

icphso update

News and information from and for members of the International Consumer Product Health and Safety Organization

Newsletter Editor, Ross Koeser

Third Issue 2005

President's Message

As I write this, I am thinking about my preparations for the Canadian Thanksgiving and the busy days of autumn ahead. It seemed to be a good time to reflect on the year that has passed for ICPHSO and the direction that we are heading.

In looking back the way we've come, there is always a desire to wonder how another path might have been different. To quote Robert Frost, "Two roads diverged in a yellow wood
And sorry I could not travel both
And be one traveler, long I stood ...
Then took the other, just as fair ..."

Presented with a number of opportunities and challenges, ICPHSO found itself at just such a crossroads last year and chose a new road. First of all, we not only changed the date of our highly successful symposium, but we also moved from our traditional meeting place in Florida. We are looking forward to a great event in Washington, from May 9 –12th at the Hyatt Bethesda. This location provides some real advantages – an opportunity for members to participate in a full CPSC day and the chance to hear from national leaders and experts located in the Washington area. Our Planning Committee under the able leadership of Jack Walsh is working to finalize all the details - keep tuned for program announcements.

The other new direction was to push strongly ahead with international and regional training activities. Following our first European Seminar in London last November, we are finalizing details for a 2nd Seminar in Arnhem, Netherlands on November 10th. For anyone operating in the global consumer product marketplace, this is a must attend event. Also, our Human Factors Symposium held in September in Bethesda showed that ICPHSO could deliver valuable educational and networking events on specialized areas of product safety.

But now that we are on this new road – how will we reach our proper destination? As a volunteer-driven organization with limited resources, we will need to focus on key aspects and look for innovative ideas and help from our membership. The Board and the Strategic Planning Committee met at the end of June to update

our Strategic Objectives and to develop a Strategic Business Plan for the next 2 years (for more information on this, see the article from our VP Denise Pozen).

So, as I sit down to my Thanksgiving turkey dinner and enjoy the company of my two kids home from college for the weekend, I will be thankful that I am part of such a great organization on a very interesting journey. I am also thankful we have such a great Board and staff who share a passion to see this organization succeed.

Jeanne Bank, ICPHSO President 2005/2006



CPSC Vice Chairman Nancy Nord and ICPHSO President Jeanne Bank following Commissioner Nord's Luncheon Address

Human Factors Training

ICPHSO teamed up with co-sponsor Specialized Technology Resource (STR) to deliver a one day (September 22, 2005) Human Factors Symposium. Key to the success of this symposium was the participation of CPSC and in particular the Human Factors and Compliance staff. The 121 attendees were provided a rare opportunity to learn, ask questions and interact with CPSC staff and other technical professionals.

Some evaluation comments were:

“Best ICPHSO Event Ever”

“Great Open Exchange of Ideas”

“Expert Panels – Very Knowledgeable”

“Contact/Networking with CPSC Staff”

A highlight of the meeting was the luncheon keynote address of Commissioner Nancy Nord. This was her first public address as a CPSC Commissioner. She was sworn in as Commissioner May 12, 2005.

Commissioner Nord emphasized the importance of Human Factor's in the decision making process of manufacturing safe products. In addition, Human Factor's decisions are included in CPSC corrective actions for dangerous products.

The approximate breakdown of the audience was as follows:

28% Manufacturers
21% Testing/Standard Laboratories
20% Government
10% Retailers
9% Law Firms
5% Consultants
7% Other (media, consumer organizations, universities, unidentified)

Four of the attendees were international – three from Hong Kong and one from Canada.



CPSC Commissioner Thomas Moore and Ross Koeser, Executive Director, ICPHSO during a break in the Human Factors Training

Committee Reports

The Strategic Planning Committee has been busy this year. The group met at the end of June for a two-day facilitated meeting. In the process of reviewing and updating the SWOT (Strengths/Weaknesses/Opportunities/Threats) analysis done at the previous planning meeting, we discussed a variety of issues facing ICPHSO including how much, if any, growth the organization should plan for.

Strategies and corresponding goals were identified to be addressed in the following areas during the next two years:

- International expansion
- Financial sustainability
- Membership development
- Governance

The Strategic Planning Committee is in the process of finalizing a business plan that will outline the objectives, tactics and resources that will be needed to meet the strategic goals. More details will be available after the plan is completed.

