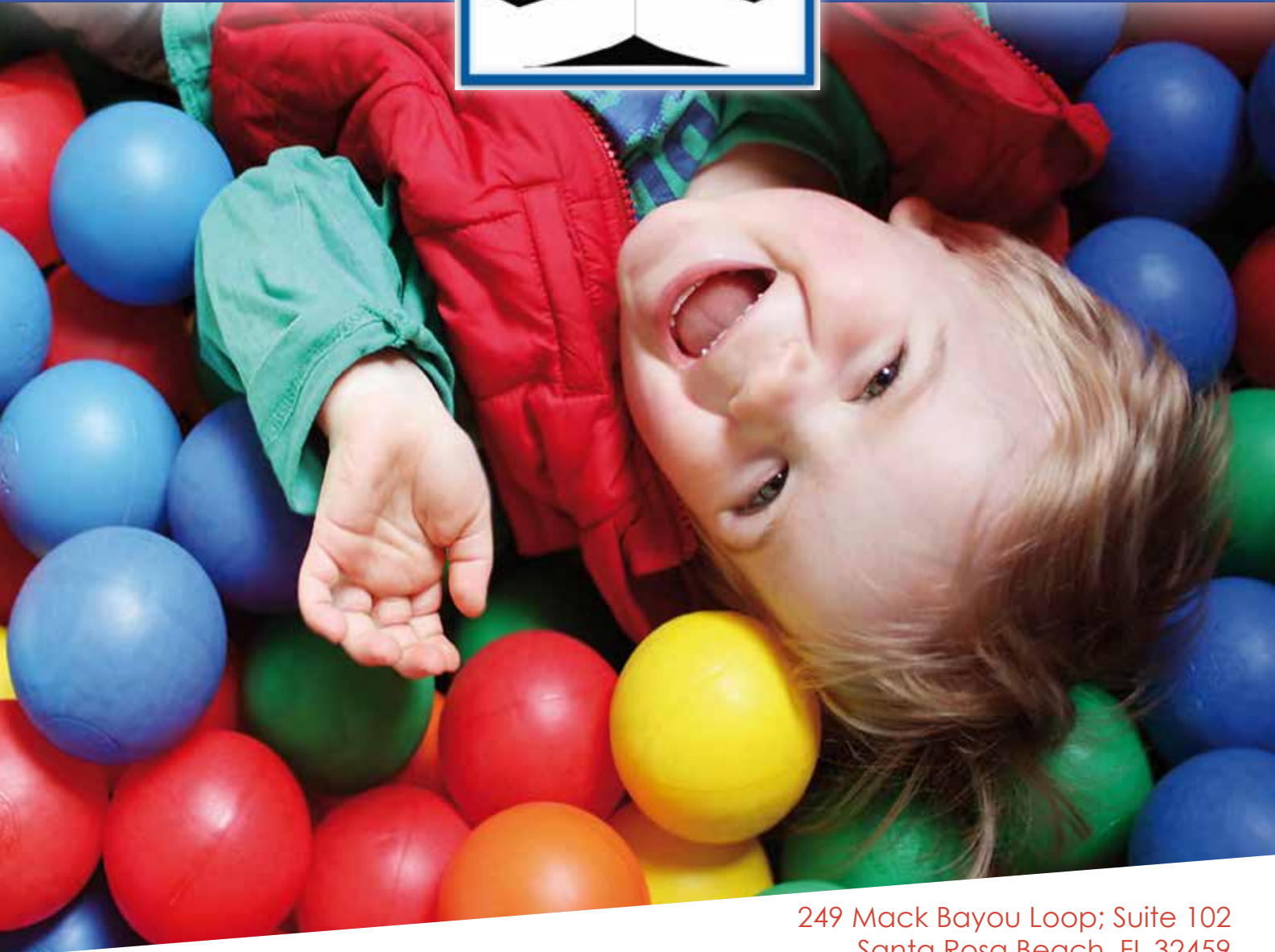


keenan's *kids* foundation

2016 TOY SAFETY CAMPAIGN



249 Mack Bayou Loop; Suite 102
Santa Rosa Beach, FL 32459
Tel: 404-223-KIDS
www.keenanskidsfoundation.com



A LETTER FROM OUR FOUNDER

Dear Parents, Teachers, and Guardians,

Thank you for participating in the Keenan's Kids Foundation Safety Campaign. This booklet contains information that will help you buy safer toys for your children. Topics covered in this report are types of dangerous toys and specific dangerous toys.

