



Role of ICPHSO in Building Positive Relationships Between Consumers, Manufacturers, and Retailers

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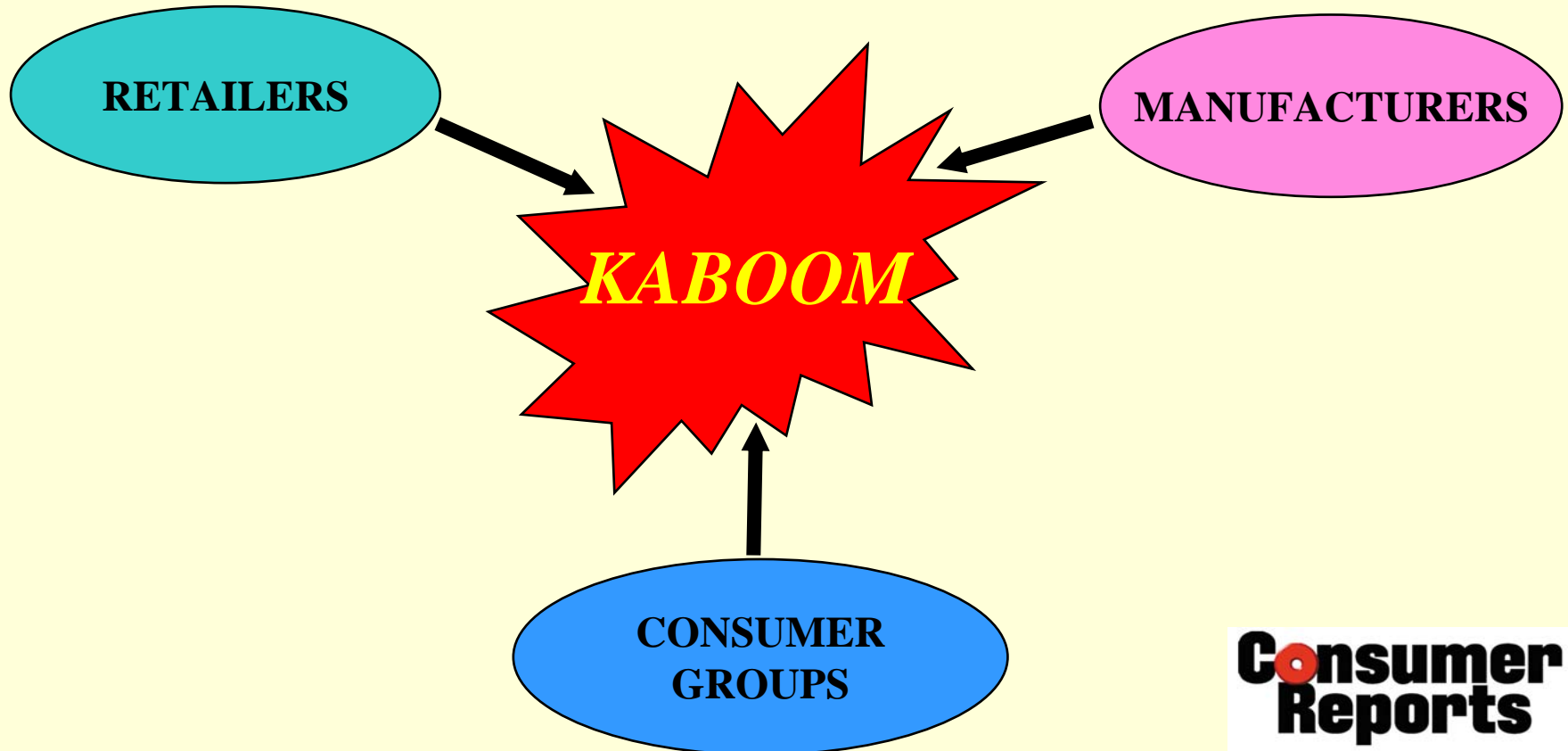
Consumers Union

March 1, 2007



When missions collide

- Manufacturers protect their brands
- Retailers protect their reputations
- Consumer groups protect the public



