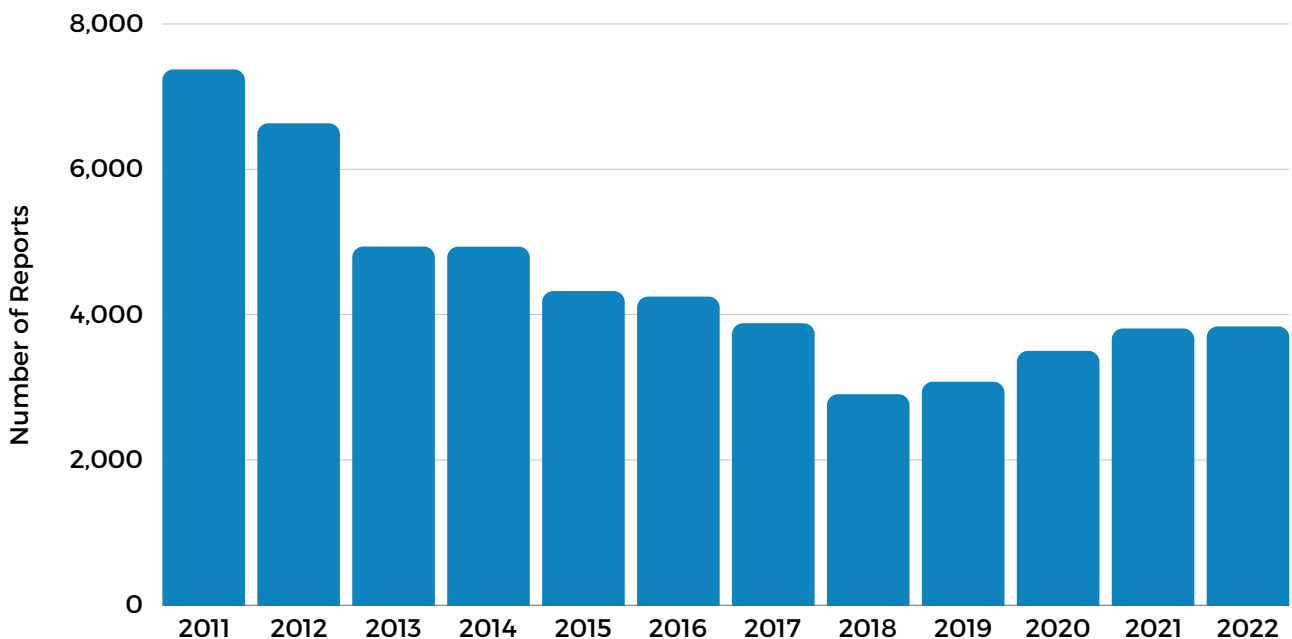


**Figure 8. Incident Reports Decreased Over Time**



KID also analyzed all the incident reports, including adult products, on SaferProducts.gov from March 2011 to July 2023, in the case that children's products reports alone were not reflective of the overall use of the website. This sample included 54,675 incident reports and the same downward trend was seen, except for a slight increase in recent years.

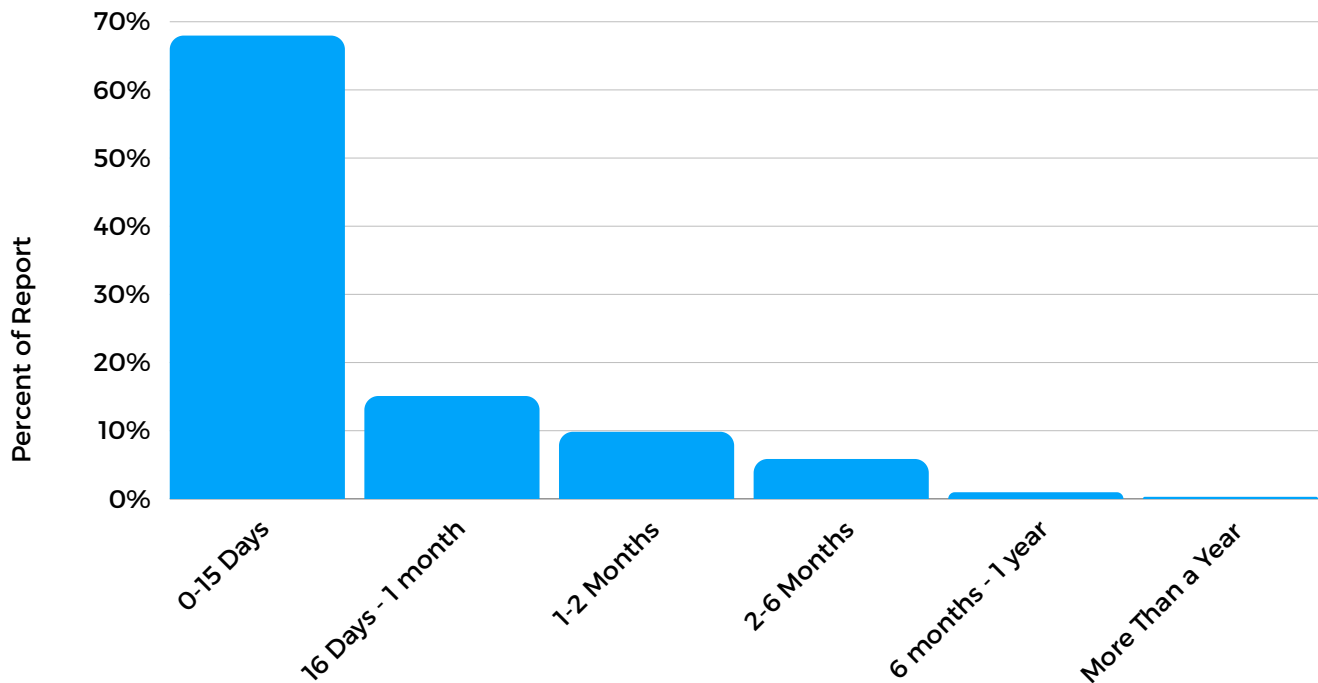
**Figure 9: Number of Incident Reports Decrease Over Time for All Incident Reports Submitted to SaferProducts.gov**