The purpose of this Safety Campaign is to alert you to dangers and show you how to remove them. Your participation here shows your dedication to children. Thank you!

Sincerely,

Don C. Keenan
Keenan's Kids Foundation





RECENT STATISTICS

Injury and death rates:

- Approximately 155,400 children, ages 14 and under, were treated at hospital emergency rooms for toy-related injuries in 2014. Nearly half of the children treated for these injuries were ages 4 and under.
- In 2015, 11 children died due to toy-related injuries.

Causes:

- Injury from non-powered scooters is the leading cause of toy-related death.
- Sixty-four percent of toy-related deaths in 2015 were due to choking. About 71 percent of those deaths were attributed to toy balls.
- Other causes of toy-related deaths include drowning, suffocation, and riding toy accidents

Where and When:

- Almost half of all toy-related injuries (47 percent) occur to the head and face area.
- Children under age three are at greater risk for choking on toys than older children, due to their tendency to put everything in their mouths. In addition, the upper airways of children under age three are smaller than those of older children.



HAZARDOUS TOY LIST

- The following hazardous toy list has been compiled from our Toy Safety Checklist and Report Card found in our book, 365 Ways to Keep Kids Safe.
- Please note that these toys are representative of potentially hazardous toys and were picked to represent the danger that can be found in many similar toys.
- When purchasing toys this holiday season, look for toys that have similar hazards to the toys on our list and ensure that your children know how to use their toys properly and safety.
- As a parent, you are the last line of defense when it comes to your child's protection. If you have any reservations that a toy may not be safe, DO NOT BUY IT.
- For more information on our Hazardous Toy List and what to look out for this holiday season, please visit our website at www.keenanskidsfoundation.com.

TOY SAFETY GRADING SCALE

- All of the following toys were evaluated on several safety categories indicated on our Report Card.
- All of the toys failed one or more categories. When selecting toys for your children this holiday season, take a copy of our Report Card with you to ensure the gifts you select meet industry safety standards.
- This year, we have 3 toys from each category because of their appearance on retailers shelves and online marketplaces.

We recommend that you actively check the CPSC website to determine if any of your child's toys have been recalled.
<https://www.cpsc.gov/Recalls/>



HAZARDOUS TOY CATEGORIES

Choking
Hazards



Toxic
Hazards



Magnets



Excessive
Noise



Over-
heating



CHOKING HAZARDS

Choking accounts for more deaths than any other toy related accident. Always check the age appropriate label on the toy, but don't rely on it completely. Some toys that are for 4+ still have pieces too small for young children. If a toy looks like a piece can be broken off and swallowed, it probably can be. Don't take chances with young children.

Choking is the leading form of toy-related death. Younger children under the age of three are at a stage of childhood development in which mouthing or biting objects is common, increasing the risk that a small toy or component will get lodged in the windpipe.

Toys with small parts intended for children between the ages of three and six years old must include the following explicit choke hazard warning:



BALLOONS

Balloons pose the most serious choking hazard to children in the United States. They are responsible for more childhood deaths by suffocation than any other product. Children can suffocate on balloons by accidentally inhaling while attempting to inflate them, by inhaling uninflated balloons while sucking or chewing on them, or by inhaling pieces of broken balloons.

Because balloons are intended for older children, and because of the risks inherent in inflating them, balloons present a serious choking hazard for children significantly older than the typical at-risk population for small parts and balls. Due to the risk balloons pose even to older children, the warning must explain that the hazard applies to children younger than eight.



TOP 3 CHOKING HAZARD TOYS

Bud and Skipit Wheely Cute Pull Toys



WHY IS THIS TOY A CHOKING HAZARD?