Case Study – Pocket Bikes



5-Step Approach

- Identify hazard
- Define hazard
- Test
- Inform
- Protect

Step 1 – Hazard Identification

SOURCES:

- News reports
- Trade publications
- List serves
- Government databases
- Standards development organizations
- The public

Step 2 – Define Hazards

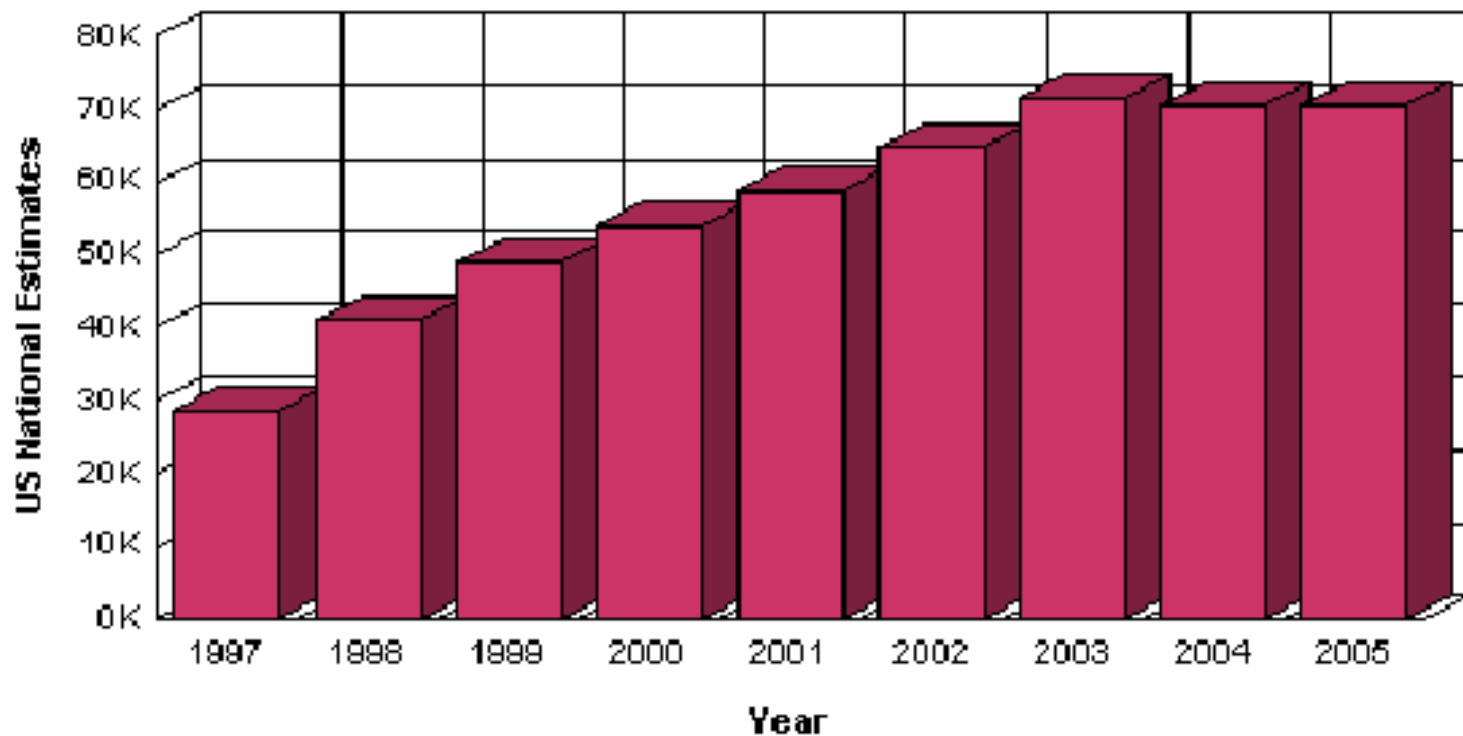
RESEARCH

- Injury / fatality data
- Foreseeable use
- Risk assessment

$$***RISK = HAZARD x EXPOSURE***$$

Injury Data Analysis

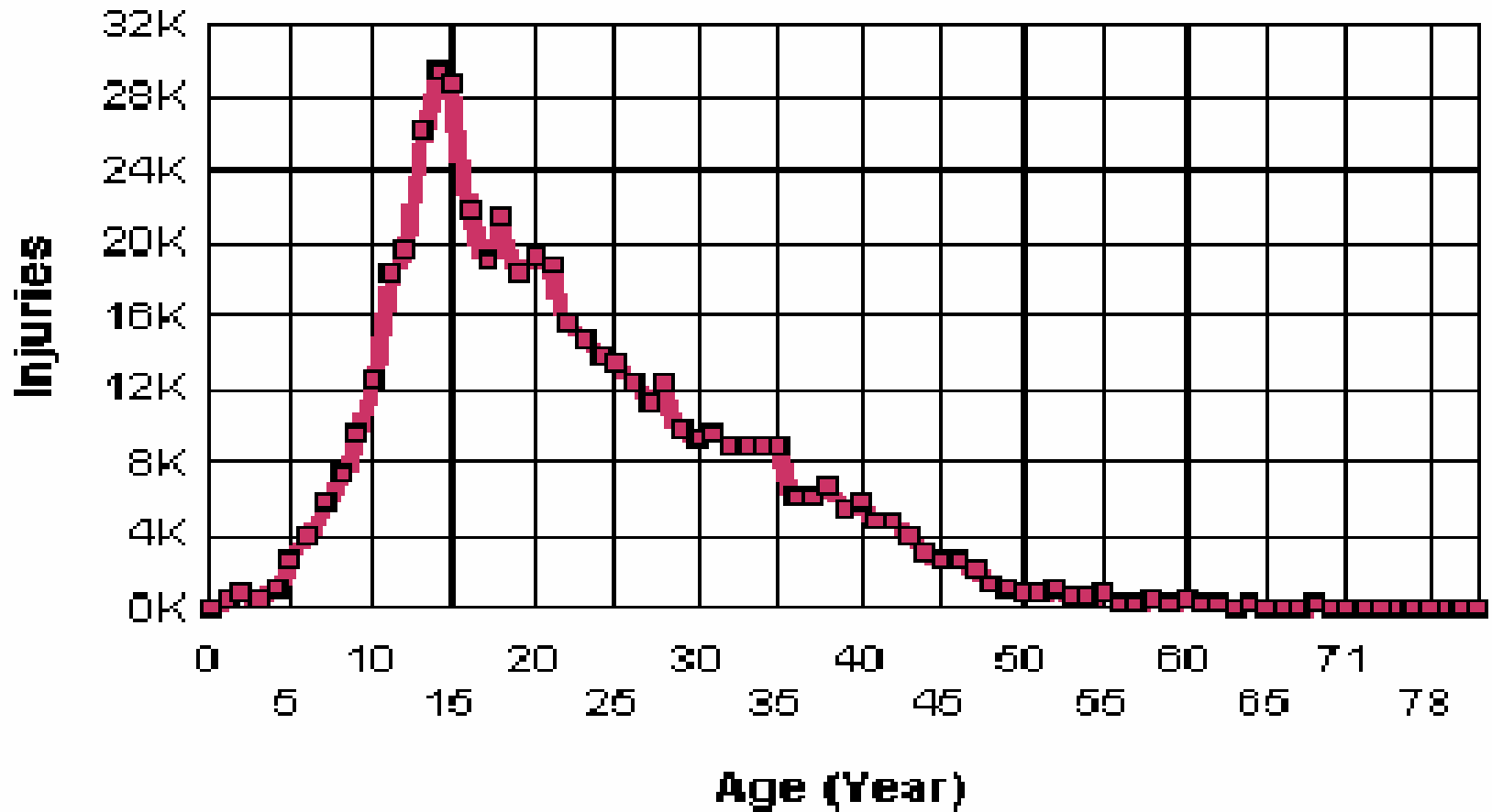
Figure 2.2 US National Estimates by Year, Injury



