

## KID'S ANNUAL RECALL REPORT

KID was joined by **US Congresswoman Jan Schakowsky**, **Illinois Attorney General Lisa Madigan**, **Sessy Nyman of Illinois Action for Children** and **Maggie Galka of Illinois PIRG** in releasing this year's report on children's product recalls. KID will use the findings to drive policy and actions to improve recall effectiveness and product safety.



**A DECADE OF DATA:** AN IN-DEPTH LOOK AT 2014 AND A 10-YEAR RETROSPECTIVE ON CHILDREN'S PRODUCT RECALLS


**SINCE 2002** **Kids In Danger (KID)** has released an annual report detailing children's product recalls throughout the previous year. This year we also looked back over 10 years of children's product recall information and effectiveness.

### TYPES OF CHILDREN'S PRODUCTS RECALLED MOST IN

**2014** RECALLED CLOTHING & TOY PRODUCTS ACCOUNTED FOR **OVER 1/2** OF ALL CHILDREN'S PRODUCT RECALLS AND **52%** OF ALL REPORTED INJURIES

**NUMBERS THAT MATTER**  
**85% DECREASE**  
IN THE NUMBER OF INJURIES REPORTED FROM 2013. THERE WERE A TOTAL OF **338 INCIDENTS, 29 INJURIES & 3 DEATHS** REPORTED BEFORE THE RECALL WAS ISSUED.

**NUMBERS THAT MATTER**  
**RECALL EFFECTIVENESS 2013**  
**80% OF 2013** RECALLED PRODUCTS WERE IN THE HANDS OF CONSUMERS AT THE TIME OF RECALL. LESS THAN 4% OF THOSE RECALLED PRODUCTS HAVE BEEN SUCCESSFULLY FIXED OR DESTROYED.

**76%** OF THE  MANUFACTURERS OF A **2014** RECALLED CHILDREN'S PRODUCT HAD A FACEBOOK PROFILE, BUT ONLY **23%** OF THE COMPANIES POSTED ABOUT THEIR PRODUCT RECALL. MEANWHILE **71%** OF ADULTS USE FACEBOOK TO STAY CONNECTED.

**2005-2014** CHILDREN'S PRODUCT RECALLS: 19,581 Incidents 2,462 Injuries 57 Deaths Since **Danny's Law** was implemented in **2008** there has been a steady decrease in the number of children's product recalls.

### KID RECOMMENDS:

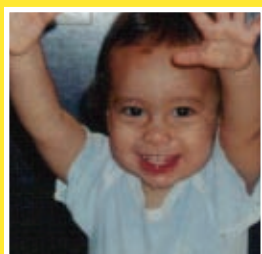
- 1 Continued implementation of Danny's Law
- 2 Continued development of mandatory standards
- 3 Social media for improved consumer awareness and rightful capture of recalled children's products.
- 4 Accurate and attainable information and data on children's safety.

## YOUNG PROFESSIONALS BOARD

KID's (first ever!) **YOUNG PROFESSIONALS BOARD**. KID recently formed our first ever Young Professionals Board. The mission of the board is to engage and encourage young professionals to share resources, time, and talent to fundraise for and promote KID. This is a great way for young professionals to:

- **Give back** to the community
- **Network** with other young professionals
- **Develop** leadership skills

Members will play a key role in helping with KID's fundraising efforts and increasing awareness about the organization and the cause. If you or someone you know would be interested in joining the YP Board, please contact Laura.



**KIDS IN DANGER (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, the parents of sixteen-month-old Danny Keysar who died in his Chicago childcare home when a portable crib collapsed around his neck.

KID's mission is to **PROMOTE** the development of safer children's products, **ADVOCATE** for children, and **EDUCATE** the public, especially parents and caregivers, about dangerous children's products.

# STUDENTS LEARN FROM REAL-LIFE HAZARD ANALYSIS & DESIGN SOLUTIONS

KID has been working with engineering students at Northwestern University for almost a decade. Our **TEST program** is focused on integrating design safety into undergraduate engineering education. Through the Segal Design Institute's freshman program, **Design Thinking and Communication**, students are presented with a design challenge and teams of four develop prototypes to address the issue and present their findings at a **Design Expo**.

This term, KID worked with two sections – each with four teams. One set of teams looked at the **hazard of tip-overs** – furniture, televisions, or appliances falling on young children. After learning more about the issue, talking to users, and sketching possible designs, the groups focused on making furniture for a child's room that would be tip-resistant. Their professor, **Walter Herbst**, further defined the challenge by asking them to imagine they worked for Ikea. The four teams took existing Ikea furniture and designed anti-tip solutions. These included a trapezoid shaped dresser with a wider base, one with guards that pull out with the top drawer, a dresser with a wider base incorporating a bench to change the center of gravity and a turntable-type shelving unit to replace a dresser. All were stable without the need for wall attachments.

