



# **UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION**

## **2011 PERFORMANCE BUDGET REQUEST**

*Saving Lives and Keeping Families Safe*

**Submitted to the Congress  
February 2010**



**UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION  
2011 PERFORMANCE BUDGET REQUEST**

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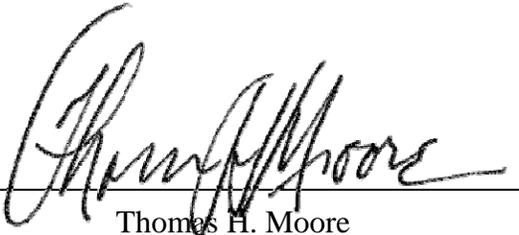


## COMMISSIONERS' TRANSMITTAL STATEMENT

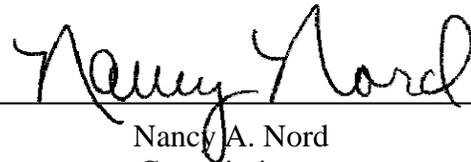
This Performance Budget for Fiscal Year 2011 is submitted by the Commissioners of the United States Consumer Product Safety Commission.



Inez M. Tenenbaum  
Chairman



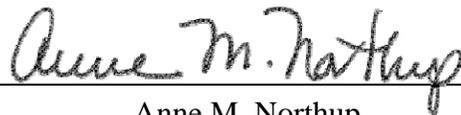
Thomas H. Moore  
Vice Chairman



Nancy A. Nord  
Commissioner



Robert S. Adler  
Commissioner



Anne M. Northup  
Commissioner



## **APPROPRIATION LANGUAGE**

### **CONSUMER PRODUCT SAFETY COMMISSION SALARIES AND EXPENSES**

For necessary expenses of the Consumer Product Safety Commission, including hire of passenger motor vehicles, services as authorized by 5 U.S.C. 3109, but at rates for individuals not to exceed the per diem rate equivalent to the maximum rate payable under 5 U.S.C. 5376, purchase of nominal awards to recognize non-federal officials' contributions to Commission activities, and not to exceed \$2,000 for official reception and representation expenses, \$118,600,000.



## U.S. CONSUMER PRODUCT SAFETY COMMISSION

### 2011 PERFORMANCE BUDGET OVERVIEW STATEMENT

#### Introduction

The Consumer Product Safety Commission (CPSC or Commission), established by Congress in 1972, is the federal regulatory body tasked to protect children and families from unsafe consumer products. Through the years, consumer products have changed dramatically. The production of consumer goods has migrated from the United States to locations all around the world, often in less regulated environments. The number of producers, importers, brokers, distributors and retailers involved in the supply chain has grown dramatically. The entire consumer product marketplace is more complex and changing rapidly.

To better protect consumers, Congress, working with the Commission, consumer groups and industry, enacted the Consumer Product Safety Improvement Act of 2008 (CPSIA) to transform the Commission into a stronger, more proactive regulatory body. The CPSC was given many new tools to provide a greater level of safety to the American people. These tools include requirements for third-party laboratory testing to certify that children's products meet U.S. safety standards, new requirements to dramatically reduce lead and phthalates in children's products, and a public database to inform consumers about product hazards. Congress also increased the Commission's resources. Additionally, Congress asked the Commission "to assess enforcement efforts of section 101(a), including difficulties encountered, as well as recommendations for improvement to the statute" and report to the appropriate House and Senate committees. These recommendations were presented on January 15, 2010.

The Commission is using these new tools and resources to improve the safety of children's products. Currently, over 225 CPSC-recognized laboratories in 28 countries are testing children's products such as cribs, bunk beds, dive sticks, rattles, pacifiers, children's metal jewelry, and bicycle helmets or are testing children's products for lead and small parts to ensure that these products comply with CPSC's safety standards. The number of children's products that require testing will soon be expanded to include toys (compliance to the ASTM F963 standard), clacker balls, children's sleepwear, electrically operated toys, youth all terrain vehicles, children's mattresses, and durable infant or toddler products, and children's toys or child care articles containing phthalates.

Implementing the requirements of the CPSIA has been an enormous challenge to CPSC. It has imposed a demanding workload on the organization during all phases of implementation including rulemaking, ongoing enforcement of the new authorities, developing the public database, and reaching out to consumer and industry groups. The Commission has acted on numerous safety rules and related rulemaking activities in 2009 and 2010 and will continue to promulgate safety rules in 2011. In addition, the Commission is likely to face new emerging challenges, such as the recent investigation of contaminated drywall. Furthermore, CPSC will continue to put into operation the new enforcement authorities provided by CPSIA, with a focus on coverage at the ports to enhance CPSC's import surveillance activities. CPSC also continues to develop the public database to allow consumers to report incidents, as well as view incident reports and recalls on products on CPSC's web site. Finally, CPSC continues its efforts to reach out to the public and industry. The Commission has published enforcement guidance, issued temporary stays of enforcement on testing and certification as necessary, held public briefings to help stakeholders understand their obligations under the law, created a special web site

devoted to posting information and answering questions about the CPSIA, and has held workshops to engage stakeholders in discussion about the provisions of the law.

### 2011 Funding

The Commission is submitting a 2011 fiscal year Request for \$118.6 million. Although this funding level is only \$400,000 over the 2010 appropriation, significant reductions, resulting from nonrecurring 2010 activities, will allow the Commission to increase staffing levels by 46 FTEs in 2011, for a total of 576 FTEs. The funding will also support ongoing implementation of the CPSIA, by expanding CPSC's enforcement of the safety rules promulgated during 2009 and 2010, improving systems to identify product defects rapidly, and modernizing CPSC's information technology (IT) systems to support the new business processes. Table A summarizes funding changes for the 2011 Request.

**Table A**  
**Increases Over 2010 (Dollars in Thousands)**

	<u>Amount</u>	<u>FTEs</u>
<b>2010 Appropriation</b>	<b>\$118,200</b>	<b>530</b>
<b>Nonrecurring 2010 Funding:</b>		
Pool and Spa Safety Grants (Program authorized from 2009 to 2010)	-\$2,839	--
Pool and Spa Safety Information Campaign (\$1,000 remains available)	-\$3,045	--
Contract support fund	-\$7,212	--
Information Technology Modernization	-\$471	--
China Office start-up costs completed in 2010	-\$171	--
Travel for United States-China Product Safety Summit (next summit in Washington, D.C.)	-\$125	--
<b>Subtotal, Nonrecurring 2010 Funding</b>	<b>-\$13,863</b>	<b>--</b>
<b>2011 Current Services Changes:</b>		
Federal Pay Increase with related benefits (1.4%)	\$937	--
Other Pay Increases (retirement, health benefits, recruitment, etc.)	\$1,044	--
GSA space rent (new laboratory site/increased headquarters rent)	\$2,591	--
Consumer Hotline (cost increases plus expanded contract support)	\$226	--
IT Help Desk (to accommodate new staffing)	\$226	--
Other Non-Pay Non-Space Rent Inflation Increases (0.5%)	\$149	--
<b>Subtotal, Current Services Changes</b>	<b>\$5,173</b>	<b>--</b>
<b>2011 Program Changes:</b>		
Compliance Initiative	\$4,647	41
Information Technology Modernization	\$2,130	3
National Nanotechnology Initiative Research	\$2,000	--
Inspector General, General Counsel, Financial Management increases	\$313	2
<b>Subtotal, 2011 Program Changes</b>	<b>\$9,090</b>	<b>46</b>
<b>2011 President's Request</b>	<b>\$118,600</b>	<b>576</b>
<b>Total Change from 2010</b>	<b>\$400</b>	<b>46</b>

**Nonrecurring 2010 Funding.** There are \$13.9 million in 2010 funding items that are identified as nonrecurring in 2011. This allows the Commission to reallocate funds within the President's Request

level to fund new cost items in 2011. The largest nonrecurring item is \$7.2 million for 2010 contract support funds. This includes contract funding for imported drywall investigations, a one-time strategic planning process and management review, and other contract activities.

A total of \$2.8 million is available for reallocation with the end of the two-year (2009-2010) pool and spa safety grant program authorized under the Virginia Graeme Baker Pool and Spa Safety Act. In 2011, a funding level of \$1 million is proposed to maintain the pool and spa safety information campaigns initiated with earlier funding. These campaigns were authorized for 5 years beginning in 2009. In 2009 and 2010, Congress provided a total of \$8.1 million for these campaigns

Finally, other 2010 nonrecurring savings are possible due to revised estimates or the one-time nature of certain costs. These include a revised estimate of the 2011 IT modernization needs, resulting in savings of \$471,000 (leaving a balance of \$9.3 million to apply to IT development), nonrecurring costs for the startup of the Commission's China office (\$171,000), and United States-China Consumer Product Safety Summit travel costs (\$125,000 with the next summit being held in Washington, D.C.).

**Current Services Changes.** The 2011 Request fully funds annual compensation increases for the base staffing level of 530 FTEs (\$937,000). The Request also accommodates annual price increases of \$1,044,000 resulting from an uncontrollable shift to the higher costing retirement system (FERS), scheduled staff promotions, and projected health insurance costs; the full cost of GSA space rent for the laboratory and additional space at Headquarters (\$2,591,000); price increases for a the consumer Hotline (\$226,000), increased contractor support for the IT Help Desk to accommodate additional staffing (\$226,000); and \$149,000 for inflation for non-pay cost items such as travel, contractual services, supplies, etc. Additional information on all current service increases can be found on page 3.

