



**Keenan's Kids Foundation
Announces its
11th Annual Toy Safety Campaign**

10 Dangerous Toys for 2009

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Keenan's Kids Foundation

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11th Annual Toy Safety Campaign: **10 Dangerous Toys for 2009**

What parents need to know in 2009:

- ✚ The Consumer Product Safety Commission Modernization Act took effect in Feb. 2009 and has improved safety standards on toys by doing the following:
 - Requiring all children's products be tested by a third party lab to ensure they meet new standards
 - Banning children's products containing trace amounts of lead (classified at 300 parts per million or about 0.03 percent by weight)
 - Banning the use of phthalates, a plastic softener, in children's products
 - Requiring safety standards on all-terrain vehicles
 - Requiring all retailers, distributors and importers of a product to identify the manufacturer of the product
- ✚ In spite of more stringent standards, there have still been more than 30 recalls on toys that hit shelves in 2009 – totaling a whopping 4.6 million individual units of toys.
- ✚ The Keenan's Kids Foundation estimates roughly 5 percent of toys currently on retail shelves or being sold through second hand retailers may still not meet all the new standards.
- ✚ The government is not always looking out for the best interest of a child; parents know their children best and always need to be looking out for their child's safety.

The statistics:

- ✚ Every year, a child dies on average at least once a month due to a toy-related injury. In 2008, 19 children died due to a toy-related incident.
- ✚ More than 170,000 hospital emergency room visits involve treating toy-related injuries to children 15-years-old or younger each year.
- ✚ Deaths resulting from toy injuries are predominantly caused by airway obstruction from small toys.
- ✚ Injuries most often include lacerations, contusions and abrasions; the head and face are affected most often.

- *Consumer Product Safety Commission*

1. Magnetix Building Sets (feat. Metallic 250 pc. set)

MAGNET/CHOKING DANGER

Item description: Create unlimited designs with 250 Magnetix rods and balls. Set also includes 30 bonus metallic pieces to make your creations really shine. Compatible with other Magnetix Building Sets.

Price: \$75.00 + tax

Ages: 6+

Made by: Mega Brands (formerly Rose Art)

Where you can find it: Major distributors, such as Amazon.com and toy stores



HAZARD:

- As the toy's warning cautions: Attraction of magnets in the body may cause serious injury and require immediate medical care if ingested. This is an example of a toy containing magnets that can pose dangers to children.
- An additional warning is the potential for choking. The toy features small parts including a small ball that should not be used by or around children under the age of 6.

FACTS:

- In 2009, the CPSC fined Mega Brands \$1.1 million for withholding information on the danger of the sets previously manufactured. ALL Magnetix sets made before March 2006 were recalled after one death, one aspiration and 27 intestinal injuries were reported. The older recalled sets are on CPSCs "Top 10 list of recalled children's products." *(from the CPSC)*
- More and more child building sets have small magnets in them; the CPSC has worked with the industry to put in place new safety standards for magnetic toys. Mega Brands has also confirmed new products made after 2006 better retain magnets due to improved quality control; **however, children's toys with magnets remain listed as one of the top five dangerous holiday toys by the CPSC.** *(from the CPSC)*

2. Playskool Explore N'Grow Busy Ball Popper **LOUD NOISE DANGER**

Item description: Made to entertain your baby or toddler, this toy features popping balls. Parents pump the toy's plunger and drop balls onto the spiral track. When they reach the bottom, the balls will pop out the top. Eight "lively" songs are supposed to add to the fun but could pose a hearing hazard for small children.

Price: \$17.99 + tax

Ages: 9 months and up

Made by: Playskool

Where you can find it: Major stores such as Walmart, Target, Toys'R'Us



HAZARD:

- Sound toys over 85 decibels can be harmful to a child's ear development and hearing. This is an example of a loud noise toy that may be harmful to a child if they are exposed for prolonged periods of time, with the music sometimes registering 90+ decibels when tested by Foundation volunteers.