The second group was given the task industry and regulators are working on right now – how to protect children from the dangers posed by individual laundry packets. Over **17,000 calls** have come into Poison Centers about children being exposed and facing injury from laundry packets' highly concentrated content. There has been at least one death. The teams came up with design solutions in three areas – making the container holding the packets child resistant, lessening children's access to individual packets when out of the container and warning labels. Solutions ranged from blister pack type coverings, balls or mesh that enclosed the packets and could be recycled, innovative child resistant closure on containers and highly visible warnings – such as on the seal of the packaging so parents had to handle it to get to the contents. The resulting prototypes and ideas will be shared with those working on standards and new designs.



Joining KID at the expo were **Shane's Foundation founder Lisa Siefert** and **US Consumer Product Safety Commissioner Joe Mohorovic**. Lisa's son Shane was killed by his dresser exactly four years prior to this expo. Her work has raised awareness of the issue. Commissioner Mohorovic has cited tip-overs as one of his core issues at the commission, in part due to the latent nature of the hazard—many families have no idea of the dangers posed by falling furniture and televisions.

*This was a fabulous project. The four very different designs were innovative. These teams really went outside conventional thinking. I hope to see designs like these picked up by manufacturers. It would be wonderful for families to take home furniture that would not require an anti-tip device to be installed and just be inherently safe.*

-Lisa Siefert, Shane's Foundation, NFP

KID's TEST program is one way we fulfill our mission to promote the development of safer products. We are always looking for both schools and partners to work with as we develop new projects and look for other ways to incorporate design safety into engineering education.



## NO BUMPERS!

It is a unified message from doctors and groups working on children's health and safety: Bare is best when it comes to a crib – leave the bumpers and all other soft bedding out to keep baby safe. Major retailers such as Ikea and Target have removed padded crib bumpers from their store – and online – shelves. As we have reported, both Maryland and the City of Chicago ban the sale of crib bumpers. Now KID is working with a strong coalition to ban the sale statewide in Illinois. If **HB 3761** by Illinois Representative **Emily McAsey** would go into effect in January 2018. **Check our advocacy page on our website and Facebook and Twitter for updates.** Let us know if you want to start efforts in your state – we'd love to help!

## MEET MARY BETH AND SEE HOW KID HAS HELPED HER KEEP CHILDREN SAFE

Mary is nurse and has spent the last 10 years working in an Early Head Start program in rural Southern Illinois. The program is home based and involves visiting local families with young children. Says Mary, *"I love home visiting and feel like it gives us a unique opportunity to share important topics like children's product safety in the home where families are most comfortable. In the home, we can actually look and see where the child is sleeping and do other safety checks."* We asked her a few questions about KID's impact on her work.

**How did you learn about KID?** I learned about KID at a session I attended at the Illinois Head Start Association Conference in Springfield presented by KID Program Director Laura Nikolovska.

**As a result of KID's safety training, what actions did you take in your facility?** I learned so much at the KID's safety training that we are going to implement in our home visiting **Early Head Start** program. First, we are going to conduct a product inventory to check for any safety recalls at our two sites. Secondly- I will use information to do trainings with our other **Early Head Start** staff. Finally, I will share all the great resources Laura provided not only with staff but also with the parents we serve and even our community partners.

**What surprised you during the training?** Probably the biggest surprise was information on tip-over deaths. This was a light bulb moment for me because I realized that is not something we are consistently covering at home visits. When we visit these homes in the future we have the perfect opportunity to share information on this risk.

**How does KID continue to be a resource to you?** Since the training (last week), I have already emailed Laura a couple times asking questions. I have also ordered safety materials for display and distribution in my facility. Monthly I will receive KID's email alerts with safety news and product recalls.

**KID's work matters because...** When you are doing home visiting in programs like **Early Head Start**, we have the perfect opportunity to provide safety training with our families and KID's work helps us provide the most up to date information and resources that are available.

Stories like Mary Beth's are repeated over and over each year. In less than three months in 2015, KID has reached over 300 providers personally which is magnified exponentially when they share with the families they serve. Please consider donating so we can continue to serve parents and caregivers everywhere.

◀..... Pictured on right: Laura at Chicago Commons Training. KID travels throughout the country to host our safety workshop **Creating safe environments for children** for parents, childcare providers, and health professionals. In many cases, this training is participants' first exposure to product safety issues.

