



UNITED STATES OF AMERICA
CONSUMER PRODUCT
SAFETY COMMISSION

Boosting the Impact of Product Safety Alerts & Recalls

International Product Safety Week
Brussels, November 16, 2016

Communicating Product Safety Messages To Consumers

Three Phases

- 1. Preparing the Message**
- 2. Sending the Message**
- 3. Supporting the Message**

Preparing the Message

- **All Recalls Are Announced Via a News Release**
 - Identify recalling company, consumer contact
 - Clear description of product
 - Clear description of the hazard
 - Encourage consumers to take advantage of the remedy
- **Expectations of the Recalling Firms**
 - It's a recall, so we call it a recall (repair, replace, refund)
 - Firm should use all of the platforms at their disposal (social media, direct notice, assistance from retailers)
 - Coordinate with other impacted jurisdictions

Dehumidifiers Made by Midea Recalled Due to Serious Fire and Burn Hazards; \$4.8 Million in Property Damage Reported

En Español

f t e p + 1.8K

Recall date: November 2, 2016

Recall number: 17-024



1 of 3 photos « Previous Next »

Recall Summary

Name of product:

Dehumidifiers

Hazard:

The dehumidifiers can overheat, smoke and catch fire, posing serious fire and burn hazards.

Remedy:

\$ Refund ↻ Replace

Consumer Contact:

- 800-600-3055
- www.midea.com/us/

GD Midea at 800-600-3055 from 7 a.m. to 6 p.m. CT Monday through Friday or online at www.midea.com/us/ and click on Product Recall for more information.

Recall Details

Report an Incident Involving this Product

In Conjunction With:



Units:

About 3.4 million (in addition 850,000 were sold in Canada)

Report an Unsafe Product

Preparing the Message

- **Safety Alerts**

- Used for class-wide hazards or single-product warnings
- Emerging, seasonal, and identified hazards
- May be a pre-cursor a recall...or not
- Examples:
 - High-powered magnets
 - Hoverboards
 - Drop-side cribs
 - Single-dose liquid laundry packets
 - Fireworks and holiday cooking safety



CPSC and ACCC Warn of Poison Dangers with Liquid Laundry Packets



41

Release date: March 21, 2013

Release number: 13-147

Release Details



1 of 1 photos

Liquid Laundry Packets

WASHINGTON, D.C. – The U.S. Consumer Product Safety Commission (CPSC) and the Australian Competition and Consumer Commission (ACCC) are urging parents to take immediate action to ensure their family is not exposed to the hazards posed by liquid laundry packets or capsules. Young children who are exposed to the highly concentrated, toxic detergent are at risk of serious injury.

Reports of incidents in the United States and Australia have prompted the product safety agencies to warn parents about what can happen if these products are not used safely. Children who have ingested detergent from the packets have required medical attention and hospitalization for loss of consciousness, excessive vomiting, drowsiness, throat swelling, and difficulty breathing. Eye contact has also resulted in reports of injury, including severe irritation and temporary loss of vision.

“A product intended to make your clothes clean and bright should not lead to a parent having to call the poison help line because their child is in distress,” said CPSC Chairman Inez Tenenbaum. “CPSC has played a leading role in addressing this emerging hazard. We are conducting an investigation, we are educating consumers, and we are urging that changes be made that will reduce incidents and injuries.”

“Poison call centers across Australia have received more than 85 calls in the last 18 months relating to exposure to these laundry capsules,” said ACCC Deputy Chair Della Rickard. “The experience in Australia is consistent with an international trend, where most cases have involved a child aged five years or younger.”

The number of incidents, in a relatively short period of time, suggests that children are highly attracted to the packets, which can resemble play items. The soft and colorful product can be easily mistaken by a child for candy, toys, or a teething product.

Water, wet hands, and saliva can cause the packets to dissolve quickly and release their highly concentrated toxic contents. Parents and caregivers are urged always to handle the product carefully and with dry hands.

To prevent unintended exposure to the toxic chemicals in the packets, the following steps are recommended:


1. Do not let children handle the laundry packets.
2. Keep the liquid laundry packets sealed in their original packaging, and make sure they are locked up and out of a child's sight and reach.