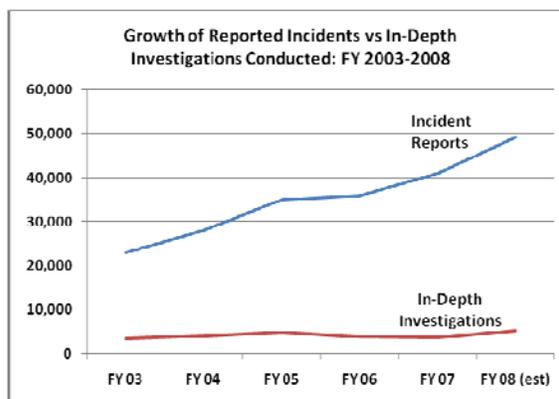
**Program Changes.** CPSC has identified funding needs of \$9 million to meet the challenges before the agency in 2011. The additional funding supports a Compliance initiative, IT modernization, nanotechnology research, acquisition planning, and legal support.

*Compliance Initiative:* The 2011 Request proposes an increase of \$4,647,000 and 41 FTEs to support additional enforcement responsibilities for three elements of the Compliance program: regulatory enforcement, import surveillance, and defect investigations.

Regulatory Enforcement The 2011 request includes \$1,647,000 and 15 FTEs to enforce the growing number of new rules promulgated under CPSIA (4 compliance officers, 5 field investigators, 1 FTE to expand state and local support, 3 laboratory testing and other technical specialists, and 2 attorneys).

In 2011, CPSC's work will shift from developing CPSIA mandated rules to enforcing these rules, significantly increasing the enforcement workload. Experience shows that enforcing a new rule takes considerably more resources than enforcing an existing rule that has been in place for a number of years. The number of rules mandated by CPSIA during 2009 and 2010 is more than double the number of rules promulgated by the Commission since 1990 – a dramatic increase in enforcement responsibility.

Along with the need for more investigators and compliance officers to enforce the new rules, increased enforcement also requires more laboratory, analytical, and legal staff to support this effort. Without increasing the technical staff to support the additional enforcement workload, CPSC would need to reallocate technical staff for this purpose and therefore defer work on standards and research projects that have the potential for reducing the risk



of injury and death. Such a reallocation of staffing would reduce the Commission's ability to function in a proactive manner.

Import Surveillance The 2011 Request proposes an increase of \$1,965,000 and 16 FTEs to expand coverage at the ports, verify third-party certification, collect suspect samples for testing, stop unsafe products from entering the country (5 investigators/analysts to be stationed at the ports and to establish targeting criteria for U.S. Customs and Border Protection's (CBP) International Trade Data System (ITDS), 2 compliance officers to process the additional import samples, 9 FTEs for laboratory testing and other technical specialists), and \$100,000 for destruction of goods refused at the ports by CPSC.

The enforcement workload will also increase as investigators at the ports verify certifications for imported products by collecting and testing suspect samples. Certification of children's products does not guarantee product safety. CPSC must establish that third-party testing and certification is working properly, identify attempts to circumvent the system including use of counterfeit certifications, verify that manufacturers are properly recertifying when there is a material change in a product's design or in the manufacturing process including the sourcing of component parts, and continuously verify compliance with CPSC's regulations. The need for more staff at the ports was highlighted in a recent GAO report entitled *Consumer Safety: Better Information and Planning Would Strengthen CPSC's Oversight of Imported Products* (GAO-09-803, August 2009).

Defect Investigations Along with enforcement of CPSC's regulations, increased resources are also needed to identify and recall defective products not covered by regulations and to strengthen CPSC's defect investigation capacity. The 2011 Request proposes \$1,035,000 and 10 FTEs (3 compliance officers, 5 field investigators, 1 technical specialist, and 1 attorney) for this effort.

Product defects can be identified through incident reports. The number of incident reports that CPSC receives has been increasing at a rapid rate and expect further growth in reported incidents with the release of the public database midway through 2011. The public database and the accompanying public awareness campaign are designed to engage citizens in identifying hazardous products and providing incident information to CPSC. Currently, staff is able to investigate only a small percentage of these incidents because of limited resources. CPSC needs to strengthen the capacity of its field staff to investigate more incidents and to conduct thorough investigations and verify the circumstances surrounding them.

*IT Modernization:* CPSIA requires the Commission to modernize its IT systems and develop a database searchable by the public that allows consumers to submit incident reports and provides immediate access to consumer product safety information. CPSC is reengineering its business processes to meet these requirements. Modernization and reengineering of CPSC's business processes allow staff to use technology to meet the growing workload and to monitor the safety of products from around the globe.

In response to the CPSIA mandate, CPSC is developing a single, integrated web-based environment, the Consumer Product Safety Risk Management System (CPSRMS), which changes the way the Commission identifies hazards. The current workflow has many manual, fragmented processes that are time consuming and not as effective or efficient as using technology to accomplish the same tasks. Staff sorts through hundreds of thousands of incident reports each year looking for hazard patterns using siloed databases that must be searched individually and examined manually for duplicative cases. Sometimes identifying a specific hazard pattern even depends on staff remembering a similar hazard pattern.

With new technology, the way the CPSC conducts business will be transformed. CPSC will have powerful tools to report, analyze, and respond to product hazards. The new predictive data-mining tool will allow CPSC to compare reported incidents with all prior incidents electronically, rather than relying

on manual searches or institutional memory, and to coordinate these investigations with staff throughout the Commission. This new capability has the potential to uncover more defect patterns for staff to examine, potentially leading to an increase in recalls of defective products, saving more lives, and preventing injuries.

The new technology also reengineers how CPSC will interact with the public through the new public database, scheduled for release to the public by March 11, 2011. The public database will allow safety information to flow more effectively and efficiently. CPSC will provide innovative tools that the public can use to search for safety information in the public database and consumers will provide CPSC with information about potentially hazardous products through incident reports. Because the public database will be easy to use and its availability well publicized, the Commission expects to receive substantially more incident reports. The public will become CPSC's "boots on the ground," effectively increasing the agency's reach throughout the nation.

While the CPSRMS provides for efficiencies where it matters most – identifying product hazards – there are costs involved. The Commission needs staff to support and maintain the first release of the public database, complete the development of a single, integrated web-based environment with predictive data-mining capability, and begin maintenance of the CPSRMS. This Request proposes an increase of \$1.880 million for a staffing combination of FTE and contract positions (3 FTEs for governance to replace contract staff for this inherently governmental function, 5 positions for maintenance and to implement enhancements, including a security specialist, a web site designer, a privacy officer, an enterprise architect, and a system engineer). These funds will allow CPSC to build a permanent in-house capability to govern and maintain its IT investments in the future. With this increase, \$10.7 million in contract funds would be available for IT modernization. CPSC also needs \$250,000 to implement the initial analysis and planning phases of developing an automated interface with the ITDS operated by the CBP. Trade information such as product type and names of importers from ITDS will help CPSC quickly and proactively identify potential risks and provide more timely and comprehensive responses to violations. Operating, maintaining, and updating the system require increased resources. While full implementation and completion of the CPSRMS is planned for 2012, after which costs will decrease, increased funding is needed in 2011 to finish work on this critical system.

*Consumer Outreach:* Reaching out to consumers with safety information is both a priority and a challenge for CPSC. In 2011, the agency plans a campaign to promote awareness of the new public database, as mandated by CPSIA. CPSC hopes to leverage campaign resources by establishing key partnerships with special interest groups, including local, state, and national agencies and non-profit, advocacy, injury prevention, and industry organizations. CPSC will raise awareness about the public database through demonstrations of its capabilities and will encourage consumers to report incident information to CPSC.

Funding for pool and spa safety, at \$1,000,000 for 2011, builds on previous funding of \$8.1 million available in 2009 and 2010 to implement a pool and spa safety and grassroots education and advocacy campaign. This funding allows the agency to conduct outreach campaigns designed to warn the public, target underserved populations, educate state and local jurisdictions and the affected industries, and make CPSC's enforcement work more effective.

The Commission also plans to conduct a grassroots education and advocacy initiative to connect with hard-to-reach and vulnerable populations. CPSC provides information in Spanish for many outreach efforts. The *Neighborhood Safety Network (NSN)* program, developed by CPSC, provides safety information to more than 5,600 organizations and individuals who share this information with underserved consumers. CPSC also conducts safety campaigns to reach vulnerable populations. A recent GAO report, entitled *Consumer Product Safety Commission: Better Data Collection and Assessment of Consumer Information Efforts Could Help Protect Minority Children*, (GAO-09-731, August 2009),

recommends that CPSC increase its focus on reaching racial and ethnic minorities. CPSC plans a more focused and concentrated effort, using existing tools such as the NSN, to effectively connect with hard-to-reach and vulnerable populations.

*Nanotechnology:* The Request proposes \$2 million to support the federal National Nanotechnology Initiative data collection activities and environmental, health and safety research related to consumer products. This emerging technology must be assessed as more consumer products employ nanotechnology. Public concerns are increasing regarding the potential health effects associated with exposure to this technology. Although these nanomaterials may have the same chemical composition as non-nanomaterials, at the nanoscale these materials may demonstrate different physical and chemical properties and they may behave differently in the environment and the human body.