Hub caps on the wheels can break or come off the wheel, posing a choking hazard for young children.

RECALL DATE: 6/2015 - Still for sale online.

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F
- NO long cords or strings; GRADE: F
- NO strangling hazard; GRADE: F

My Snuggly Ellie Activity Toys



WHY IS THIS TOY A CHOKING HAZARD?

The wooden ring can break into small pieces, posing a choking hazard to young children.

RECALL DATE: 8/2015

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F
- NO long cords or strings; GRADE: F

LATTJO Tongue drums and LATTJO Drumstick sets



WHY IS THIS TOY A CHOKING HAZARD?

The rubber ball on the drumsticks can detach or be unscrewed, posing a choking hazard.

RECALL DATE: 1/14/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F

SOURCE:

1. Gowda, Dev, and Ed Mierzwinski. "Trouble in Toyland The 31st Annual Survey of Toy Safety." The 31st Annual Survey of Toy Safety (2016): 1-61. Illinois PIRG Education Fund. Web.



TOXIC HAZARDS

It is becoming harder and harder for parents to determine if their child's toys are safe from lead paint. Recently, the Consumer Product Safety Commission found that home lead test kits are unreliable.

What can you do?

Have your children screened regularly. A routine lead level test costs approximately \$25, and it is noninvasive. Ask your doctor to perform a blood lead test on your children. It is recommended that the test be done every year for the first five years of a child's life and then every five years thereafter. Early identification and treatment reduces the risk of permanent damage.

Many children's cosmetics contain dangerous chemicals. For example, Glitter hair spray produced a flame double the length of that of normal hair spray and shot out fire balls, according to a report by PIRG, a national toy safety organization.

Check to see if your child's cosmetic toys are made with:

Phthalates - often found in plastics or children's makeup products, and are hazardous when ingested or brought near a flame

Xylene – potentially toxic if ingested. Used frequently in nail polish.

Federal Standards for Phthalates

The CPSIA banned three types of phthalates (DEHP, DBP and BBP) at levels greater than 1,000 ppm in the plasticized parts of child care articles and toys.

The law also established an interim ban on three other types of phthalates (DINP, DIDP and DnOP) at levels greater than 1,000 ppm in plasticized parts of child care articles and children's toys that can be placed in a child's mouth.



TOP 3 TOXIC HAZARD TOYS

Avengers and Darth Vader Themed Water Bottles



WHY IS THIS TOY A TOXIC HAZARD?

The gray paint on the metal portion of the water bottle can contain excessive levels of lead, violating the federal lead paint standard.

RECALL DATE: 10/28/2015

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO dangerous chemicals; GRADE: F

Green Tones Monkey Glockenspiel



WHY IS THIS TOY A TOXIC HAZARD?

The pink metal note bar on the glockenspiel may contain excessive levels of lead in the paint, violating the federal lead paint standard. If the paint is scraped off and ingested lead can cause adverse health effects.

RECALL DATE: 2/4/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO dangerous chemicals; GRADE: F

Cra-Z-Jewelz Gem Creations



WHY IS THIS TOY A TOXIC HAZARD?

The "Slider Bracelet" in the jewelry making kit contains high levels of lead. Lead is toxic if ingested by young children and can cause adverse health issues. paint standard.

RECALL DATE: 6/2/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO dangerous chemicals; GRADE: F

SOURCE:

1. Gowda, Dev, and Ed Mierzwinski. "Trouble in Toyland The 31st Annual Survey of Toy Safety." The 31st Annual Survey of Toy Safety (2016): 1-61. Illinois PIRG Education Fund. Web.



