



## **International Consumer Product Health and Safety Organization**

12th Annual Meeting and Training Symposium

February 22 - 25, 2005

Orlando, Florida

**Lizzy Gary**

NSN Program Manager

Office of Information and Public Affairs

U.S. Consumer Product Safety Commission

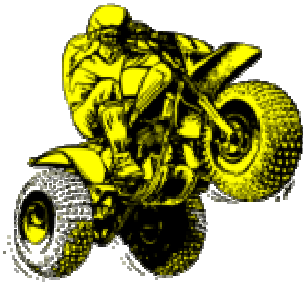
*The views presented here are those of the staff and have not been approved by the Commission.*





## U.S Consumer Product Safety Commission

Simple but critical mission:



- Keeping children and families safe from dangerous consumer products

- Preventing injuries and deaths



**FIREWORKS  
ARE EXPLOSIVE  
GET WISE  
OR GET HURT**

- Educating consumers on safe use of products





## U.S Consumer Product Safety Commission

CPSC does not have jurisdiction for:

- Food
- Drugs, cosmetics, medical devices
- Tobacco products, firearms and ammunition
- Licensed motor vehicles
- Boats, watercraft and aircraft
- Pesticides



## U.S Consumer Product Safety Commission

CPSC does have jurisdiction for:

More than 15,000 types of consumer products, including:



TOYS

ELECTRICAL  
PRODUCTS



CIGARETTE  
LIGHTERS



JUVENILE  
PRODUCTS



FLAMMABILITY  
OF CLOTHING  
AND INTERIOR  
FURNISHINGS





*Your Online Resource for Recalls*

Consumer  
Products

Motor  
Vehicles

Boats

Food

Medicine

Cosmetics

Environmental  
Products





## U.S Consumer Product Safety Commission



NEIGHBORHOOD SAFETY NETWORK

The challenge – and the goal – of NSN is to get important recall and safety information to the most vulnerable population groups.





NEIGHBORHOOD SAFETY NETWORK  
A PROJECT OF THE U.S. CONSUMER PRODUCT SAFETY COMMISSION





The U.S. Consumer Product Safety Commission has a critically important mission: to keep all consumers safe from harm from dangerous products. Unfortunately, we find that certain groups of Americans, such as the elderly, urban and rural low-income families, and some minority groups, often do not hear about our safety messages.

In order to carry out our mission more effectively, the CPSC has embarked on a special project to put our lifesaving information in the hands of these populations by creating the Neighborhood Safety Network. By entering your organization's contact information into the NSN database, you are becoming a partner in our campaign to share lifesaving safety information with consumers who may not be aware of the many hazards that exist in and around the home.

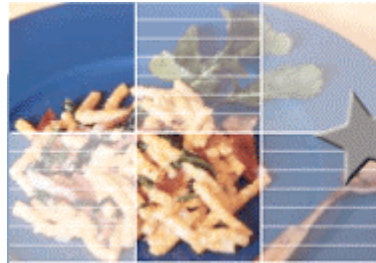
CPSC will use the contact information you provide to send out posters, publications and announcements that are specially tailored to meet the needs of specific groups – such as child safety tips for new parents and fire safety advice for older Americans living on their own. With the responsibility to ensure the safety of over 15,000 consumer products, you will soon realize that CPSC has information that can benefit every American.

Thank you for your participation in this initiative - Hal Stratton, Chairman.





NEIGHBORHOOD SAFETY NETWORK  
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**MEALSONWHEELS**<sup>®</sup>  
association of america  
*"So No Senior Goes Hungry"*



BOYS & GIRLS CLUBS  
OF AMERICA

National  
**SAFE  
KIDS**  
Campaign<sup>®</sup>

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN<sup>™</sup>



**U.S. Department of Health and Human Services**  
**Indian Health Service**

The Federal Health Program for American Indians and Alaska Natives



United States Department of  
**Health & Human Services**

Leading America to Better Health, Safety and Well-Being



NEIGHBORHOOD SAFETY NETWORK  
A PROJECT OF THE U.S. CONSUMER PRODUCT SAFETY COMMISSION



# Neighborhood Safety Network

- The challenge—and goal—of the Neighborhood Safety Network is to get important safety information to American families
  - Targeting vulnerable populations:
    - By Age – children/elderly/infants
    - By Region – urban/rural/isolated
    - By Culture – Hispanic/Native American
    - Any other criteria we identify—we want to hear your ideas

# Neighborhood Safety Network

- How It Works:
  - Develop comprehensive contact information for grassroots community organizations who will receive and share important safety information
  - Identify specialized audiences and provide appropriate CPSC information to them.