Each of these strategies will be addressed by one of our standing committees. ICPHSO needs the participation of its members on these committees in order to meet our goals and objectives and continue to be relevant to our members. Please consider joining a committee. Contact the chair of whichever committee you would like to be a part of and bring your unique skills to the process of moving ICPHSO into the 21st century.

Denise Pozen, DMPozen@SBCGlobal.net

ICPHSO STANDING COMMITTEES:

Symposium Planning and Program Committee:

Chair - Jack Walsh, jackwalsh39@aol.com.

Membership Committee:

Chair - Don Mays, Consumers Union, maysdo@consumer.org.

Strategic Planning Committee:

Chair - Denise Pozen, Safety Consultant, DMPozen@SBCGlobal.net.

Outreach Committee:

Chair - Elaine Tyrrell, U.S. Consumer Product Safety Commission, etyrrell@cpsc.gov.

Events Committee:

Chair - Marc Schoem, U.S. Consumer Product Safety Commission, mschoem@cpsc.gov.

Sponsors/Scholarship Committee:

Chair – Michelle Reinen, Wisconsin Department of Agriculture, Trade & Consumer Protection, michelle.reinen@datcp.state.wi.us.

From The Editor's Desk

This is your newsletter not mine. You send me material and if it's pertinent and not blatantly commercial I will try to use it. I am not a reporter. I do not attend meetings – take notes and report back. This is what the media does very well. Anything that is important and timely to you in the Consumer Product Health and Safety area you probably already know. But I do appreciate those people and organizations that send me information. I have a request – put me on your mailing list to receive your press releases. The more information I have to choose from the better the newsletter will be.

Finally, I am always looking for human interest stories. You know, the kind you like to read, but seldom send. People like to read about people. Shoot – that title for a magazine is already taken.

So, send me your unusual stories, significant events, awards/honors, hobbies, acts of kindness (I'm stretching) and pictures – lots of pictures.

My email is rkoeser@verizon.net.

Member News

Safe Kids Changes Name

National Safe Kids Campaign changed its name to Safe Kids Worldwide. The group said this move reflects its international expansion – it now has more than 450 chapters in 16 countries. The organization was launched in 1987 by Children's National Medical Center with funding from Johnson & Johnson. Its first international chapter was in Canada in 1992. The organization said it has set a goal for member nations to cut unintentional injuries to children 14 and under by 25% by 2014. To see the group's new logo, go to its web page: www.safekids.org

The Danny Foundation is Dissolved

After nearly twenty years of successful efforts to keep babies safe from dangerous cribs and other child products, the Board of Directors of The Danny Foundation, unanimously voted to "Dissolve" the Foundation, effective 12/31/05. The Danny Foundation was named after 23 month-old Danny Lineweaver of Alamo, CA, who was severely injured in 1984 when his shirt became entangled on the corner post extension of his crib. Danny died in 1993, after 9 years of home care.

When the Foundation started its programs of education and advocacy, baby cribs caused approximately one hundred deaths per year. According to recently released data from the U.S. Consumer

Product Safety Commission, annual crib deaths now number fewer than sixteen.

John Lineweaver, Danny's father, believes that, "The Danny Foundation's biggest accomplishment was the establishment of virtually all of the government crib manufacturing standards that exist today. A crib purchased in 2005 is largely unrecognizable when compared to the crib that took our son's life. We can proudly proclaim that when you buy a new crib today, you are getting a truly safe place to leave your baby alone, unobserved and unattended. This is a fitting tribute to the memory of Danny. His legacy will remain the difference the Foundation made in saving the lives of infants."

DG Sanco Seeks Discussion of Science and Risk Assessment

A discussion paper from the EU Health & Consumer Protection Directorate General (DG Sanco), made public September 15, addresses maximizing the use of science to protect consumer health and safety. It seeks to prompt discussion, both internally and with stakeholders, on the directorate's scientific approach to internal decisions and risk assessment. Examples of discussion points include the need for the directorate to support more post-graduate studies among its risk assessors and the need to look at use of "lay language summaries." The paper covers 15 points in all. The report, dated July, is available at europa.eu.int/comm/dgs/health_consumer/library/reports/science_health_safety_en.pdf.