MAGNET HAZARDS

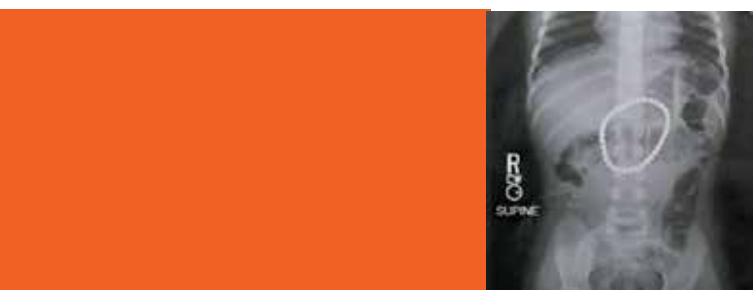
Small, powerful magnets that rose to popularity in the mid-to-late 2000s have the potential to cause serious injury and even death due to complications arising from ingestion. These “rare-earth” magnets are much more powerful than refrigerator magnets. Such magnets are used in various types of toys including construction sets, puzzles, toy jewelry, action figures, board games, and train sets. They are also common in novelty items containing hundreds of small magnetic pieces and previously marketed at adults as sculpture kits, desk toys, or stress relievers.

Once in the digestive system, a single magnet may pass through the body without incident. If two or more magnets are swallowed, however, their attractive forces can pull them toward each other, causing obstructions or pinching, or trapping intestinal walls or other digestive tissue. In extreme cases, the magnetic attraction can perforate intestinal walls. In 2013, a 19-month old girl died after seven small magnetic balls perforated her bowel, leading to infection.³⁹ Even non-fatal magnet-related

injuries are severe. Nearly 80 percent of high-powered magnet ingestions require invasive medical intervention, either through an endoscopy, surgery, or both.

What You Should Do if You Suspect That Your Child Has Swallowed a Magnet:

- Immediately seek medical attention by calling your doctor or go to the emergency department.
- Don't assume a swallowed magnet will pass normally.
- **If the doctor says he sees only a single magnet on the x-ray and it is alright for your child to go home, make sure he has a taken at least two different x-ray views. Two magnets trapping a piece of intestine between them can appear as one magnet when one magnet is behind the other in an x-ray picture.**



TOP 3 MAGNET HAZARD TOYS

Gadget Pencil Cases



WHY IS THIS TOY A MAGNET HAZARD?

The two magnets holding the pencil case lid closed can detach, posing an ingestion hazard. When these two magnets are swallowed, they can link together inside a child's intestines and result in serious internal injuries.

RECALL DATE: 8/15/2015

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F
- NO instructions or warning labels; GRADE: F

Sardines Fishing Game and Starfish Fishing Game



WHY IS THIS TOY A MAGNET HAZARD?

The plastic worm at the end of the fishing pole line can separate, producing small parts that pose a choking hazard to children. Additionally, the small magnet inside the worm can liberate. Swallowing multiple magnets can result in serious internal injury.

RECALL DATE: 9/10/2015

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F
- NO instructions or warning labels; GRADE: F

Magnetic No-Pinch Buckle Infant Bicycle Helmets



WHY IS THIS TOY A MAGNET HAZARD?

The magnetic buckle on the helmet's chin strap contains small plastic covers and magnets that can come loose, posing a risk of choking and magnet ingestion to young children.

RECALL DATE: 5/17/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO choking hazard; GRADE: F

SOURCES:

1. Gowda, Dev, and Ed Mierzewski. "Trouble in Toyland The 31st Annual Survey of Toy Safety." The 31st Annual Survey of Toy Safety (2016): 1-61. Illinois PIRG Education Fund. Web.
2. "Magnet Toys: What To Do if Your Child Swallows a Magnet." ABC News. ABC News Network, 24 Aug. 2012. Web.



EXCESSIVE NOISE HAZARDS

A child's inner ear is still developing and is far more sensitive to harm than an adult's. Be very cautious when buying noise making toys for a young child.

Excessive noise can be harmful; damaging the inner ear and causing hearing loss. Sounds can cause harm by being too loud even for a short period of time, or by being loud over an extended timeframe. Hearing loss from excessive noise exposure is common in the U.S., even for the young. Sixteen percent of teens aged 12 to 19 years have some self-reported hearing loss for which loud noise could be responsible.

While the CPSC has not recalled a toy over the past year for noise hazards, excessive noise in toys is of concern because children have the most to lose from hearing loss. Loss of hearing at an early age can affect a child's ability to learn vocabulary, grammar, idiomatic expressions, and other aspects of verbal communication. This could have consequences for their educational attainment and social and professional success later in life.