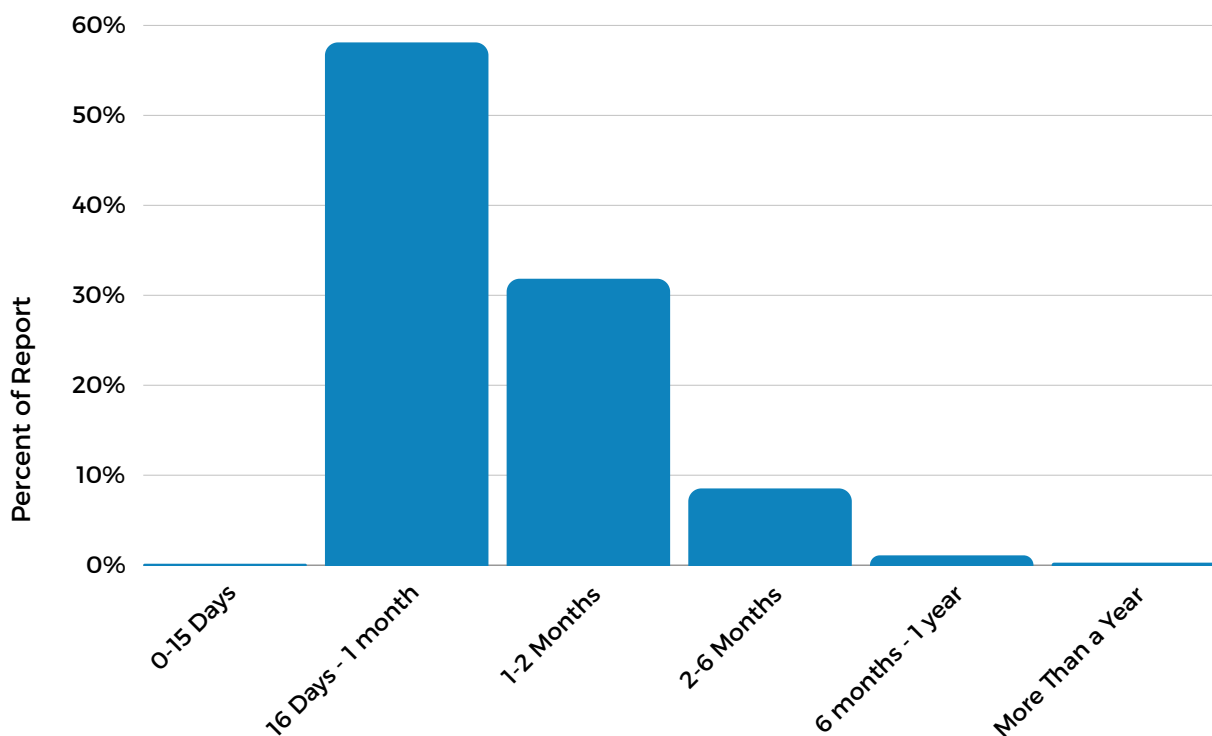
# Time and Reports

In examining the time spent between the date a report was made and its publication, approximately 68% of the reports were sent to the manufacturers in 0 to 15 days. The earliest a report can be published is 14 days after being sent to the manufacturer because the CPSC gives the manufacturer time to respond. While the majority of reports (58%) were published between 16 days and one month, 42% of reports were delayed.

**Figure 10: Majority of Reports Took Less than 15 Days to be Sent to Manufacturer**



**Figure 11: Majority of Reports Took Between 16 Days and One Month to be Published**



# Conclusion

SaferProducts.gov plays a crucial role by offering a platform for consumers and others to report incidents involving consumer products. It also serves as a valuable resource for disseminating information regarding potential product hazards that could be present in one's home or that one intends to buy. Its requirements for detailed information help ensure CPSC has what it needs to investigate and take action. However, it is a sorely under-marketed and underutilized resource.

## Recommendations for Action

The requirement for a consumer database of incidents that became SaferProducts.gov was included in the 2008 Consumer Product Safety Improvement Act to provide more transparency to the information CPSC receives on injuries and incidents involving consumer products. But with an unwieldy format to provide information, a lack of awareness of the database and its uses, and insufficient follow-up on reports that need additional information to be published, the CPSC can make much needed improvements to Saferproducts.gov so that it can be better utilized.

### **KID recommends CPSC do the following:**

- 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 including outreach and training.
- From CPSC's previous reporting on SaferProducts.gov, less than 50% of received reports are included in the database, including a notably small portion of injuries and incidents that could be reported. The CPSC should prioritize developing new ways to get more reports included in the database and add more reports from the public. For example, feeding in reviews from other websites into the database.
- Improve the time it takes to get reports posted on the site. Reports should be posted within one month of being filed.
- Update recall information on all posts on the website and do a yearly analysis of the percentage of reports from products that have already been recalled across different product categories. This can help the CPSC investigate if there are any trends in product categories or companies that have a low recall turnout, and implement solutions to remove dangerous products from use.
- Release an annual report evaluating the trends in harm posed by products in the database.
- Reports released to the public on specific injury patterns or products generated from the data would highlight the database and provide useful information to consumers to keep children safe.