CPSC has identified a number of activities related to nanotechnology in consumer products. The activities include exposure and risk assessments of nanomaterials and consumer information efforts such as public meetings and database updates for nanotechnology use and health effects in consumer products.

*Other Funding:* The 2011 Request proposes \$313,000 and 2 FTEs to support acquisition planning in response to growing demands for contracting (1 analyst) and general legal support (1 attorney) and increased operating funds to support the expanded Office of the Inspector General.

### **Conclusion**

The global marketplace is constantly changing with new products introducing the possibility of hazards and violations of requirements. The flood of imported products requires closer scrutiny at the ports to make sure that product safety standards are enforced and effective. Congress passed CPSIA to provide increased funding and new authorities to transform CPSC into a stronger and more proactive regulatory agency. The Commission has made a great deal of progress in implementing CPSIA. A great deal of work, however, still remains to be done.

The 2011 funding proposed would enable the Commission to continue implementing CPSIA, such as providing consumer access to a public database for greater safety information, establishing an effective safety certification program that reaches across the oceans to ensure that products meet safety standards, and enforcing new rules to ensure that children's products are safe from hazards such as lead and phthalates. This funding would provide a substantial return on investment by improving product safety and providing the American public with the confidence that toys and other children's products are safe.

**TABLE 1**  
**2009 TO 2011 RESOURCES BY PROGRAM AND ACTIVITY**  
**(DOLLARS IN THOUSANDS)**

	<u>2009 Actual</u>		<u>2010 Plan</u>		<u>2011 Request</u>		<u>2011 Change from 2010</u>	
	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>
<b>REDUCING PRODUCT HAZARDS TO CHILDREN AND FAMILIES</b>								
Fire Deaths .....	104	\$20,137	110	\$19,036	118	\$20,566	8	\$1,530
Carbon Monoxide Poisoning.....	10	2,292	8	1,460	9	\$1,578	1	118
Children's and Other Hazards* .....	<u>235</u>	<u>49,251</u>	<u>321</u>	<u>67,598</u>	<u>345</u>	<u>\$65,358</u>	<u>24</u>	<u>-2,240</u>
Subtotal.....	349	\$71,680	439	\$88,094	472	\$87,502	33	-\$592
<b>IDENTIFYING PRODUCT HAZARDS .....</b>	<u>86</u>	<u>\$25,668</u>	<u>91</u>	<u>\$30,106</u>	<u>104</u>	<u>\$31,098</u>	<u>13</u>	<u>\$992</u>
<b>TOTAL ANNUAL APPROPRIATION FUND ...</b>	<b><u>435</u></b>	<b><u>\$97,348</u></b>	<b><u>530</u></b>	<b><u>\$118,200</u></b>	<b><u>576</u></b>	<b><u>\$118,600</u></b>	<b><u>46</u></b>	<b><u>\$400</u></b>
<b>MULTI-YEAR FUNDS CARRIED OVER FROM PRIOR YEAR**:</b>								
Lab Modernization .....	--	--	--	\$6,000	--	--	--	-\$6,000
Pool and Spa Safety Act Grant Program .....	--	--	--	2,000	--	--	--	-2,000
<b>TOTAL ALL FUNDS .....</b>	<b><u>435</u></b>	<b><u>\$97,348</u></b>	<b><u>530</u></b>	<b><u>\$126,200</u></b>	<b><u>576</u></b>	<b><u>\$118,600</u></b>	<b><u>46</u></b>	<b><u>-\$7,600</u></b>

\* Children's and Other Hazards include CPSIA activities except for the Consumer Product Safety Risk Management System (CPSRMS), which is included in Identifying Product Hazards.

\*\*In 2009, CPSC was appropriated \$6,000,000 and \$2,000,000 in multi-year funds for Lab Modernization and Pool and Spa Safety Act Grant program, respectively. These funds were not used in 2009 and remain available in 2010. Note that the 2010 appropriation includes a second increment of Pool and Spa Safety Act Grant funds for \$2,000,000.

**TABLE 2**  
**2011 SUMMARY OF REQUIREMENTS**  
**(DOLLARS IN THOUSANDS)**

	<u>Amount</u>	<u>FTEs</u>
<b>2010 APPROPRIATION</b> .....	<b>\$118,200</b>	<b>530.0</b>
<b>NONRECURRING 2010 FUNDING:</b>		
Pool and Spa Safety Grants (Program authorized from 2009 to 2010).....	-\$2,839	--
Pool and Spa Information Campaign (\$1,000 remains available) .....	-\$3,045	--
Contract Support Fund.....	-\$7,212	--
Information Technology Modernization.....	-\$471	--
China Office start-up costs completed in 2010.....	-\$171	--
Travel to United States-China Product Safety Summit (next summit in Washington, DC) .....	<u>-\$125</u>	=
<b>SUBTOTAL, NONRECURRING 2010 FUNDING</b> .....	<b>-\$13,863</b>	--
<b>2011 CURRENT SERVICES CHANGES:</b>		
Federal Pay Increase with related benefits (1.4 %) .....	\$937	--
Other Pay Increases (retirement, health benefits, recruitment, etc) .....	\$1,044	--
GSA space rent (new laboratory site/increased headquarters rent) .....	\$2,591	--
Consumer Hotline (cost increase plus expanded contract support) .....	\$226	--
Help Desk (to accommodate new staffing) .....	\$226	--
Other Non-Pay Non-Space Rent Inflation Increases (0.5%) .....	<u>\$149</u>	=
<b>SUBTOTAL, CURRENT SERVICES</b> .....	<b>\$5,173</b>	--
<b>2011 PROGRAM CHANGES:</b>		
<i>Compliance Initiative:</i>		
Import Surveillance (expand coverage at the ports and use of ITDS data, provide testing and technical support, fund destruction of refused goods) ...	\$1,965	16
Regulatory Enforcement (to enforce increased number of rules) .....	\$1,647	15
In-Depth Investigations (increase capacity, prepare for growth) .....	<u>\$1,035</u>	<u>10</u>
<i>Subtotal, Compliance Initiative</i> .....	<b>\$4,647</b>	<b>41</b>
<i>Information Technology:</i>		
Risk Management/IT Modernization (to maintain new system, provide in- house governance capability, add security specialist, Web site design, privacy officer, enterprise architect, systems engineer position).....	\$1,880	3
International Trade Data System ( planning with Customs and Border Protection) .....	<u>\$250</u>	=
<i>Subtotal, Information Technology</i> .....	<b>\$2,130</b>	<b>3</b>
<i>Additional Program Changes:</i>		
National Nanotechnology Initiative Research .....	\$2,000	--
Inspector General (contract and operating expenses report) .....	\$57	--
General Counsel Support: General Law (information issues) .....	\$139	1
Financial Management: Acquisition Planning .....	<u>\$117</u>	<u>1</u>
<i>Subtotal, Additional Program Changes</i> .....	<b>\$2,313</b>	<b>2</b>
<b>SUBTOTAL, 2011 PROGRAM CHANGES</b> .....	<b>\$9,090</b>	<b>46</b>
<b>TOTAL CHANGE FROM 2010</b> .....	<b>\$400</b>	<b>46</b>
<b>2011 PRESIDENT'S REQUEST</b> .....	<b>\$118,600</b>	<b>576</b>

## DETAIL OF 2011 CURRENT SERVICES CHANGES

1. **Federal Pay Increase** - \$937,000. This estimate reflects the Office of Management and Budget (OMB) guidance of 1.4 percent for the proposed Federal pay increase scheduled for January 2011.
2. **Other Pay Increases** - \$1,044,000:
  - **Staff Retirement Benefits Increase** - \$438,000. CPSC has seen an increase in Commission retirement contributions as more staff become covered by the more costly Federal Employees Retirement System (FERS) instead of the Civil Service Retirement System (CSRS) that is being phased out government wide. This change has been accelerated at CPSC because of the recent growth in new hires.
  - **Staff Career Ladder Recruitment and Retention Promotions** - \$442,000. CPSC established a career ladder promotion program for scientific and technical staff in response to a need to recruit and retain staff in highly competitive job markets. These career ladder promotions provide scheduled annual promotions, based on performance, to qualified employees up to a pre-selected journeyman level. In addition, CPSC competitively promotes highly qualified expert staff to retain them.
  - **Staff Health Insurance and Other Benefits Increases** - \$164,000. The Commission's contribution to staff health insurance costs increased an average of about 6 percent per year for the past few years. CPSC expects this trend to continue in 2011. Additionally, the federal transit subsidy that is paid by the Commission has increased the participant authorized limit from \$120 per month to \$230 per month.
3. **Space Rent** - \$2,591,000. This is an estimate of the increase in General Services Administration (GSA) space rent costs. It includes an estimate of the increase in rent for CPSC's new testing laboratory site and for increased space at the headquarters site to accommodate new staff. The new rent is a net increase over currently budgeted rent.
4. **Hotline** - \$226,000. CPSC's existing consumer Hotline requires expanded and enhanced capabilities such as a new e-mail management system, call monitoring capability, and increased call volume capacity.
5. **Help Desk** - \$226,000. The current Help Desk contract must be increased to accommodate increased staff and to service the new laboratory site.
6. **Non-Salary, Non-Space Rent Increases** - \$149,000. This increase (based on the Office of Management and Budget's projected 1 percent inflation price increase reduced by half to account for possible productivity increases) will be needed to meet price increases and additional new annual operating expenses for specific non-salary, non-space rent costs. This would include increases in costs for staff travel, GSA car leases for field investigators, printing, supplies, equipment rentals, and service contracts.