Federal Standards for Noise Levels

- Hand-held, tabletop, floor, and crib toys producing continuous sound cannot do so in excess of 85 decibels when measured from approximately 20 inches.
- Close-to-the-ear toys must adhere to a continuous sound limit of 65 decibels when measured from approximately 20 inches.
- Close-to-the-ear toys are subject to a limit of 96 decibels for bursts of noise when measured from approximately 20 inches.
- All other toys are subject to a limit of 115 decibels for bursts of noise, except toys using an explosive action or percussion cap, which are limited to 125 decibels. As with all sound standards, these are noise levels as measured at approximately 20 inches.



TOP 3 EXCESSIVE NOISE HAZARD TOYS

WWE 3-Count Crushers, Roman Reigns Action Figure



WHY IS THIS TOY AN EXCESSIVE NOISE HAZARD?

Groans and growls from this interactive toy topped out at 104.4 dB, which can damage hearing in less than 15 minutes when placed at a child's ear.

RECALL DATE: NONE - STILL FOR SALE

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO loud noises; GRADE: F

Road Rippers Rush & Rescue Fire Engine



WHY IS THIS TOY AN EXCESSIVE NOISE HAZARD?

This interactive toy topped out at 103.9 dB, which can damage hearing in less than 15 minutes when placed at a child's ear.

RECALL DATE: NONE - STILL FOR SALE

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO loud noises; GRADE: F

My First Tonka Wobble Wheels Toy Car



WHY IS THIS TOY AN EXCESSIVE NOISE HAZARD?

This interactive toy topped out at 103.2 dB, which can damage hearing in less than 15 minutes when placed at a child's ear.

RECALL DATE: NONE - STILL FOR SALE

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO loud noises; GRADE: F

SOURCES:

1. "Sight & Hearing Association Releases 2016 Annual Noisy Toys List ." Sight & Hearing Association. N.p., 24 Nov. 2016. Web.
2. Gowda, Dev, and Ed Mierzwinski. "Trouble in Toyland The 31st Annual Survey of Toy Safety." The 31st Annual Survey of Toy Safety (2016): 1-61. Illinois PIRG Education Fund. Web.



OVERHEATING HAZARDS

In the United States, burns and fires are leading causes for unintentional deaths and injuries to children. From January 2015 to October 2016, the CPSC recalled four toys due to overheating which can lead to fire and burn hazards. One of the most well-known recalls over the past year were hover boards, with over 500,000 units recalled in July 2016. Certain models contained lithium-ion battery packs that could overheat, which could lead to the products smoking, catching fire, or even exploding. Use caution and supervision when allowing children to play with hot, electric toys.

To prevent both burns and electrical shocks, do not give young children (under age 10) a toy that must be plugged into an electrical outlet. Instead, buy toys that are battery-operated.

If a toy is found to be a safety hazard, it may be recalled. This means it will no longer be sold, and you may be able to get a refund of your purchase price. To learn about recalls, check with the U.S. Consumer Product Safety Commission (CPSC) at www.cpsc.gov.

Look for this Warning Label when shopping around:



TOP 3 OVERHEATING HAZARD TOYS

Self-balancing Scooters/ Hoverboards



WHY IS THIS TOY A MAGNET HAZARD?

The lithium-ion battery packs in the self-balancing scooters/hoverboards can overheat, posing a risk of the products smoking, catching fire and/or exploding. As mentioned in the statistics section, riding toys (motorized or not) account for a large percent of toy related accidents and deaths.

RECALL DATE: 7/6/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO extreme heat; GRADE: F

Peg Perego 850 Polaris Sportsman ride-on vehicle



WHY IS THIS TOY A MAGNET HAZARD?

A relay on the circuit board can fail causing the vehicle's motor to overheat and ignite, posing fire and burn hazards. As mentioned in the statistics section, riding toys (motorized or not) account for a large percent of toy related accidents and deaths.