Report an
Unsafe
Product

Crib Information Center

www.cpsc.gov/cribs

YouTube Search Upload 29



0:15 / 1:01

Analytics Video Manager

10 Tips to Keep Your Baby Safe - 60

U.S. Consumer Product Safety Commission

Channel settings

18,496 views

Add to Share More

Published on Dec 17, 2015

Feeling overwhelmed by all the choices and advice from friends and relatives about your new baby? What to do? What to buy? Here is some advice for new parents from the U. S. Consumer Product Safety Commission about nursery product safety.

SHOW MORE

Comments are disabled for this video.

Up next

Autoplay

- Safe Sleep for Babies: Learn How**
U.S. Consumer Product Safety Commissioner
143,467 views
3:19
- 10 Tips to Keep Your Baby Safe with Recap**
U.S. Consumer Product Safety Commissioner
605 views
5:45
- Anchor it and Protect a Child**
U.S. Consumer Product Safety Commissioner
2,804,940 views
2:46
- "But I was only gone for a moment..."**
U.S. Consumer Product Safety Commissioner
15,446 views
1:01
- Candle and Tree Fire Lab Footage**
U.S. Consumer Product Safety Commissioner
38,580 views
2:19
- Real Moms Urge Parents to Anchor It**
U.S. Consumer Product Safety Commissioner
2,707 views
1:01
- Near Miss Tragedy**
U.S. Consumer Product Safety Commissioner
47,964 views
1:05
- Alarmas Detectoras de Humo y de Monóxido de Carbono**
U.S. Consumer Product Safety Commissioner
4,131 views
1:35
- Hoverboard B-Roll**
U.S. Consumer Product Safety Commissioner
29,710 views

Sending the Message

- CPSC shares news releases and safety alerts with:
 - Media
 - State Departments of Health
 - State Attorneys General
 - Resale Stores
 - Retail Stores
 - General Public

Sending the Message

- Online/Social Media
 - CPSC.gov + SaferProducts.gov
 - Twitter – multiple agency accounts
 - Flickr
 - Blog
 - YouTube
 - Google+
 - Exploring other platforms

CPSC.gov

Contact CPSC | Consumers: Español | Businesses: Español | 简体中文 | Tiếng Việt

 United States
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ABOUT CPSC

Samsung Recalls Galaxy Note7 Smartphones Reports of burns, fires

The lithium-ion battery can overheat and catch fire.

[En español](#)

[Samsung Galaxy Note7 Recall Press Event](#)

SAMSUNG



[Report an Unsafe Product](#)

Latest Recalls



SEPTEMBER 29, 2016



Walmart Recalls Tripod Stools Due to Fall Hazard

SEPTEMBER 27, 2016



Advanced Sports International Recalls Bicycles Due to Fall Hazard

Latest News



SEPTEMBER 8, 2016



CIVIL PENALTY Goodman Co. Agrees to Pay \$5.55 Million for Delay and Misrepresentation in Reporting Fire Hazard Involving Air Conditioners/Heaters

JUNE 30, 2016



CPSC, NFL Star Team Up on New Fireworks Safety Video

SaferProducts.gov – Report & Search

The screenshot shows the SaferProducts.gov website in Internet Explorer. The browser's address bar displays <http://www.saferproducts.gov/>. The website's navigation bar includes links to CPSC.gov, SaferProducts.gov, PoolSafety.gov, Recalls.gov, and ATVsafety.gov. The main content area features a 'Welcome Consumers' section with a video of a woman at a computer, a 'Report An Unsafe Product' button, a 'Business Sign In' button, a search bar, and a 'Most Searched' list. The footer contains contact information and a disclaimer.

CPSC.gov SaferProducts.gov PoolSafety.gov Recalls.gov ATVsafety.gov

SaferProducts.gov

Report An Unsafe Product Business Register & Respond Search Recalls & Reports About Questions

Welcome Consumers

Report your unsafe product on SaferProducts.gov. Tell CPSC. Then others will know.