## INFORMATION TECHNOLOGY STATUS and REQUEST

CPSC is data-driven and dependent on technology to evaluate safety information. Information Technology (IT) is an integral part of all Commission programs and functions. Recognizing the critical role IT plays in support of the Commission's mission, Congress directed CPSC, per the Consumer Product Safety Improvement Act of 2008 (CPSIA), to expedite efforts to upgrade and improve the Commission's IT systems. Moreover, CPSIA mandated that the Commission establish and maintain a database on the safety of consumer products regulated by the Commission that is publicly available, searchable, and accessible through CPSC's public Web site.

*Data-driven  
work rests on  
Information  
Technology*

The massive volume of data that CPSC must process annually to fulfill its mission requires a more comprehensive, sophisticated, and powerful IT system than is currently available to CPSC staff. CPSC's outdated technology hinders accomplishment of the Commission's mission, wastes valuable staff time and delays the identification, analysis, and reporting of potential hazards to the American public. The IT improvements mandated by CPSIA provide a significant opportunity for CPSC to achieve better consumer product safety outcomes using an integrated product hazard and risk management system. By incorporating improved technology to integrate existing databases and build the public database required by CPSIA, CPSC can gain access to critical information sooner, identify emerging trends faster, and make more information readily available to the public.

Currently, CPSC uses five separate legacy databases that together contain all CPSC product incident data but which cannot be quickly and easily searched, either individually or concurrently. Analyzing product incident data to identify and characterize hazards associated with consumer products is a key component to determining which hazards need the Commission's attention. Strategic ongoing advances in CPSC's IT will create opportunities to gather data from an expanding number of sources, making it easier to capture data and to refine that data with increasingly sophisticated analyses. CPSC has identified a solution, the Consumer Product Safety Risk Management System (CPSRMS) that meets the specific requirements of CPSIA as well as the broader underlying objective of equipping CPSC with the robust technology it needs to fulfill its obligation of protecting the American public from hazardous consumer products. The CPSRMS will provide the technological advances needed to meet the vision of making CPSC more efficient and effective internally as well as externally through more rapid identification and communication of potential consumer product risks.

The CPSRMS's enhanced capabilities meet these key goals:

- developing and implementing an Early Warning System that decreases the time required to identify a hazardous product and to notify the public of that risk;
- providing more comprehensive and user-friendly technology that improves methods to report product incidents and problems;
- providing the public with new and innovative means to learn of product incidents and notices of recalls;
- making it easier for the public to access product incident information, including manufacturer comments and responses to product incidents;
- enhancing CPSC's ability to share information with other federal, state, and local agencies; and
- providing, for the first time, public access to product-specific incident information.

The CPSRMS is a major and critical undertaking for the Commission and CPSC will take all necessary steps available to mitigate risks and maximize the chance of success of this project by following the management controls called for by the Clinger-Cohen Act and IT policies. In 2009, CPSC:

- created a Project Management Office (PMO) led by a project manager certified to a Federal Acquisition Certification for Program and Project Management (FAC-P/PM) Level 3;
- developed a project management plan that includes an analysis of alternative approaches to CPSRMS design, a risk and mitigation plan, an acquisition plan, and a project spending plan; and
- developed the following documents: a) a detailed requirements document; b) a complete Exhibit 300 pursuant to Part 7 of OMB Circular No. A-11, with a detailed spending plan that identifies specific deliverables and resource requirements (both funding and FTE) for the entire project's lifecycle; and c) a target architecture and transition sequencing plan that documents CPSC's blueprint for integration of existing and planned systems, services, and databases.

Based on the Requirements Analysis completed in 2009, CPSC will begin to design and build the public portal. The initial release of the public portal is scheduled for March 11, 2011. The public portal will be enhanced iteratively with the first major milestone being the ability to provide the public with a searchable database of product incident data.

In 2011, CPSC will establish the public portal but initially it will be limited in its ability to provide integrative data sharing tools for the Commission's industry and government partners. In 2011, work will continue on these and other components of the CPSRMS. In 2011, CPSC will:

- provide enhanced capabilities for incident and case management, workload and workflow management, and data analysis and reporting services;
- launch an updated Early Warning System with enhanced features;
- provide help desk support (\$226,000) to computer users to be located in the Commission's new Rockville, Maryland office and laboratory site. These funds would provide for two contract employees;
- plan for CPSC use of the Customs and Border Protection's International Trade Data System (ITDS) (\$250,000) to help target CPSC import surveillance efforts; and
- provide additional staff support to critical IT modernization functions. This includes \$1,880,000 to fund up to 13 positions (3 FTEs and the balance as contract employees): 4 positions to maintain the new systems – 1 search administrator, 1 data administrator, 2 document management administrators; 4 positions to support the in-house governance function in place of contract support – 2 project managers, 2 business analysts; 1 security officer; 1 privacy officer; 1 enterprise architect; 1 systems engineer; and 1 Web developer/manager.

This funding is in addition to contract funding carried forward from 2010 to build CPSRMS. It is projected that additional funds will be required to fully implement CPSRMS in 2012; after 2012, the project should be on a steady state maintenance status requiring fewer resources.

## LABORATORY STATUS

With funds allocated for CPSC Laboratory modernization in 2007, 2008, and 2009, totaling \$16.1 million, the General Services Administration (GSA) and CPSC have acquired and are in the process of outfitting a new, modern and efficient laboratory site.

After a competitive selection process, GSA made an award on May 12, 2009. The new facility is located at 5 Research Place in Rockville, Maryland. GSA is now working with CPSC and the building owner on the detailed design for the building to accommodate new requirements. The 2011 request includes \$2.2 million to provide full funding of annual recurring rent for the new site.

The new space will provide a state-of-the-art laboratory as well as office and limited sample storage space. The new space will: (1) enhance fire testing spaces with modern safety and environmental features and provisions for more accurate observation of fire development in products; (2) provide for dedicated testing areas for children's, electrical, combustion, and sports and recreation products, which will enhance testing efficiency; and (3) contribute to reduced facility operations costs by consolidating operations in a single building with centralized utilities.

## STRATEGIC PLAN

CPSC’s Strategic Plan, adopted in September 2003, is results-oriented. It guided the development of the CPSC resource requests and focuses on the following two results-oriented hazard reduction strategic goals:

- **reduce the death rate from fires by 20 percent, and**
- **reduce the death rate from consumer product related carbon monoxide poisonings by 20 percent.**

**Improve  
service quality  
and customer  
satisfaction**

The Strategic Plan also contains performance goals in other areas. CPSC also has service quality and customer satisfaction strategic goals for services provided.

The revision to the Strategic Plan has been delayed for several reasons. In 2006, the Office of Management and Budget recommended a significant expansion of CPSC’s strategic goals. CPSC lacked a quorum, however, for extended periods in 2007 and 2008. Further, the enactment of the Consumer Product Safety Improvement Act of 2008 brought about significant changes in CPSC operations and the Act’s impact must be considered in the next plan revision. In June 2009 a new Chairman was sworn in, and in August 2009, two additional Commissioners were sworn in, increasing the number of Commissioners to five, a full complement of Commissioners. In addition, a GAO report<sup>1</sup> published in August 2009 provided recommendations for improving the safety of consumer products and recommended that CPSC revise its Strategic Plan to reflect the growing volume of consumer products imported into the United States. A second GAO report<sup>2</sup> also published in 2009 recommended improving education and advocacy for minority populations.

In 2010, CPSC is developing a new Strategic Plan that will reflect the changes and challenges that are facing the agency.

<sup>1</sup> GAO-09-803: *Consumer Safety: Better Information and Planning Would Strengthen CPSC’s Oversight of Imported Products.*

<sup>2</sup> GAO-09-731: *Consumer Product Safety Commission: Better Data Collection and Assessment of Consumer Information Effort Could Help Protect Minority Children.*



## BUDGET PROGRAM: Reducing Product Hazards to Children and Families

CPSC's largest budget program, representing the work of about 80 percent of staff, focuses on *Reducing Product Hazards to Children and Families*. This program addresses product hazards identified in the other program, *Identifying Product Hazards*.

CPSC's hazard reduction work has contributed substantially to the decline in the rate of deaths and injuries related to consumer products since the Commission's inception in 1973. Past CPSC work has saved and continues to save the nation billions of dollars each year. Product-related deaths and injuries, however, continue to occur. There are on average 28,200 deaths and over 33.6 million injuries each year related to, but not necessarily caused by, consumer products under CPSC's jurisdiction. The deaths, injuries, and property damage associated with consumer products cost the nation over \$800 billion annually. (See Appendix A – Societal Cost Estimation.)

In the Reducing Hazards budget program, the Commission sets goals for:

- enforcing the Consumer Product Safety Improvement Act (CPSIA) requirements;
- protecting the public from unsafe imported products;
- reducing the risk of injuries and deaths from *fire hazards*;
- reducing the risk of injuries and deaths from *carbon monoxide hazards*; and
- reducing the risk of injuries and deaths from *children's and other hazards*, including electrocutions, child drowning, chemical hazards, and household/ recreational hazards.