# The Database

- Voluntary Enrollment (on-site, Internet, mail-in)
- User friendly and seamless
- Targeted – can be manipulated - by age, region, activity, topic, etc.
- Effective:
  - We identify a hazard or need and we communicate it to traditional audiences and new NSN audiences

# Safety E-Mail Alerts

- Periodic e-mails provided to all participants in the Neighborhood Safety Network
- E-mail will include an 8½ x 11 color flyer that focuses on specific safety issues; for example:
  - Infant sleeping
  - Carbon monoxide poisoning
  - Fireworks safety
  - Swimming pool/spa safety
- Topics can vary by region, timing, etc.

# Examples Are:

- Poison Prevention
- Fireworks Safety
- Carbon Monoxide Poisoning
- Bike Safety
- Electrical Safety
- Fire Safety
- Older Consumers Safety
- Toy Safety
- Additions as we identify needs

# Tailored Safety Messages - Examples

- Information/Guides for New Parents; Grandparents' Guides
- Infant Safety
- Crib Safety and SIDS Reduction
- Back-to-School Safety
- ATV Safety
- Bicycle Safety
- Additions as we identify needs

# Targeted Communities - Examples

- Native American Indians
- Older Americans
- Hispanics – fliers can be provided in Spanish
- Specific consumers:
  - New Mothers
  - Parents of Toddlers
  - ATV Riders
  - Skateboarders
  - Child Care Providers

# Neighborhood Safety Network Needs

- Partners – Buy-In
- Participation and Information Sharing
- and

Enrollment

Enrollment

Enrollment



### Neighborhood Safety Network Database Signup Form

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When filling out the form, use the TAB key or your mouse to go to the next data area.

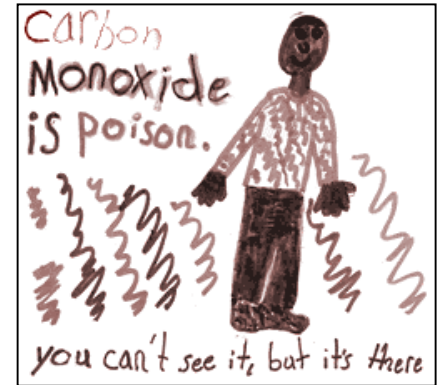
Salutation: <input type="text"/>	Address: <input type="text"/>
*First Name: <input type="text"/>	City: <input type="text"/>
*Last Name: <input type="text"/>	State/Country: <input type="text"/>
Title/Position: <input type="text"/>	Zip code: <input type="text"/>
*Org./Affiliation: <input type="text"/>	*Telephone: <input type="text"/>
Email address: <input type="text"/>	Fax: <input type="text"/>
*Group Served: <input type="text" value="Please Select"/> If other, please specify: <input type="text"/>	
Comments: <input type="text"/>	

\* denotes required field; also, please furnish (at a minimum) an email address or a mailing address

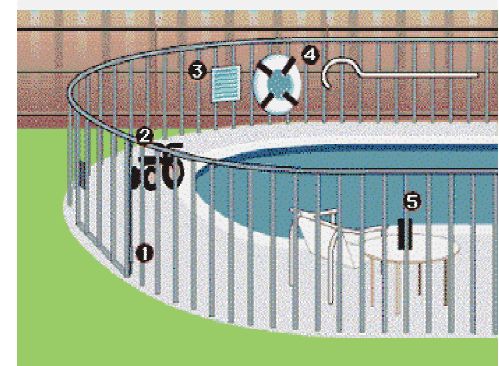
Send to CPSC Clear Form



- ***Together***, we can protect babies, athletes, mothers, gardeners, grandfathers, bicyclists, shoppers, swimmers, barbecuers, children, artists, campers, climbers, parents, toddlers, trick-or-treaters, **friends, family and neighborhoods!**



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ARE EXPLOSIVE  
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**POISON  
Help**  
1-800-222-1222



# Questions?