Get Started

Report An Unsafe Product Business Sign In

Search

Recalls/Repairs & Reports

GO

Advanced Search

Most Searched

Appliances
Cribs
High Chairs
Tools
Beds
Strollers

Frequently Asked Questions

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PHONE: 800-638-2772 | TTY: 301-595-7054 | CONTACT US ONLINE | TERMS OF USE | PRIVACY | NO FEAR | OPEN GOVERNMENT

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Start Internet Explorer Chrome Outlook Word PowerPoint

5:34 PM 11/9/2016

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Anchor It!
Secure Furniture and TVs:
Protect Children



U.S. CPSC @USCPSC
Standing for safety since 1973. Recalls, safety alerts and data. RTs, follows are not endorsements. Official account of U.S. Consumer Product Safety Commission.
Bethesda, MD
cpsc.gov
Joined January 2009

TWEETS 6,252 FOLLOWING 803 FOLLOWERS 34.7K LIKES 540 LISTS 3

Follow

Tweets Tweets & replies Media

U.S. CPSC @USCPSC · 10h
Is your home #fire safe? Do you have a working smoke alarm on every floor? In every bedroom? #GoodBetterBest [PDF] bit.ly/2acgrFh

U.S. CPSC @USCPSC · 15h
Friends with toddlers? Give them some life advice they actually need. Tell them to #AnchorIt bit.ly/29KNqjK



Worldwide Trends
#NationalBoyfriendDay

Bloggging – *OnSafety*



Safe Sleep: Bedding, Pillows, Safety and More

[Home](#) > [Safety Q&A](#) > [Safe Sleep](#) > Safe Sleep: Bedding, Pillows, Safety And More

Safe Sleep: Bedding, Pillows, Safety and More

by CPSC Blogger September 18

[baby](#) [baby sleep](#) [bassinet](#) [blankets](#) [crib](#) [infant](#) [pillows](#) [play yard](#) [playpen](#) [Safe Sleep](#) [sleep](#)

[Blog en español](#)

CPSC staff estimates that between 1992 and 2010 there were nearly 700 deaths involving infants 12 months and younger related to pillows and cushions placed in or near a baby's sleep environment. Nearly half of the infant crib deaths and two-thirds of bassinet deaths reported to CPSC each year are suffocations caused by pillows, thick quilts and/or overcrowding in the baby's sleeping space.

The safest place for a baby to sleep is in a safe crib. A safe crib is one that meets [CPSC's strong federal safety standards](#) and is clear of clutter. That means no pillows, no heavy quilts, no thick blankets, no pillow-like stuffed toys or other large stuffed toys and no child carrying devices, recliners or sleep positioners.

Many parents are aware of the [Back-to-Sleep Campaign](#) to reduce the risk of SIDS. Putting your baby to sleep on his or her back also helps prevent suffocation. Be sure to always place your baby on his/her back on a tight-fitting, firm, flat mattress or any surface that comes with the bassinet and play yard. Crib mattresses need to fit tightly, too.

I use a pillow, why shouldn't my baby?

Babies and adults are different. A pillow can block a baby's nose and mouth and can cause a baby to suffocate. On average, there are 32 infant deaths a year on pillows used as mattresses or to prop babies' heads. The majority of these deaths involve infants in their first three months of life.



YouTube Channel

The screenshot displays the YouTube channel interface for USCPCSC. At the top, there is a navigation bar with the channel name 'Welcome to our Channel USCPCSC's Channel', a 'Subscribe' button, and a 'Playlists' tab. To the right of the navigation bar are links for 'Arrange Playlists' and social media icons. The main content area features a video player for the video 'Safe Sleep'. The video player includes a progress bar showing 0:35 / 1:04, a volume icon, and a 360p resolution indicator. Below the video player are tabs for 'Info', 'Comments', 'Favorite', 'Share', 'Playlists', and 'Flag'. The 'Info' tab is selected, showing the video title 'Safe Sleep', the source 'From: USCPCSC | February 04, 2010 | 565 views', and a description: 'Do not put additional bedding such as pillows, thick quilts, comforters or anything plush into your babys sleeping space.' There are also five empty star ratings and a link to 'View comments, related videos, and more'. To the right of the video player is a sidebar with four playlist recommendations: 'PSAs and Safety Videos' (14 videos, 1 week ago), 'VNRs (for media)' (4 videos, 1 week ago), 'Recalls' (6 videos, 1 week ago), and 'Videos en Español!' (7 videos, 1 day ago).

www.youtube.com/user/USCPSC

CPSC Stands For Safety

