

# Child Product Recall Campaign Overview – February 2004

*“It was a hand-me-down from friends to my sister, and my sister gave it to me. You’re under the conception that its safe, somebody’s child made it through.” Laura Hauser, Seattle, talks about the recalled portable crib that killed her 8-month-old son in June 2001.*

**Background:** The Washington State Department of Health, in collaboration with Children’s Hospital and Regional Medical Center and a variety of community partners, has launched a statewide public awareness and education campaign about the risks and dangers associated with children’s products recalled for safety reasons. The campaign focuses on items such as portable cribs, strollers, safety gates, walkers, infant carriers and high chairs. It excludes car seats because car seat recall information is readily available elsewhere. The long-term goal of the effort is to reduce the number of product-related deaths and injuries to children under age 5 in Washington state.

The **purpose of the campaign** is three-fold:

- Raise awareness that recalled products pose a risk to infants and children.
- Educate parents, guardians, childcare providers and others about available resources, such as 800 numbers, printed materials and Web sites, which provide information about recalled products.
- Motivate parents, guardians, childcare providers and others to check for recalled products their homes and day care facilities.

This public education and awareness campaign was funded by the State Legislature, through June 30, 2003. DOH continues to fund the program at the same funding level as designated by the legislature. DOH contracted with Children’s Hospital and Regional Medical Center to develop, implement and evaluate the campaign.

## **Research Conducted:**

- Key informant interviews (February 2002)
- Statewide telephone survey of parents (February 2002)
- Parent focus groups (May 2002)
- Statewide telephone survey of parents - repeated (May 2003)

## **Survey Highlights - 2002:**

- There is a high level of concern about recalled products, especially among parents with children under age 5;
- There is a high level of awareness about the risk of injury to children due to products recalled for safety reasons;
- There is a low level of knowledge among parents and caregivers about where to go and how to get more information about recalled children’s products.

## Survey Highlights – 2003:

- Few changes in levels of concern and awareness of messages...but already extremely high
- Few changes in awareness of resources.
- Increased perception of CPSC as most likely resources
- Increased usage of CPSC...especially web site and Email service

### ***Where did you see or hear messages about recalled products?***

TV

2002 -	65%
2003 -	51 %

### ***What resources are you aware of that can be used to find out about products that have been recalled***

News

2002 -	39%
2003 -	45%

### ***What do you think would be the most convenient way for you to see and hear about these resources, that is where to find out about resources like a toll free number or web site or email service***

TV

2002-	29%
2003-	24%

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