RECALL DATE: 10/27/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO extreme heat; GRADE: F

Remote Control Toy Excavator and Remote Control Shovel Loader



WHY IS THIS TOY A MAGNET HAZARD?

The toy truck's remote control can short circuit, causing it to overheat and posing fire and burn hazards.

RECALL DATE: 2/4/2016

AREAS THIS TOY FAILED THE KKF SAFETY TEST:

- NO extreme heat; GRADE: F

SOURCES:

1. Gowda, Dev, and Ed Mierzewski. "Trouble in Toyland The 31st Annual Survey of Toy Safety." The 31st Annual Survey of Toy Safety (2016): 1-61. Illinois PIRG Education Fund. Web.
2. "Magnet Toys: What To Do if Your Child Swallows a Magnet." ABC News. ABC News Network, 24 Aug. 2012. Web.



TRAMPOLINES & TRAMPOLINE PARKS

Trampoline use poses significant risk of injury to children. Estimates from the National Electronic Injury Surveillance System (NEISS) show that trampoline injuries result in nearly 100,000 emergency department (ED) visits a year. Trampoline injuries can occur from falls on the trampoline mat, falls off a trampoline, impact with the trampoline frame or springs, and collisions of multiple trampoline users. Serious injuries including cervical spine and skull fractures have been reported. Because of the risks associated with trampoline use, trampoline use by children is discouraged, but its popularity persists.

The American Academy of Pediatrics policy statement on trampoline safety recommends against recreational trampoline use by children and recommends that if trampolines are used, safety measures should include constant adult supervision, adequate protective padding, jumper per trampoline, and avoidance of flips and somersaults.

Indoor trampoline parks typically consist of wall-to-wall connected trampolines with padded walls or angled trampoline walls. Over the past several years, indoor trampoline parks have increased in number and popularity. With the continued rise in popularity and availability of trampoline parks, it is imperative that parents remain vigilant in keeping their children safe against possible harm at these venues.

Safety guidelines vary from park to park; some include safety guidelines such as discouraging flips and somersaults or limiting the number of jumpers per trampoline, whereas others allow flips. The design may include appropriate padding and setups that prevent falling off trampolines, such as placement of trampolines at ground level and surrounding trampolines with padding or trampoline walls. However, there are often multiple jumpers, a practice associated with increased risk for injury on trampolines.



TRAMPOLINE PARK/HOME INJURIES COMPARISON

TABLE 1

Estimated US ED visits for trampoline injuries by location. In 2009 no TPJs were reported to the NEISS. "Other" includes schools, farms, and public properties.