### 2011 RESOURCE CHANGES

Total dollars decrease by \$2.592 million to reflect the program's share of the Commission request to maintain current safety efforts at 2011 prices, the addition of resources to strengthen staff import surveillance and regulatory enforcement activities, and decreases for non-recurring contract costs. Total program FTE staffing increases by 33.

<b>2009-2011 RESOURCES BY HAZARD* (DOLLARS IN THOUSANDS)</b>						
<b>HAZARDS</b>	<b>2009 Actual</b>		<b>2010 Plan</b>		<b>2011 Request</b>	
	<b>FTEs</b>	<b>Amount</b>	<b>FTEs</b>	<b>Amount</b>	<b>FTEs</b>	<b>Amount</b>
<b>Fire</b>	104	\$20,137	110	\$19,036	118	\$20,566
<b>Carbon Monoxide</b>	10	2,292	8	1,460	9	1,579
<b>Children's and Other Hazards</b>	235	49,251	321	69,598	345	65,358
<b>TOTAL</b>	349	\$ 71,680	439	\$90,094 <sup>†</sup>	472	\$87,502

\* Resources for the Consumer Product Safety Risk Management System are included in the *Identifying Product Hazards* program area. Resources for all other CPSIA-related activities are included in each program and subprogram because the CPSIA affects all areas. Resources for the drywall project are included under Children's and Other Hazards.

† Includes \$2 million for the Pool and Spa Safety Act grant program appropriated in 2009 and carried over into 2010.

### How CPSC REDUCES HAZARDS

CPSC uses a number of strategies to reduce the risks associated with hazardous consumer products. These strategies include: (1) completing new rules to implement the Consumer Product Safety Improvement Act (CPSIA); (2) conducting enforcement activities to ensure compliance with the new requirements resulting from CPSIA; (3) conducting activities to ensure the safety of imported products; (4) participating in the voluntary standards process or developing mandatory safety standards; (5)

conducting compliance activities such as recalls, corrective actions, and enforcement of existing regulations; and (6) alerting the public to safety hazards and informing them about safe practices. The Commission bases its actions to reduce the risks from hazardous consumer products on information developed from its extensive data collection systems, which can be used to assess the causes and scope of product-related injuries.

### ***Consumer Product Safety Improvement Act***

CPSC has worked diligently on implementing the Consumer Product Safety Improvement Act (CPSIA). Implementation of the CPSIA, along with two other recently enacted product safety laws – the Virginia Graeme Baker Pool and Spa Safety Act and the Children’s Gasoline Burn Prevention Act – has significantly increased the workload of the Commission. CPSC has been issuing rules at an unprecedented pace.

CPSC has completed numerous rules and related rulemaking activities or official Commission actions such as limiting lead in children’s products, requiring warning labeling for toy and game advertisements, developing laboratory accreditation and third-party testing requirements, and issuing guidance documents for lead-containing paint and certain childcare and children’s products containing phthalates. The Commission staff is actively engaged in many other CPSIA related activities for Commission consideration. In 2010 and 2011, staff will work on rulemaking activities related to lead, labeling of consumer products, phthalates, durable infant and toddler products, all terrain vehicles, and laboratory accreditations.

### ***Import Safety***

The United States imports many consumer products, especially toys and other children’s items, mostly from China. Most of CPSC’s recent product recalls have been imported products. CPSC is addressing the potential risk associated with imported products through an Import Safety Initiative based on three key principles: (1) assuring product safety is built into the manufacturing and distribution processes from the start; (2) increasing enforcement at the border to stop unsafe goods from entering the country; and (3) enhancing surveillance of the marketplace to remove unsafe products from store shelves.

CPSC’s Office of International Programs and Intergovernmental Affairs provides a comprehensive and coordinated effort for consumer product safety standards development and implementation at the international level. The Office conducts activities and creates strategies aimed at ensuring greater import compliance with United States product safety requirements. A key emphasis of this program is encouraging foreign manufacturers to establish product safety systems as an integral part of manufacturing. The 2009 appropriation allowed CPSC to develop an international staff presence in China, which will allow CPSC more coordination of safety efforts with Chinese manufacturers and the Chinese government.

In 2008, CPSC implemented an Import Safety Initiative, including the establishment of a new Import Surveillance Division, which marks the first permanent, full-time presence of CPSC investigators at key ports of entry throughout the United States. The port investigators work with other field investigators, compliance officers, research analysts, attorneys, and support staff. In 2010 and 2011, the division will continue to expand with additional staff at United States ports of entry as well as in other offices that support import safety efforts.

### **Safety Standards**

Until the CPSIA was enacted, much of CPSC's work in saving lives and making homes safer involved the development of voluntary safety standards, conducted in cooperation with industry. Staff participates in the development of these standards at a number of steps in the process. Staff first submits recommendations for new standards, or modifications of existing standards, to voluntary standards organizations. After receiving staff recommendations, the organizations may conduct technical assessments (as appropriate), publish a proposal for public comment, receive and evaluate comments, or publish a standard. This process may take months or several years. Staff participates in the process by providing expert advice, technical assistance, and information based on data analyses of how deaths, injuries, and/or incidents occurred. CPSC's voluntary standards policy does not permit staff to vote on proposed changes or new standards. The standards organizations consider comments from staff, however, throughout the process.

The process of promulgating mandatory federal rules is another approach for developing safety standards. For most products,<sup>3</sup> if a voluntary standard exists, then by law, the Commission may issue a mandatory standard only when the Commission finds that the voluntary standard will not eliminate or adequately reduce the risk of injury or death or it is unlikely that there will be substantial compliance with the voluntary standard. During the rulemaking process, staff seeks input from all interested parties, including consumers, industry, and other government agencies. The Commission usually develops performance standards, rather than design standards, to give manufacturers the most flexibility in meeting CPSC's requirements. Examples of mandatory standards under development are requirements for portable generators, upholstered furniture, cribs, and baby walkers. The Commission may initiate rulemaking based on petitions from outside parties or based on staff recommendations.

### **Compliance**

CPSC also reduces hazards through compliance activities. Compliance staff identifies defective products through its own

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<sup>3</sup> CPSIA requires the promulgation of mandatory standards for some products with existing voluntary standards such as durable infant and toddler products, children's toys, and ATVs. For a complete list, please refer to the CPSIA at <http://www.cpsc.gov/cpsia.pdf>.

investigations. Staff learns about potential product defects from many sources, including consumer reports to the Hotline and Web site. In addition, firms are required legally to report potential product hazards or violations of standards to the Commission. In 2005, staff developed a *Retailer Reporting Model* that enables companies to report potential hazards or violations more efficiently. Seven companies, including several of the nation's largest retailers, now follow the model.

When a recall is necessary, compliance staff undertakes negotiations with the responsible firm to seek a voluntary recall when possible. In 2009, CPSC staff completed 465 cooperative recalls (100 percent voluntary) involving millions of consumer product units that either violated mandatory standards or were defective and presented a substantial risk of injury to the public.

When companies fail to report as required, CPSC can seek civil penalties. In 2009, CPSC negotiated out-of-court settlements in which 38 companies voluntarily agreed to pay \$9.8 million in civil penalties to the United States Treasury – a record setting year for the Commission. This total is expected to increase in the future because the CPSIA allows CPSC to impose significantly higher penalties.

Fast Track is a program that helps companies report and correct a problem quickly to remove unsafe products from the marketplace within 20 business days. The program streamlines the process of recalls by eliminating many procedural steps of the process, including the preliminary determination of a hazard. Because defective products present a risk of injury or death, removing hazardous products from the marketplace faster can prevent injuries and save lives. Recalls conducted under the Fast Track program do not require lengthy hazard analyses and the recall process begins within 20 days of a firm's report to CPSC over 95 percent of the time.

CPSC's Small Business Ombudsman helps small firms comply with product safety regulations and guidelines. With challenges presented to business by the new statutes, the CPSC is establishing a full time ombudsman position. Staff has updated the small business Web page on the CPSC Web site, including posting a new *Guide to the Consumer Product Safety Improvement Act for Small Businesses, Resellers, Crafters, and Charities*.

### **Consumer Information**

CPSC alerts the public through a variety of methods including: recall alerts; print and video news releases; public service announcements; publications; national and local television appearances; the CPSC Hotline; listservs; CPSC Web sites ([www.cpsc.gov](http://www.cpsc.gov), [www.recalls.gov](http://www.recalls.gov), [www.ATVsafety.gov](http://www.ATVsafety.gov), [www.PoolSafety.gov](http://www.PoolSafety.gov)); CPSC information centers ([resale/thrift stores](#), [drywall](#), [cribs](#), [generators](#)); the CPSIA Web page ([www.cpsc.gov/about/cpsia/cpsia.html](http://www.cpsc.gov/about/cpsia/cpsia.html)); the OnSafety blog

([www.cpsc.gov/OnSafety](http://www.cpsc.gov/OnSafety)), recall widget ([www.cpsc.gov/cgi-bin/javascripts/widgetrss.html](http://www.cpsc.gov/cgi-bin/javascripts/widgetrss.html)) and social media sites ([YouTube](#), [Twitter](#), [Flickr](#)); and other outreach activities such as the *Neighborhood Safety Network (NSN)*.