CPSC Signs MOU with Canada

CPSC and Health Canada's Healthy Environments and Consumer Safety Branch signed a cooperative memorandum of understanding (MOU). Signing the regulatory-harmonization and information-sharing agreement were CPSC Chairman Hal Stratton and the branch's Assistant Deputy Minister Susan Fletcher. Among the information-sharing provisions is an agreement to exchange inspection and laboratory test results where appropriate. As well, Health Canada will provide advance notice to CPSC if a product that fails Canadian standards or is otherwise a hazard will be exported to the U.S. This move brings Canadian policy in line with longstanding CPSC procedure for exports. Other items tagged for sharing include guidance papers, scientific/technical documents, certain post-marketing data, test sample reports and others. The MOU, effective for 10 years, is available at www.cpsc.gov/CPSC/PUB/PREREL/prhtml05/05212.pdf

**Motorized Menace
Electric skateboards are the latest trend. But
parents, watch out**

If your child hasn't already begged for one of these hot new machines, get ready! Souped-up skateboards, now cheaper than ever, are touted as must-haves for teens and tweens. Engineers at the Good Housekeeping Institute evaluated three popular boards that are typical of what's out there: the E-Glide II, the Raptor 3.0, and the Powerboard 2. Our experts' conclusion: Electric skateboards are dangerous. Here's why. They go too fast. Models can reach speeds of up to 18 miles per hour. That's too fast for novice skateboarders to stay in control, according to skateboard expert Chris Lees. Riders can't stop when they want to. Kids control the boards with a device shaped like a gun: They pull on a trigger to accelerate and push it to stop. In our tests, braking distances were too long – a child might not be able to stop in time to avoid a collision. If a rider is going fast and pushes the brake quickly, he risks being hurled off the board. The boards are hard to maneuver, especially at high speeds. Our testers – all experienced skateboarders – fell off the boards while trying to make sharp turns. Beginners could easily get hurt, says Lees.

Built-in obstacle? On some models, the control is attached to the motor by a thin cord that could get tangled around the wheels. David Lohrli, CEO of the company that sells E-Glide, says that the cord and many other components on E-Glide boards have just been updated. Still he admits, "This is not a toy. It is an extreme product." An electric skateboard "possesses danger by its very design."

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Contact John Kupsch at JKupsch@hearst.com

**Expanding the Services of RAM One Office at a Time
By John Mason**

"As Senior Vice President of RAM and director of operations in Europe, I am proud to announce our upcoming expansion and relocation of our London office. In accordance with research developments and innovative technologies constantly being developed and improved upon at RAM, we feel it is necessary to move our office to a larger site where we can be even more accommodating to customer needs.

At our new location, we will be able to provide the same services and solutions we have in the past along with a brand new state-of-the-art research laboratory. This laboratory will be fully equipped with the very same ground-breaking models used at our OakBrook, USA location. I invite you to visit our new facility upon opening and see the models we have developed to assess consumer product hazards such as

suffocation, light and sound toxicity, burn injury, choking using 3D virtual imagery, and many more.

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News Of Interest

ICPHSO Executive Meets with CPSC Commissioners

Recently the ICPHSO Executive Committee met with Chairman Stratton and staff, Vice Chairman Nord and staff and the staff of Commissioner Moore.

Jeanne Bank, ICPHSO President, thanked CPSC for their continuing support of ICPHSO and in particular the 2005 Annual Symposium, the 1st European Symposium in London, the Human Factors Training and the 2nd European Symposium in the Netherlands.

Both organizations clearly see that continued cooperation is important and necessary to help support the missions of CPSC and ICPHSO.

CPSC and Industry Representatives Attend Safety Summit in China By Jim Walter, Mattel

The U.S. Consumer Product Safety Commission (CPSC) and the General Administration of Quality Supervision, Inspections and Quarantine (AQSIQ) in China signed a Memorandum of Understanding in April of last year. The recent safety summit in China August 30-31 developed action steps to implement the MOU. I had the privilege of participating in this summit, and meeting with Chinese officials and buyers Sept 1-2. It was well worth the time and cost invested.

The summit was attended by Li Changjiang, minister of the AQSIQ, CPSC Chairman Hal Stratton and CPSC Staff members Page Faulk, General Counsel, John "Gib" Mullan, Compliance Director, Joe Mohorovic, Director of International Programs and Intergovernmental Affairs, and Edward Richards and Robert Rafferty, special assistants to Chairman Stratton. Industry representatives included the Association of Home Appliance Manufacturers, the National Electronic Manufacturers Association, Underwriters Laboratories, Intertek Inc., American Fireworks Safety Laboratory, the Canadian Standards Association, and the U. S. Toy Industry Association represented by me.