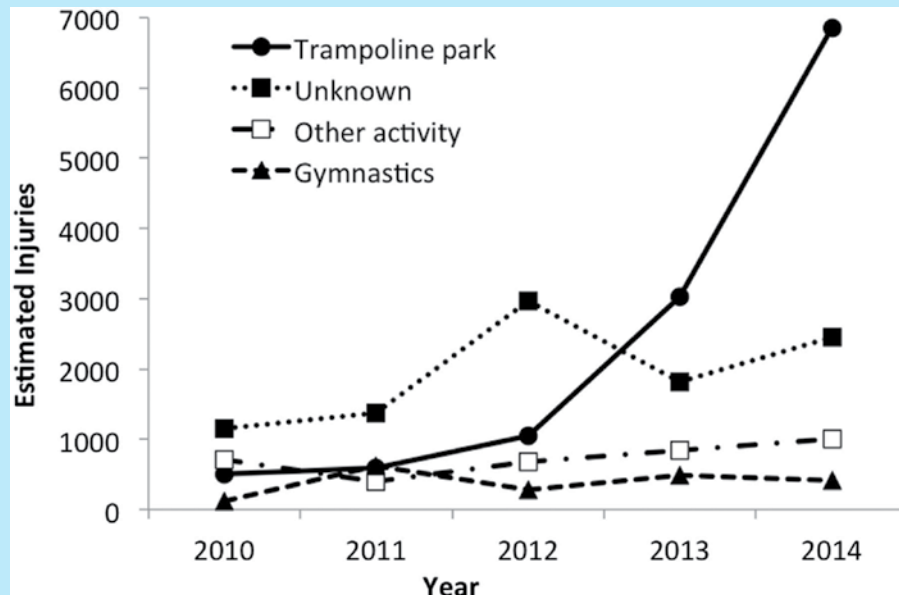
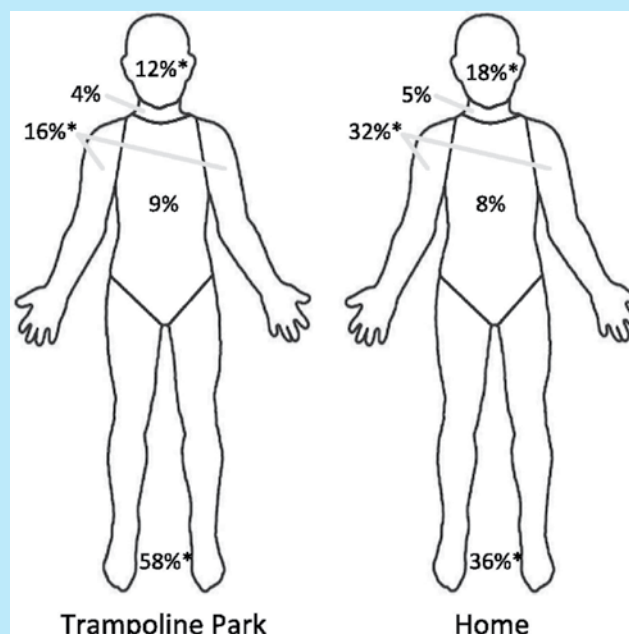


TABLE 2

Injury types for TPJs versus HTJs. *Significant difference $P < .05$.



TERMINOLOGY:
 TPI - Trampoline Park Injury
 HTI - Home Trampoline Injury



VIDEO GAME VIOLENCE

The video game market targets kids on TV, social media, and, of course, their favorite gaming sites. Marketers advertise the excitement, the depth of realism, and the cool gameplay -- but they often don't tell you just how violent the games are. The truth is, the majority of the hyper-realistic, hyper-popular games are really best left to mature players.

We have listed 5 of the most violent games released in 2016. Many of these are well-designed gameplay experiences that adults

can enjoy when kids aren't around. But, instead of saying "no" all the time, we think you'll be more successful if you say "wait" and offer kids alternatives in the same genre, that are a little less violent and more age-appropriate. Note that we offer two alternatives for each game, one for younger players and one for older players.

When purchasing video games, it is important to check the game's rating. Much like movies, video games also come with a rating to indicate the appropriate age level and violence level.

AGE RATING SYSTEMS COMPARED

	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB	 CONTENT RATED BY ESRB
	No objectional material	No objectional material	Cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes	Violence, suggestive themes, crude humor, minimal blood, simulated gambling and/or infrequent strong language	Intense violence, blood and gore, sexual content, and/or strong language	Intense violence and/or graphic sexual content and nudity	
ESRB/CTIA	3+	6+	10+	13+	17+	18+	Rating Pending
Apple iOS	4+*	4+*	9+	12+	17+	17+	Not Available Until Rated
Google Android	Everyone	Everyone	Low Maturity	Medium Maturity**	High Maturity***	High Maturity	Not Available Until Rated

* Must not ask for location. ** References to drugs, alcohol and/or tobacco. *** Focus on drug use/sale, alcohol and/or tobacco.



2016 TOP FIVE VIOLENT VIDEO GAMES

Alekhine's Gun (age 18+)

Alternate third-person action games: Lego Star Wars: The Force Awakens (age 10+), The Deadly Tower of Monsters (age 13+)



Carmageddon: Max Damage (age 18+)

Alternate racing games: Trackmania Turbo (age 8+), Need For Speed (age 13+)



The Culling (age 18+)

Alternate multiplayer games: Wondershot (age 10+), Battleborn (age 13+)



Dark Souls III (age 18+)

Alternate action RPGs: Hyrule Warriors: Legends (age 10+), Xenoblade Chronicles X (age 13+)



Dead Rising (age 18+)

Alternate action games: Necropolis: Brutal Edition (age 10+), God Eater 2: Rage Burst (age 15+)



SOURCES:

Haynes, Jeff. "10 Most Violent Video Games of 2016 (and What to Play Instead)." Common Sense Media. N.p., 23 Oct. 2016. Web.