The NSN is a grassroots outreach program that provides timely lifesaving information to more than 5,600 organizations and individuals who, in turn, share CPSC safety posters and news alerts with underserved consumers who might otherwise be unlikely to hear or receive information from CPSC. To make the NSN program even more effective and useful for grassroots safety organizations, CPSC developed an on-line toolkit which allows communities to promote safety by downloading a variety of free publications, posters, checklists, and tools to create their own program on fire safety, drowning prevention, all-terrain vehicle (ATV) safety, and other consumer safety issues. The toolkit also has a “Design a Safety Program” link to assist officials in disseminating this lifesaving information in their communities. CPSC will continue to update this site with new programs and will continue to promote the initiative among the members of the NSN.

CPSC warns the public about product-related hazards. CPSC’s “Drive to One Million” campaign started in 2007. This effort uses several Commission tools to make the public aware that, despite CPSC’s best efforts, there are still many recalled products in the hands of the public. CPSC’s goal is to have at least one million consumers sign up to receive, free of charge, potentially life-saving information electronically through CPSC’s e-mail notification system and social media platforms. Currently, nearly 300,000 members subscribe to CPSC’s e-mail notifications. Consumers can receive notice of recall information as it is released by signing up at [www.cpsc.gov/cpsclist.aspx](http://www.cpsc.gov/cpsclist.aspx) or registering to receive CPSC’s Twitter updates.

The Commission continually strives to improve CPSC’s Web site, consumer Hotline, National Injury Information Clearinghouse, and publications distribution capability to serve the public better. CPSC’s Web site has grown rapidly from 13.7 million visits in 2005 to about 40 million visits each year in 2008 and 2009; users accessed publications from the Web site 10.4 million times in 2009. This increase is due, in part, to the successful introduction of newer technology, which has replaced faxing and e-mailing to disseminate product safety information to the public and provided instantaneous release of information. CPSC now posts recalls and press releases in a format that allows blogs, TV stations, and other media to obtain the information from CPSC’s Web site and, in seconds, have the information posted on their Web sites. A strong Web presence is a key component to successfully achieve CPSC’s safety mission. CPSC’s Web site, [www.cpsc.gov](http://www.cpsc.gov), is aging, has inconsistencies, and is manually maintained. The need for a “facelift” is long overdue and coincides with the full implementation of the Consumer Product Safety Improvement

Act. The redesign, to be developed in 2010 and completed in 2011, will create a framework for rapid publication of CPSC's many education and information sharing campaigns. The CPSC Web site is coordinated with and will complement the separately maintained public database portal ([www.SaferProducts.gov](http://www.SaferProducts.gov)) under development.

The Hotline receives consumer complaints and provides information on product hazards and recalls to the public. The Clearinghouse provides injury data to staff and the public and provides manufacturers with consumer complaints, reported incidents, and investigations involving their products.

In December 2008, the Virginia Graeme Baker Pool and Spa Safety Act became effective. In 2009, staff:

- participated in six Webinars, conference calls or other electronic activities with pool and spa community stakeholders;
- spoke before groups of state and local health officials;
- prepared and disseminated posters and brochures to grass roots groups and other organizations concerned with children's safety and drowning;
- responded to e-mail and telephone messages for information from pool and spa owners, operators, technicians and service representatives, manufacturers of pool products, and many others;
- created a new Web site ([www.PoolSafety.gov](http://www.PoolSafety.gov)) and a new listserv reaching over 2,100 stakeholders;
- reached over 51 million viewers with TV interviews and participated in print and radio interviews; and
- responded to 32 reports of drowning incidents with the Rapid Response system, which provides the media with timely educational materials about drowning prevention when stories are fresh in the public's mind.

In 2010 and 2011, CPSC will continue to address requirements of the Act through a new comprehensive initiative to educate the public about ways to prevent child drowning and drain entrapment incidents, and to inform public pool and spa operators of the new requirements of the Pool and Spa Safety Act.



## CONSUMER PRODUCT SAFETY IMPROVEMENT ACT<sup>4</sup>

The Consumer Product Safety Improvement Act of 2008 (CPSIA), signed into law on August 14, 2008, represents the most significant change in the Consumer Product Safety Commission's (CPSC) governing statutes since the enactment of the original Consumer Product Safety Act in 1972. The CPSIA directs the Commission to adopt and enforce many new requirements intended to enhance the safety of consumer products, especially those intended for children.

Implementation of the CPSIA has been CPSC's highest priority. The Commission has:

- completed numerous rules and related rulemaking activities or official actions. The number of rules mandated in the CPSIA that were promulgated in 2009 and to be promulgated 2010 and 2011 is more than double the number of rules promulgated by the Commission since 1990;
- published enforcement guidance and policies to enhance compliance with the new law;
- conducted numerous meetings with stakeholders;
- developed a special Web site dedicated to the CPSIA;
- responded to questions from the public numbering in the thousands; and
- focused much of the Commission's limited scientific, legal, technical, educational, training, and administrative resources on CPSIA implementation.

The Commission staff is actively engaged in many other CPSIA related activities.

In 2011, along with continuing to promulgate new rules under CPSIA, the Commission is resuming its active role in the voluntary standards process, starting a number of new rulemaking activities, increasing its data analysis and technical review activities, and instituting initiatives to better serve minority communities. The Commission must also address a growing compliance and enforcement workload, as well as continue the development of the CPSIA required public database and modernization of information technology to support CPSC product safety work.

The Commission is requesting the following to meet workload demands in 2011:

- 15 FTEs and \$1.6 million to enforce the rules promulgated under CPSIA. Experience shows that enforcing a new rule takes considerably more resources than enforcing an existing rule;
- 3 FTEs and \$1.88 million to continue the IT development of the public database and modernization of information technology (these IT funds are included under the Hazard Identification Program); and
- \$250,000 to begin planning with the Customs and Border Protection Agency to make greater use of the International Trade Data System import database

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<sup>4</sup> Resources for this effort are included in the major program, Reducing Product Hazards to Children and Families, except for the Consumer Product Safety Risk Management System (CPSRMS), which is included under Identifying Product Hazards.

**2011 ANNUAL GOALS FOR IMPROVING PRODUCT SAFETY:  
IMPLEMENTING THE NEW LEGISLATION  
TITLE I - CHILDREN'S PRODUCT SAFETY**

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b><i>Safety Standards: Prepare Candidates for Rulemaking</i></b>							
1. Lead content determinations and exclusions (sec. 101)	<b>Goal</b>	**	**	**	5	1	1
	<b>Actual</b>				5		
2. Labeling of consumer products as complying with certification requirements (sec. 102)	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				0		
3. Safety standards for durable infant or toddler products and accreditation requirements (sec. 104)	<b>Goal</b>	**	**	**	3	8	12
	<b>Actual</b>				3		
4. Phthalates (sec. 108)	<b>Goal</b>	**	**	**	**	2	1
	<b>Actual</b>						
5. All-Terrain Vehicles (sec. 232)	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				1		
<b><i>Complete Data Analysis and Technical Review Activities</i></b>							
6. Study the measurement of lead in paint through x-ray fluorescence and alternative technologies (sec. 101)	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				1		
7. Durable Nursery Products Exposure Survey (sec. 104)	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
8. Evaluate and make recommendations to improve sections of the ASTM toy standard (sec. 106)	<b>Goal</b>	**	**	**	6	2	1
	<b>Actual</b>				6		
9. Provide technical support to the Chronic Hazards Advisory Panel (sec. 108)	<b>Goal</b>	**	**	**	2	2	1
	<b>Actual</b>				1		
<b><i>Compliance</i></b>							
10. Enforce the lead paint ban and lead content limit in children's products (models of products) (sec. 101)	<b>Goal</b>	**	**	**	500	1,000	1,000
	<b>Actual</b>				715		
11. Review ATV action plans within 60 days (sec. 232)	<b>Goal</b>	**	**	**	100%	100%	100%
	<b>Actual</b>				100%		
12. Enforce new CPSIA rules	<b>Goal</b>	**	**	**	**	**	16
	<b>Actual</b>						
<b><i>Communication/Consumer Information</i></b>							
13. Keep the public updated on CPSIA activities	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
14. Participate in public or Web-cast meetings for stakeholders to learn about the CPSIA	<b>Goal</b>	**	**	**	9	6	6
	<b>Actual</b>				12		
15. Create response publications for small businesses seeking counsel	<b>Goal</b>	**	**	**	3	1	1
	<b>Actual</b>				3		

\*\* No goal established. While no goals were established because of the passage date, work on CPSIA activities began in late FY 2008.

***Safety Standards: Prepare Candidates for Rulemaking***

**1. *Lead Content Determinations and Exclusions***

The CPSIA sets limits for lead content of children's products, including vinyl products, of 600 parts per million (ppm) by February 2009, 300 ppm by August 2009, and, if technologically feasible, 100 ppm by August 2011.

**Goal:** In 2011, staff will support the statutory directive to determine the technological feasibility of reducing children's products to the 100 ppm lead standard and prepare for Commission consideration a briefing package with recommendations on rulemaking, as needed.

**2. *Labeling of Consumer Products as Complying with Certification Requirements***

The CPSIA requires that the CPSC initiate a process by which a manufacturer or private labeler may label a consumer product as complying with the CPSIA certification requirements. In 2010, staff will prepare, for Commission consideration, a briefing package for a Notice of Proposed Rulemaking (NPR) for labeling of consumer products.