## 2015 BEST FRIEND AWARD NIGHT



Each year KID commemorates our progress and honors the memory of Danny Keysar and other victims of unsafe children's products at the **KID Best Friend Award Night**. This event honors an outstanding leader in the field of children's product safety and brings together over 250 community leaders, national safety advocates, families and KID supporters.



We are thrilled to honor Barbara Guthrie, Vice President and Chief Public Safety Officer, Underwriters Laboratories. We hope you will join us on **Wednesday, May 20**, from 6:00–8:30 pm at the **Mid-America Club**, 200 E. Randolph in Chicago. Ms. Guthrie is being

recognized for her leadership in injury prevention at UL, the development of Safety Smart with UL and the Walt Disney Company and her work with KID's TEST program.

The evening features small plates from great Chicago chefs, a live and silent auction and raffle. Funds raised at this event allow us to continue our valuable outreach and provide a strong voice for safety. Check out our great raffle and auction prizes, purchase a sponsorship, tickets, ads and more at: [www.KIDBestFriendAward.org](http://www.KIDBestFriendAward.org).

## VOLUNTEER SPOTLIGHT - NANCY XIA

The scope of KID's work could not be accomplished without thoughtful, dedicated, and committed volunteers such as **Nancy Xia**. For the past 2 years, Nancy has come to the office every week to help us with our development efforts. She has stepped up and taken on additional projects when needed and she has taken the initiative to suggest tasks in areas where she sees a need.



Some of her projects during her time at KID include:

- **Maintaining KID's development database**
- **Assistance with grant research and completing applications**
- **Optimizing KID's online presence through a Google Grant**

We thank Nancy and all the other volunteers who continue to share their time, energy, and talents to help KID keep children safe. Perhaps you have time and skill to give KID? Contact [Laura@KidsInDanger.org](mailto:Laura@KidsInDanger.org) to learn more about why your skills are exactly what we need.





IMPROVING  
CHILDREN'S  
PRODUCT  
SAFETY

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Join us as we present the  
**2015 BEST FRIEND AWARD**

to Barbara Guthrie at a reception  
featuring a variety of tasting plates  
from renowned Chicago  
chefs, drinks, raffle drawing  
and a live auction.



**Wednesday, May 20, 2015**  
**MidAmerica Club**  
**200 East Randolph, Chicago**

Purchase tickets for the event online at  
[www.KIDBestFriendAward.org](http://www.KIDBestFriendAward.org)  
For more info call 312-595-0649  
or email Nancy@KidsInDanger.org

## DONOR SPOTLIGHT: MICHAEL & SUSAN LEVINE

**Michael and Susan Levine** have supported KID since 1998 when KID was founded. Susan is a colleague of KID's co-founder Boaz Keysar at the University of Chicago and Michael is Associate Vice President for Development at the University of Chicago. According to Michael, "KID has had a great impact on the lives of so many children and their families by helping to make sure the kind of preventable tragedy that happened to Danny Keysar doesn't happen to other children."



This past year, Michael joined the board of the **Reva and David Logan Foundation**. In that capacity, he introduced KID to the foundation's Executive Director, **Peter Handler**, and the result was a grant of \$25,000 in 2014. \$10,000 of the grant was used as a challenge to encourage new and lapsed donors to give to our annual campaign and for current donors to increase their giving. We're happy to say that we met and even exceeded the challenge. Family foundations are a great and mostly untapped source of funding KID. If you can, please help us connect the dots like Michael did. Contact **Karen Yellen Dillon** at Karen@kidsindanger.org if you have any ideas that will help us continue to raise the much needed revenue for KID to continue its life saving work.

## THANK YOU TO ALL THE DONORS WHO CHOSE KID FOR THEIR YEAR-END GIVING!

Our Annual Campaign this year raised over **\$66,700**. Thank you to our generous donors – both new and long-time supporters. Along with the Reva and David Logan Foundation, we received a generous grant from **The Turano Foundation** to support our Safe from the Start Program. Additionally, many donors chose to honor a loved one by making a donation to KID. It is a great way to say "we are thinking of you and the work that you do." This includes births, memorials and other occasions.

Your contributions allow KID to accomplish our mission of promoting the development of safer children's products, advocating for children and educating parents and caregivers. We can't do it without you! **THANK YOU.**



**BOARD AND STAFF NOTES:** KID has added two new members to our Board of Directors: Heather Mason and Kim Braband Etscheid. Both bring valuable experience and a strong commitment to KID to the board. KID Executive Director Nancy Cowles is now President-Elect of the International Consumer Product Health & Safety Organization and has been elected to the American National Standards Institute (ANSI) Board. Laura Nikolovska, Program Director, is now co-chair of the Midwest Injury Prevention Alliance (MIPA) child injury prevention committee.