TIPS FOR TOY SAFETY

From blocks and dolls to puzzles and games, toys can be fun and educational for children. But they can present safety hazards as well. As a parent, you need to be aware of toy safety issues for children of all ages. This sheet explains these issues and suggests ways to keep your children safe while playing with toys. Toy tips

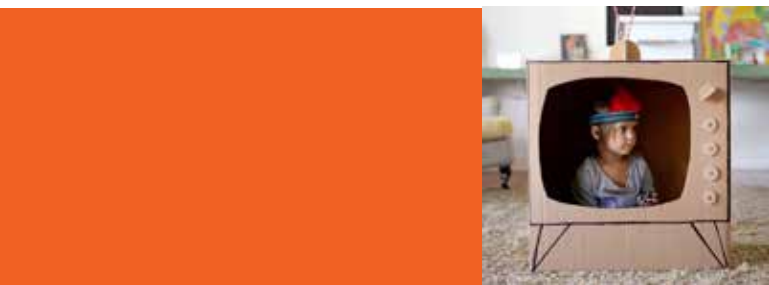
Follow these general tips to help keep your children safe:

- Carefully follow manufacturer instructions on the assembly and use of toys.
- Pay close attention to age recommendations. These tell you when a toy has small parts that are unsafe for young children to play with.
- Never mix toys meant for children of different ages. It can be dangerous for younger children to get hold of toys that are too old for them.
- Check toys regularly for damages, such as sharp edges or loose small parts. Repair damaged toys immediately or throw them

away.

- Make sure grandparents and other caregivers know about toy safety concerns.
- Have a regular clear out of your toy boxes to check loose fur, ripped seams, sharp or rough edges, loose eyes and noses, broken parts that may cause choking. If you find broken or damaged toys, throw them away. Please don't pass them on - you may be handing on an accident to another parent's child.
- Never allow children to hold noisy toys close to their ears or any other children's ears - it can damage hearing.
- Always change all batteries at once. New batteries can cause old batteries to get dangerously hot.

We also recommend that you actively check the CPSC website to determine if any of your child's toys have been recalled. <https://www.cpsc.gov/Recalls/>



TOY SAFETY REFERENCES TO USE

KEENAN'S KIDS FOUNDATION TOY REPORT CARD

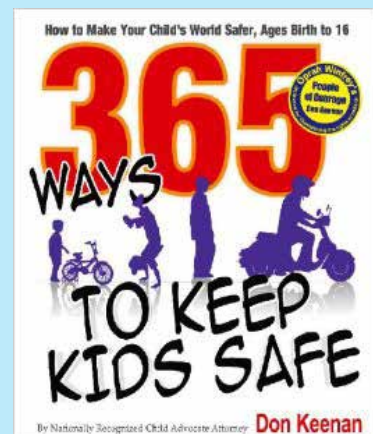
You can use the following report card to assist you in determining if a certain toy meets safety standards.

REPORT CARD		
SUBJECT		GRADE
1	No choking hazard	
2	No strangling hazard	
3	No sharp points or edges	
4	No loud noises	
5	No long cords or strings	
6	No dangerous chemicals	
7	Instructions on the package are the same as instructions inside	
8	No extreme heat	
9	No outrageous violence	
10	No obvious danger	

365 WAYS TO KEEP YOUR KIDS SAFE BOOK

Mr. Don C. Keenan's Award Winning Book on Child Safety is an excellent reference for parents and grandparents.

AVAILABLE FOR PURCHASE:
www.reptilekeenanball.com





249 Mack Bayou Loop; Suite 102
Santa Rosa Beach, FL 32459
Tel: 404-223-KIDS

www.keenanskidsfoundation.com