**Goal:** In 2011, staff will review comments and prepare and send to the Commission for consideration a briefing package with a draft final rule for labeling of consumer products.

**3. *Durable Infant or Toddler Products***

The CPSIA requires CPSC to study and develop safety standards for two durable infant and toddler products every six months, to begin no later than August 14, 2009.

*Safety Standards for Cribs*

Cribs are one of the only places where parents leave babies unattended for long periods of time and remain a priority for the Commission.

In November 2008, the Commission issued an Advanced Notice of Proposed Rulemaking (ANPR) on cribs to address hardware failures. Staff also began testing and analysis of cribs to evaluate the adequacy of the voluntary standard in addressing hazard scenarios. In 2010, CPSC staff will prepare for Commission consideration a briefing package with a draft NPR and staff will continue to study and assess the current voluntary safety standards for cribs.

**Goal:** In 2011, staff will prepare for Commission consideration a briefing package with draft final rules – one for full-size cribs and one for nonfull-size cribs.

*Safety Standards for Durable Infant or Toddler Products*

In September 2009, the Commission issued NPRs for baby bath seats and infant walkers. In 2010, staff will prepare briefing packages with draft final rules for baby bath seats and infant walkers for Commission consideration. In addition, staff will prepare briefing packages with draft NPRs for toddler beds and bassinets for Commission consideration.

**Goal:** In 2011, staff will prepare draft final rules for Commission consideration on toddler beds and bassinets. In addition, staff will prepare four briefing packages with draft NPRs for Commission consideration for four additional durable infant or toddler products.

*Accreditation Requirements*

**Goal:** In 2011, staff will prepare for Commission consideration draft final rules for lab accreditation for testing four children's products for compliance with the durable infant products standards for full-size cribs, nonfull-size cribs, toddler beds, and bassinets.

**4. *Phthalates***

The CPSIA requires the Commission to promulgate a final rule within 180 days of receiving a report from the Chronic Hazard Advisory Panel (CHAP) established to consider the health effects of phthalates. The CHAP, appointed by the Commission from a list of scientists nominated by the President of the National Academy of Sciences, will advise the Commission on potential health effects associated with consumer products containing phthalates or phthalate alternatives. In 2010, the CHAP will be convened.

**Goal:** In 2011, pending completion and findings of the CHAP activities, staff will prepare for Commission consideration draft NPRs, if necessary, on products covered by the phthalates provisions of the CPSIA.

**5. *All-Terrain Vehicles***

In 2006, the Commission issued a Notice of Proposed Rulemaking (NPR) that would ban three-wheeled all-terrain vehicles (ATVs) and mandate performance, informational, and offer-of-training requirements for youth and adult ATVs. The NPR included Commission instruction to the CPSC staff to take several specific actions regarding ATVs.

In 2007 and 2008, in response to Commission instruction in the NPR, CPSC staff contracted with the United States Army Aberdeen Test Center to test and evaluate nine youth model ATVs against each other and against the performance requirements of the American National Standards Institute/Specialty Vehicle Institute of America standard for four-wheeled ATVs. At that time, the standard was voluntary (The CPSC, in response to direction of the CPSIA, has since made it a mandatory consumer product safety standard, effective April 13, 2009).

In 2009, CPSC staff modified an agreement with the Aberdeen Test Center to conduct tests on several adult and transitional size ATVs. This testing began in 2009 and should conclude in 2010. Testing of these ATVs will enable staff to examine the effects of rider interaction on ATVs and to examine the latest technology on ATVs such as power steering and independent rear suspension.

**Goal:** In 2011, staff will continue its technical evaluation work and prepare for Commission consideration a briefing package with a draft final ATV rule.

***Complete Data Analysis and Technical Review Activities*****6. *Measurement of Lead in Paint***

The CPSIA required the CPSC to conduct a study, by August 2009, on x-ray fluorescence (XRF) technology or other alternative methods for measuring lead in paint to evaluate the effectiveness,

precision, and reliability of such measurement technologies. In August 2009, staff completed and posted on-line a report that concluded that the ability of XRF to measure lead content in painted films on children's products at the limits required under the CPSIA is currently limited due to the unavailability of standard reference materials (SRM). The report also stated that CPSC staff would continue to study the feasibility of using XRF technology for analyzing painted films on children's products as SRMs and standard analytical methods become available. The CPSIA requires periodic review and specifically an ongoing effort to study and encourage further development of alternative methods for measuring lead in paint and other surface coatings that can effectively, precisely, and reliably detect lead levels at or below the level specified in the legislation or any lower level established by regulation.

**Goal:** In 2011, staff will prepare a status report with an update of the staff efforts on the continuing study of XRF and other technologies and the development of SRMs.

#### ***7. Durable Nursery Products Exposure Survey***

The CPSIA requires that the CPSC evaluate the existing voluntary standards for durable infant or toddler products and promulgate mandatory standards substantially the same as, or more stringent than, the applicable voluntary standard. To evaluate the current voluntary standards effectively, CPSC staff requires baseline data to measure the potential future impacts of the CPSIA mandatory efforts on children's products. An exposure survey will be conducted to gather this baseline data.

In 2009, staff began work on questionnaire development and awarded a contract to conduct the first phase of the survey. In 2010, staff will work with the contractor to develop a final exposure survey questionnaire, develop the survey's sample (statistical) design, and submit the survey's supporting statement to the Office of Management and Budget (OMB) for approval.

**Goal:** In 2011, contingent on OMB clearance and adequate funding for the approved study design, the contractor will conduct the Durable Nursery Products Exposure Survey and staff will review the dataset resulting from the survey.

#### ***8. Toy Standard Evaluation***

As mandated by the CPSIA, the voluntary standard ASTM F963-08, Standard Consumer Safety Specification for Toy Safety became mandatory in February 2009.

In 2009, staff, in consultation with stakeholders, began work to evaluate and make recommendations to the Commission to improve requirements of the standard, if needed, in the following six areas: hazards caused by the ingestion or inhalation of magnets in children's products; toxic substances; toys with spherical ends; hemispheric-shaped objects; cords, straps, and elastics; and battery-operated toys.

**Goal:** In 2011, staff will continue the evaluation of the standard and prepare a briefing package for consideration of a rulemaking by the Commission on any issues not addressed by the ASTM subcommittee for toys.

#### **9. *Phthalates and Phthalate Substitutes***

As required by the CPSIA, the Commission appointed a Chronic Hazard Advisory Panel (CHAP) in 2010 to review the potential effects on children's health of all phthalates and phthalate alternatives in children's toys and childcare articles. The CHAP will consider the cumulative effects of exposure to multiple phthalates from all sources, including personal care products. The CHAP has 18 months to complete its examination and an additional 180 days to complete its final report. The CHAP will recommend to the Commission whether any additional phthalates or phthalate alternatives should be declared banned hazardous substances.

In 2009, in preparation for the CHAP, CPSC staff completed five of six toxicity reviews of the banned and "interim-banned" phthalates, which were peer reviewed by outside experts. Additionally, staff completed reviewing a contractor report on selected potential phthalate substitutes; issued an NPR providing guidance on which children's products are subject to section 108 of the CPSIA; prepared a briefing package for a Commission decision on the CHAP members; and began a review of phthalate exposure studies. In 2010, staff will complete a draft report of pertinent exposure studies and one toxicity review for the CHAP.

**Goal:** In 2011, staff will continue to provide scientific and technical support for the CHAP.

### **Compliance**

#### **10. *Ban on Lead in Paint and Lead Content Limits for Children's Products***

Beginning August 14, 2009, children's products with a lead content of more than 300 ppm or with a surface coating containing more than 90 ppm of lead are banned. The CPSIA limited the amount of lead in children's products (lead content) and lowered the lead in paint limit under CPSA's regulations.

**Goal:** In 2011, staff will screen 1,000 models of children's products for compliance with these lead limits.

#### **11. *ATV Action Plans***

The CPSIA requires CPSC staff to review and approve all-terrain vehicle (ATV) action plans, which are written plans that describe the actions a manufacturer or distributor agrees to undertake to promote ATV safety.

**Goal:** In 2011, staff will review (analyze for acceptability) 100 percent of ATV action plans from manufacturers or distributors within 60 days of receipt.

**12. Enforcement**

In 2011, staff work will evolve from development of the CPSIA mandated rules to enforcing those rules. Experience shows that enforcing a new rule takes considerably more resources than enforcing an existing rule.

**Goal:** In 2011, staff will enforce the following 16 new CPSIA rules promulgated in 2009 and 2010:

- ATV standard and action plan requirements;
- certification and third-party testing requirements;
- tracking label rules;
- product registration card requirements;
- eight (8) new durable infant or toddler products rules;
- advertising rules;
- toy standard requirements;
- phthalates bans; and
- Section 15(j) generic defect rules.

**Communication/Consumer Information****13. CPSIA Web Site Update**

**Goal:** In 2011, staff will update the Web site to reflect rulemaking activity of the Commission and other similar activities related to the CPSIA.

**14. Public or Web-cast Meetings**

**Goal:** In 2011, staff will participate in six meetings (public or via Web-cast) to address the many questions about the CPSIA and allow for an open dialogue with stakeholders. In these meetings, sections of the CPSIA of most interest to stakeholders will be explained and discussion encouraged through question and answer sessions.