FACTS:

- Parent reviews of this particular toy indicate concerns over the high noise levels of the toy, without any volume control to monitor how loud the toy is around small children. (*Parent review, Amazon.com, 2009*)
- At 85 decibels, a child's hearing can be damaged when exposed for 8 hours; at 90 decibels it only takes 2 hours; and in mere minutes, hearing loss can happen with toys that register 97 decibels or higher. (*from the CPSC*)
- Noise specification standards were created in 2003, recommended at 90 decibels or lower, but they are not mandatory. Parents should screen a sound toy first, if it seems too loud and doesn't provide volume control, it could be potentially dangerous. (*American Speech-Language-Hearing Association*)

3. ATV Sport

MISLEADING PACKAGING

Item description: This ATV vehicle runs on a rechargeable battery.

Price: \$200 + tax

Ages: 3+

Made by: Rand International

Where you can find it: Major stores such as Target

(Need to purchase and take a photo – SL found this item at Target)

HAZARD:

- The warning label on the right side of the package says "Always wear helmet while riding" but picture on the front shows children riding without helmets. This is an example of a toy with misleading packaging that could be dangerous.

FACTS:

- A product's package should be consistent in terms of warnings, cautions, and information outside and inside the packaging. Portraying children without helmets for a toy that requires a helmet is a large disconnect for a child as young as 3.
- Ride on toys can tip on unstable ground so parents should always set a safe place for your child to use the toy; additionally, smaller children sometimes have difficulty climbing on and off the toy and can tip it that way. (*LoveToKnow.com*)
- Ride on toys have been dubbed by the CPSC as one of the top five holiday toy hazards for children. (*from the CPSC*)

4. Girl's Gourmet Sweets Candy Jewel Factory SHOCK/BURN DANGER

Item description: Create edible jewelry with the Girl Gourmet Sweets Candy Jewel Factory. The set includes everything you need to create necklaces, bracelets and charms.

Price: \$24.00

Ages: 8+

Made by: Jakks Pacific, Inc.

Where you can find it: Major stores such as Walmart, Target, Toys'R'Us



HAZARD:

- As the toy's packaging warns: There is a potential for electric shock and burn injuries. This toy serves as an example of a toy that requires heat to work, and can be dangerous for children if they do not understand the warnings and/or are left unattended with the toy.

FACTS:

- Cautionary instructions include the following:
 - The oven should never be touched while cooking; Foundation volunteers found the top of the oven registered over 110°F
 - The candy should not be touched immediately after taking from the oven; Foundation volunteers were able to easily pry open the door after baking had completed; the candy registered over 105°F
 - The oven must be unplugged when unattended and/or when not in use
- The oven requires 18-30 minutes to cool down after cooking. This means little to a child, who may be inclined to pull it open anyway.
- Every year, dozens of children are treated in ERs for injuries associated with electric shock. (from the CPSC)

5. Little Tykes Toy Workshop Playsets

Item description: Little Tykes Toy Workshop Sets were all **recalled** by the Consumer Product Safety Commission in August 2009, due to the oversized, plastic nails included with the toys that pose a choking hazard to small children. The screws are multicolored, and about 3 inches long and 1 inch wide.

Price: \$0.99 and up + shipping

Ages: 2+

Made by: Better Sourcing Worldwide

Where you can find it: eBay; used toy stores



HAZARD:

- Choking hazard associated with small parts.

FACTS:

- The CPSC received one report of an 11-month old boy from South Carolina who choked when the toy screw become forcefully lodged in his throat. The child was hospitalized and made a full recovery. See the full CPSC press release at <http://www.cpsc.gov/cpscpub/prerel/prhtml09/09304.html>.
- Choking is the number one way children suffer toy-related injuries; small parts remain in the top five toy hazards. *(from the CPSC)*
- In spite of new safety standards for toys, this toy has fallen under the radar; with a variety of the Little Tykes Workshop sets featuring the recalled nails for sale on eBay for as low as \$0.99.

6. Kid's Baking Set LACERATION/CHOKING HAZARD

Item description: Contains a child's mini baking set including one rolling pin, one plastic spoon, one whisk and six plastic cookie cutters.

Price: \$2.50 + tax

Ages: 3+

Made by: IQ accessories Inc.

Where you can find it: Target



HAZARD:

- Choking hazard of small parts; laceration hazard if the rolling pin is unscrewed and reveals the long metal rod inside. This is an example of a toy that can pose additional dangers if taken apart by a child.

FACTS:

- The rolling pin can easily be taken apart, which poses a choking hazard with the small pieces.
- Once taken apart, the rolling pin exposes a long metal rod which poses a laceration hazard.