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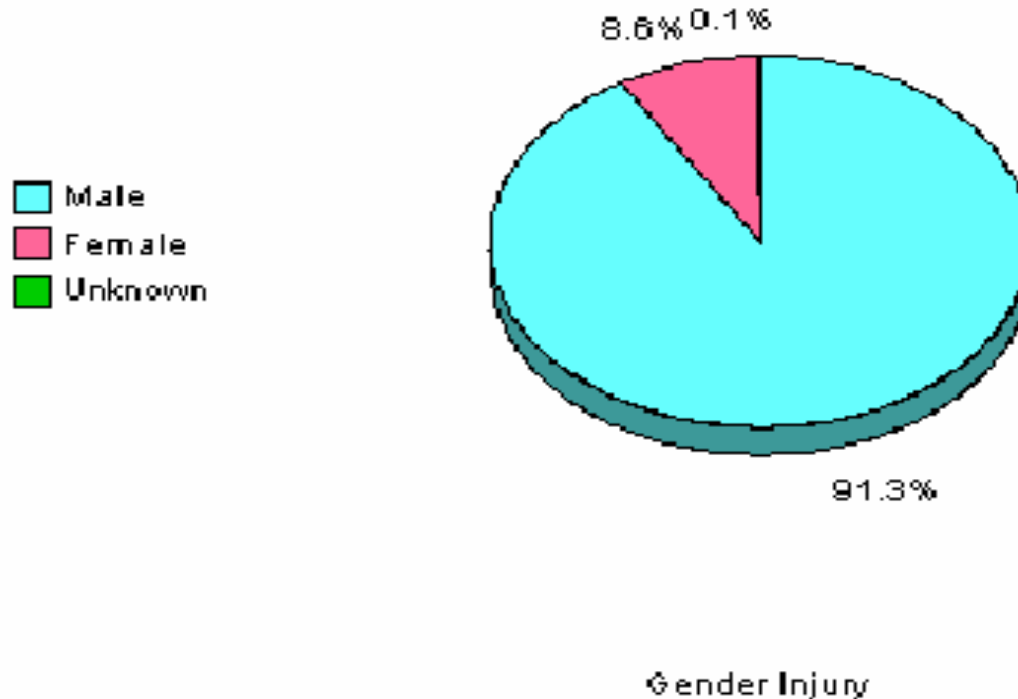
Injury Data Analysis

Figure 2.3.1 Age Distribution, Injury (All Ages)