During the safety summit I encouraged local manufacturers to protect the brands they manufacture by assuring their products are safe. Unsafe products can devastate consumers and a company's brand, as well as the manufacturer of the product. Mattel has worked hard to earn the trust of consumers. If we were to lose that trust, it may take many years to regain it.

Mattel and other TIA members protect and advance their brands to provide the consumer with safe products. Since the majority of manufacturing is done in China, we must establish strong cooperative efforts with our manufacturers to develop effective quality control and quality assurance programs.

There are several factors critical to ensuring product safety:

1. A thorough understanding of the regulations, shared consistently between the factories and the brand.
2. Quality control and assurance programs that ensure all products comply with the applicable regulations. This requires sufficient controls during the manufacturing process to assure that each and every product is safe.
3. Testing must be done by the manufacturer or by an outside testing laboratory, or both. The manufacturer must assure the testing is performed properly, and one way to accomplish this is use of only certified labs.
4. Testing is important, but we should avoid "over testing" which occurs when duplicative or redundant testing is required by various stakeholders.

It is important for manufacturers in China and the U.S. to be involved in the regulatory process, and to keep abreast of regulatory developments and new patterns and trends in product safety.

CPSC Updates 1970s Handbook

CPSC is seeking comment by October 31 to the Office of the Secretary on an update of its 1970s *Handbook for Manufacturing Safer Consumer Products*. First issued in 1975, with 1977 revisions, the manual's purpose was to help U.S. companies better understand their regulatory duties under the then relatively new commission. Its main purpose now may be to aid the agency's China efforts, and there are versions in English and Mandarin, the primary language of China.

Included within the new edition is an update of the accompanying guide, *Commentary for Implementation of the CPSC Handbook for Manufacturing Safer Consumer Products*. Among the issues covered in the handbook are the need for a product safety policy and a company's related

organizational and training decisions. Get the English version at www.cpsc.gov/BUSINFO/China/handbookenglishauq05.pdf

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ECOSA Changes its Name

ECOSA (European Consumer Safety Association) has changed its name to EuroSafe, the European Association for Injury Prevention. In an early August statement, the association said, "Over the past months, ECOSA has undergone significant changes as regards its strategic intent and scope of activities." The organization explained that it was hard to find an appropriate acronym given its expanded mission, so it settled on EuroSafe. That name had belonged to an ECOSA task group that targeted cooperative research projects and safety promotion. To avoid confusion, the organization has renamed that committee the Task Force on Public Health Action on Injury.

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CPSC Staff Stand By Recommendation to Deny ATV Petition

CPSC staff August 22 stood by their February recommendation to deny an ATV petition seeking a ban on sale of adult-size all-terrain vehicles (ATVs) for use by youth under 16.

- Staff rejected comparisons to similar age-based bans on alcohol, tobacco or firearms, saying such laws are state-based; include use, over which the agency has no jurisdiction; and typically target sales to minors rather than requiring judgments of adults' intentions to allow youth use.
- Staff rejected comparisons to small-parts regulations, noting that those are labeling rules with no requirement to judge buyers' intentions.
- Staff reiterated their February assessment that the ban would have little effect on injuries because most major distributors agree not to sell adult units for use by youth; consumer already get warnings about such use from numerous points; the sales ban would have no power over use; and the ban would not cover the secondary, private market.

The new recommendations, which also include staff responses to other points, are available at www.cpsc.gov/LIBRARY/FOIA/FOIA05/brief/atvsrt.pdf. Parts of this article are reprinted with the permission of "Product Safety Letter" productsafety@cox.net.

Coming Events

Seventeenth Annual Product Liability Conference

The University of Wisconsin, Madison
Madison, Wisconsin
November 1-3, 2005

Upcoming Courses

The Role of Warnings and Instructions
March 21-23, 2006
Madison, Wisconsin

For information on the upcoming course contact Dick Moll, program director, toll free 800-462-0876. Or check our Web site at <http://epd.engr.wisc.edu/catalogs/design.lasso>

Mark Your Calendar

May 9-12, 2006

ICPHSO Annual Meeting and Training Symposium

**Hyatt Regency
Bethesda, MD**