7. Teenage Mutant Ninja Turtle Space Cruiser **SHARP EDGES/LACERATION DANGER**

Item description: This ship seats all four Teenage Mutant Ninja Turtles, fires titanium-tipped Triceraton missiles and comes with stickers for individual decoration.

Price: \$160.00 + tax

Ages: 4+

Made by: Playmates

Where you can find it: Major online distributors, such as Amazon.com



HAZARD:

- The toy is very heavy and contains sharp edges that pose a laceration hazard. This toy is an example of how sharp edges can be potentially dangerous for children.

FACTS:

- Parent reviews indicate that, due to the toy's heavy weight, it should not be picked up by a small child because it could easily be dropped and injure the child, or other children playing in that vicinity. *(Parent review, Amazon.com, 2009)*
- The sharp edges can cause laceration injuries; one parent said her child actually severed his pinky after falling on top of the toy. *(Parent review, Amazon.com, 2009)*
- When purchasing a toy with "sharp" edges for your child, make sure the edges are made of soft plastic or have enough give in them that children could not be injured by the toy.

8. Zhu Zhu Pets (feat. Chunk)

SKIN PINCHING/HAIR ENTANGLEMENT

Item description: This plush hamster is designed to be realistic and interactive with “artificial intelligence” that allows them to move around. There are over a dozen add-ons that can be purchased to build an ever-evolving hamster world.

Price: \$8.00 and up + tax

Ages: 3+

Made by: ?

Where you can find it: Major stores such as Walmart, Target, Toys’R’Us, Amazon.com



HAZARD:

- While the toy’s “Warning” states there are small parts and it is not designed for children under the age of three, it fails to note the other hazards associated with the toy.
- Additional known hazards include skin pinching and hair entanglement; this toy is an example of how a toy with fast moving parts can pose a danger for children.

FACTS:

- The toy’s “artificial intelligence” does not mean it knows the difference between a floor surface versus the surface of a child’s arm or leg, meaning its spinning wheels have the capability to pinch and not release.
- Parent reviews of the toy indicate the wheels spin fast and change direction randomly. Because of this, dangers of a child’s hair entanglement are warned about online. (*Parent review, Amazon.com, 2009*)

9. Viper Blaster

BLUNT FORCE EYE/FACE HAZARD

Item Description: Young children are encouraged to “defend against enemy spies” with the viper-blaster for “split-second defense tactics” or as a “precision shooter.” The blaster shoots supplied darts.

Price: \$15.99 and up + tax

Made by: Wild Planet Entertainment, Inc.

Age: 6+

Where you can find it: Major online distributors such as Amazon.com; Kmart; etc.



HAZARD:

- In order to “avoid injury” the toy’s packaging warns: “Caution! Do not aim at eyes or face. To avoid injury: use only with darts designed for this product. Do not modify darts or blaster.” This toy serves as an example of a child’s project that could potentially cause eye and face injuries.

FACTS:

- The blaster shoots the supplied darts with enough force to potentially cause eye injuries.
- Eye injuries from toys are common. The American Academy of Ophthalmology reports that toys cause thousands of eye injuries to children every year; sometimes these injuries can even lead to blindness.

10. Pucci Pups (feat. Shih-Tzu) **STRANGULATION HAZARD**

Item Description: Children are encouraged to bring their Shih Tzu pup anywhere they go; the toy is “playful, bright and energetic.” Includes a doggie outfit, a hair comb, a bed, collar and leash to “keep the puppy entertained.” There are additional accessories that go along with each pup.

Price: \$15.00 and up + tax

Made by: Battat Incorporated

Age: 2+

Where you can find it: Major distributors such as Walmart, Target, etc.



HAZARD:

- The stuffed dog features a long leash that measures roughly 35” in length, which serves as an example of a toy’s lanyard that is long enough to potentially cause strangulation hazards. Additionally, the toy is made of long, soft, hair-like fibers which, if ingested, could possibly cause an aspiration hazard for small children.

FACTS:

- This toy is marketed to children as young as 2-years-old; an age where mouthing objects is still common. Ingesting any stuffed toy’s hair-like fibers can pose an aspiration hazard for small children.
- The approved lanyard length for toys is 12” long. This toy’s leash is nearly three times that length, and can pose strangulation hazards if a child were to get the leash wrapped around his/her neck.