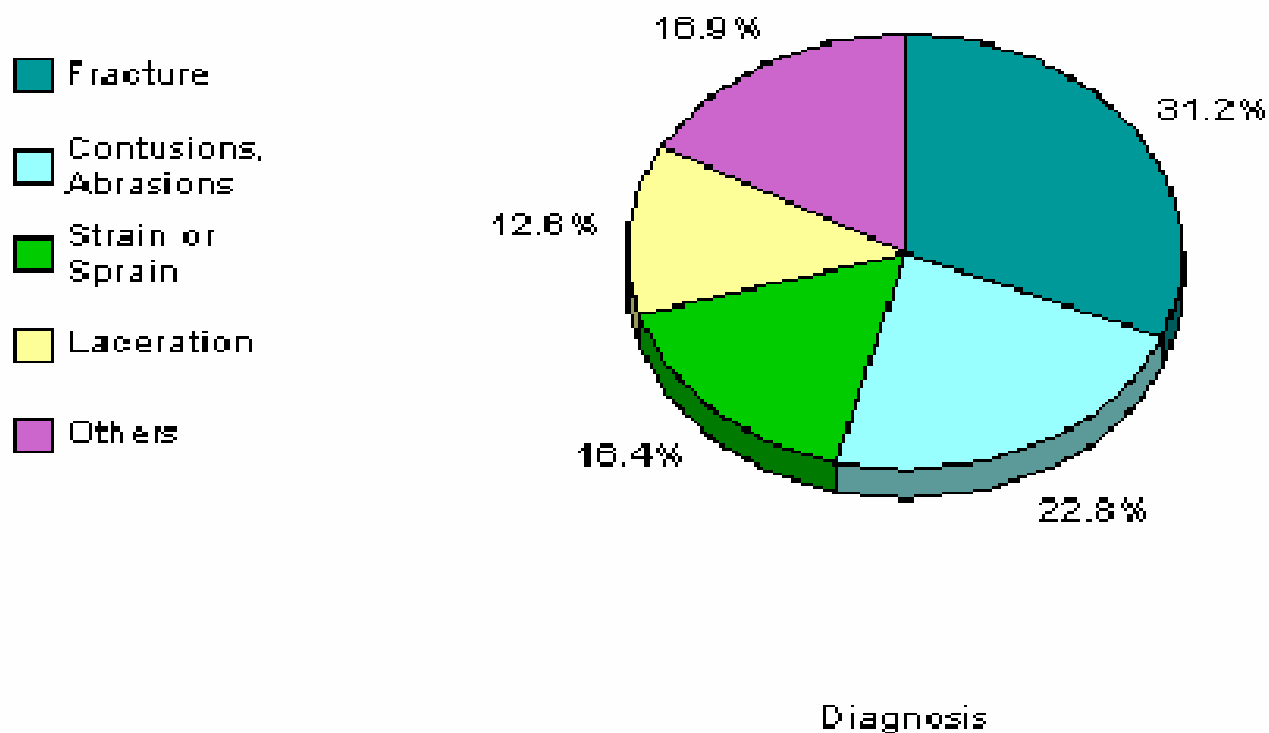
Injury Data Analysis

Figure 2.4 Gender, Injury



Injury Data Analysis

Figure 2.5 Diagnosis, Injury



Injury Data Analysis

Figure 2.6 Affected Body Part, Injury

Shoulder

Knee

Leg,
lower

Ankle

Head

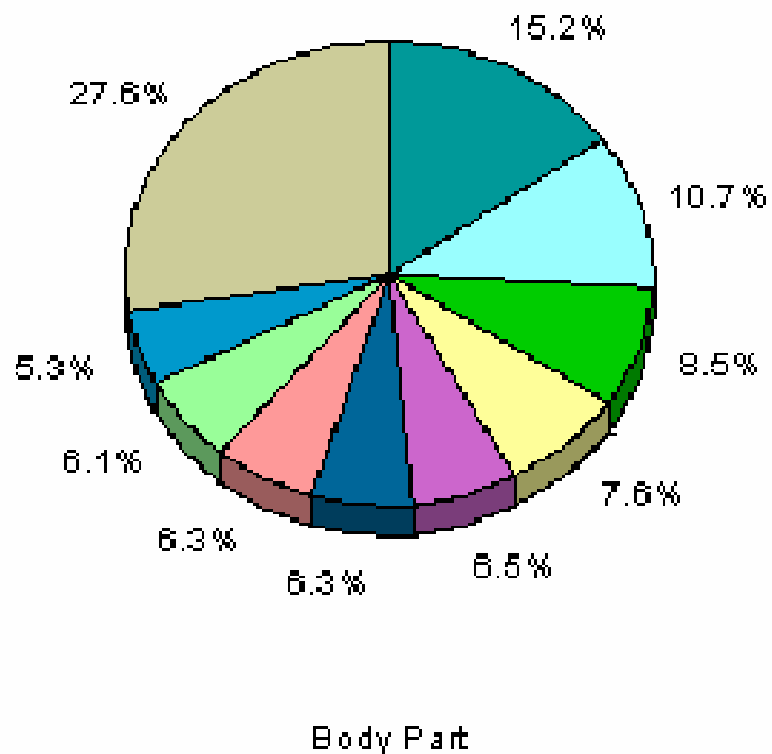
Wrist

Trunk,
upper

Trunk,
lower

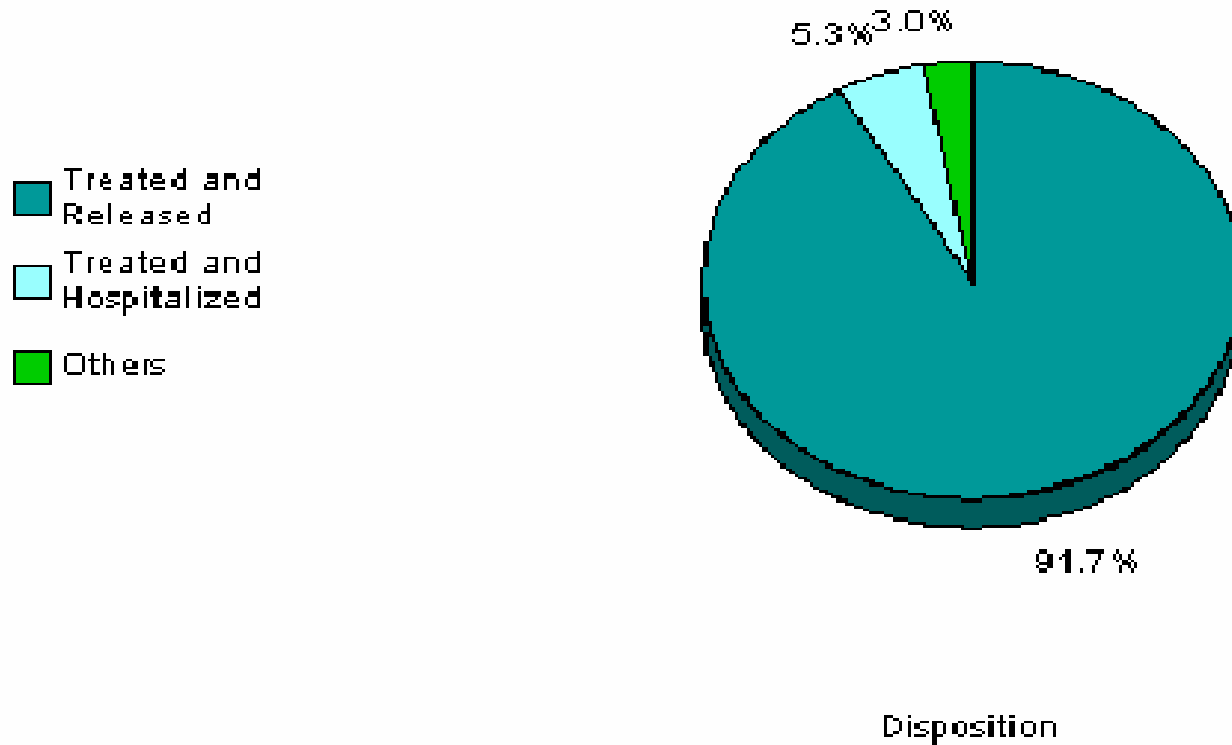
Foot

Others



Injury Data Analysis

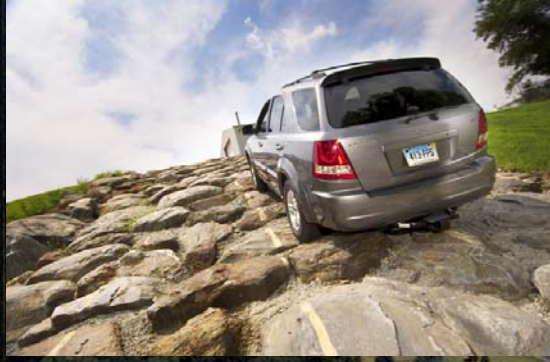
Figure 2.7 Disposition, Injury



Step 3 – Test

PROTOCOLS:

- Gov't. regulations
- Voluntary standards
- In-house test methods



Safety and Performance Parameters

- Acceleration
- Maximum speed
- Speed control
- Wet and dry braking
- Handling
- Emergency maneuvering
- Visibility
- Hot surfaces
- Sharp edges
- Pinch points
- Noise
- Emissions
- Ergonomics
- Comfort
- Labeling

Step 4 – Inform

- Print publication
- Web publications
- News media
- Letters to:
 - Manufacturers
 - Government agencies
 - Trade organizations
 - Retailers



**Consumer
Reports**

Step 5 – Protect

ADVOCACY:

- Government regulations
- Voluntary standards
- Consumer education programs