**15. Ombudsman - Small Business**

Businesses (both small and large) are required to comply with the new requirements of the CPSIA. The Small Business Ombudsman is the CPSC's contact point for small businesses.

**Goal:** In 2011, CPSC staff will update the Web page to aid small businesses in complying with the new legislation and CPSC's enforcement policies, as needed.

**2011 ANNUAL GOALS FOR IMPROVING PRODUCT SAFETY:  
IMPLEMENTING THE NEW LEGISLATION  
TITLE II - CONSUMER PRODUCT SAFETY**

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Review and Oversight</b>							
1. Determination of foreign government agencies' eligibility to receive information (sec. 207)	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				0		
2. Provide notification to states (sec. 207) within one business day	<b>Goal</b>	**	**	**	95%	95%	95%
	<b>Actual</b>				100%		
3. Coordinate with state Attorneys General on litigation (sec. 218)	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				1		
<b>Risk Management System and Information Technology Modernization</b>							
4. Consumer Product Safety Risk Management System (milestones) (sec. 212)	<b>Goal</b>	**	**	**	3	6	4
	<b>Actual</b>				3		
5. Use Web-based applications to improve communication with citizens	<b>Goal</b>	1	1	0	0	0	1
	<b>Actual</b>	1	1	0	0		
6. Use Web-based applications to improve communication with businesses	<b>Goal</b>	1	1	0	1	1	1
	<b>Actual</b>	0	0	0	0		
7. Improve access and transfer of information with other government organizations	<b>Goal</b>	1	1	1	1	1	1
	<b>Actual</b>	1	1	1	0		
8. Improve internal efficiency and effectiveness	<b>Goal</b>	1	1	1	1	2	1
	<b>Actual</b>	6	0	1	1		

\*\* No goal established.

**Review and Oversight**

**1. Foreign Government Agencies' Eligibility to Receive Information**

The Commission has the authority under the CPSIA to make certain confidential information obtained by the CPSC available to a foreign government agency provided there is an agreement that such material will be maintained in confidence and used only for official law enforcement or consumer protection purposes.

**Goal:** In 2011, staff will evaluate any potential foreign regulator confidentiality agreements to determine if they conform to Commission policy.

**2. Notification to States**

The CPSC is required to notify each state health department or designated agency whenever it is notified of a voluntary corrective action taken by a manufacturer or the Commission issues a mandatory order under section 15(c) or (d) with respect to any product.

**Goal:** In 2011, staff will notify state health departments or designated agencies of such actions within one business day 95 percent of the time.

**3. Coordination with State Attorneys General on Litigation**

The CPSIA allows state Attorneys General to bring injunction actions alleging a violation of specific acts prohibited by the Consumer Product Safety Act as amended by the CPSIA and its safety rules on behalf of the residents of their states.

**Goal:** In 2011, staff will monitor cases filed by state Attorneys General, if any, and make recommendations to the Commission on whether to intervene.

### ***Risk Management System and Information Technology Modernization***

#### ***4. Risk Management System***

Under the CPSIA, the CPSC was mandated by Congress to establish and maintain a publicly available database on the safety of consumer products. The CPSIA mandates that the database be searchable and accessible through the Web site of the Commission. The CPSIA also directs the Commission to expedite efforts to upgrade and improve the information technology systems currently in use. Based on research and analysis of various alternatives, staff has proposed a Consumer Product Safety Risk Management System (CPSRMS) to provide a single integrated Web-based environment to accommodate a searchable database for consumers, enhance the efficiency and effectiveness of CPSC staff's consumer product safety work, and enable a more rapid dissemination of information.

In 2009, staff submitted an implementation plan to Congress, established a Project Management Office, and completed a detailed spending plan that identifies specific deliverables and resource requirements (both funding and FTE) for the deliverables for the entire project's lifecycle.

**Goal:** Based on the requirements analysis completed in 2009, CPSC staff will design and build the public portal. The initial release of the public portal will be by March 11, 2011. This initial release will provide the public with a searchable database of product incident data.

Also in 2011, staff will:

- provide enhanced capabilities to allow integrative data sharing tools for industry and other government partners;
- provide enhanced capabilities within CPSRMS for incident and case management, workload and workflow management, and data analysis and reporting services;
- launch an updated Early Warning System with enhanced features; and
- complete a Requirements Analysis, alternatives analysis, and planning activities for the data sharing project with Customs and Border Protection using data available from its International Trade Data System.

#### ***5. Communication with Citizens***

CPSC seeks to provide one-stop, online access to benefits and services provided by CPSC for citizens. CPSC also provides modern management tools such as on-line forms to request information.

**Goal:** In 2011, CPSC will develop and implement a comprehensive digital communication strategy to include Web 2.0 technologies to improve further the availability of information.

**6. *Communication with Businesses***

CPSC has initiatives to reduce the burden on businesses by adopting processes that dramatically reduce redundant data collection, providing one-stop streamlined support for businesses, and enabling digital communications with businesses.

**Goal:** In 2011, CPSC will implement publicly available Web services to provide businesses with an automated and secure way to exchange data with the Commission.

**7. *Communication with Government***

CPSC will continue initiatives that enable sharing and integration of federal, state and local data to better leverage investments in IT systems and to provide better integration of key government operations.

**Goal:** In 2011, CPSC will develop a design plan for a common identification standard for an interface with Customs and Border Protection's International Trade Data System (ITDS). This will allow CPSC direct access to ITDS.

**8. *Internal Efficiency and Effectiveness (IEE)***

CPSC currently maintains several systems for tracking, reviewing, and clearing documents such as Commission policies and briefing packages. In 2009, CPSC implemented an IT project management office (PMO) to provide oversight and management of CPSC's current and future IT projects. The PMO examines the quality, cost, and organizational value of CPSC's IT projects to determine the best use of resources and which applications and projects should be built, eliminated, maintained, or enhanced, and in what sequence. Based on this analysis, a decision is made to use IT investment resources on a particular IT project.

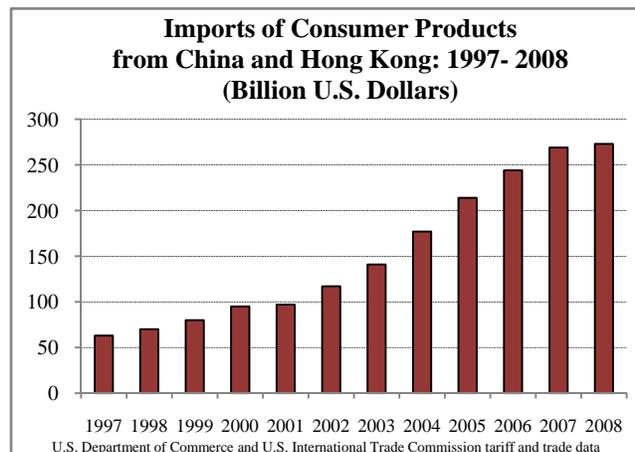
**Goal:** In 2011, staff will complete the conversion of one IT project to provide for efficiency and effectiveness in the clearance and distribution process.



## IMPORT SAFETY INITIATIVE

In 2007, product recalls were at their highest level in 10 years. In 2008, CPSC recalled an even higher number of hazardous imported products from China, including toys and children's jewelry. These products may not have been tested to voluntary or mandatory safety and performance standards. Therefore, it is important for product safety that there be a strong federal presence in the import arena.

Currently, approximately 85 percent of United States product recalls are of imported products with the majority of those products are manufactured in China. The value of United States imports from all countries of consumer products under CPSC's jurisdiction was \$639 billion in 2008, with imports from China and Hong Kong valued at \$273 billion, comprising about 43 percent (dollar value) of all consumer products imported into the United States. From 1997 through 2008, the value of all United States imports of consumer products from China including Hong Kong more than quadrupled.



The 2008 appropriation allowed CPSC to implement the Import Safety Initiative, including the establishment of a new Import Surveillance Division. This allowed the first permanent, full-time presence of CPSC investigators at key ports of entry throughout the United States. These port investigators work with other field investigators, compliance officers, research analysts, attorneys, and support staff to stop violative or defective products from entering the United States. In 2009, CPSC expanded the import surveillance division by increasing staffing at United States ports to 14 FTEs. CPSC is planning further expansion for 2010 and 2011.

CPSC is requesting an increase of \$1.965 million to fund 16 additional FTEs. This increase will expand coverage at the ports, provide testing and technical support, and fund the destruction of refused goods. In addition, CPSC has identified \$250,000 in information technology funds to begin the analysis and planning phase of developing an automated interface with the Customs and Border Protection's International Trade Data System (ITDS). Trade information from ITDS will help CPSC quickly and proactively identify potential risks and provide more timely and comprehensive responses to violations.

CPSC's Office of International Programs and Intergovernmental Affairs continues to provide a comprehensive and coordinated effort with other countries in consumer product safety standards development and implementation at the international, federal, state, and local levels. The Office conducts activities and creates strategies aimed at ensuring greater compliance with United States product safety requirements. A major emphasis of this program is encouraging foreign manufacturers to establish product safety systems as an integral part of the manufacturing process. The Office has been responsible for coordinating the biennial United States-China Consumer Product Safety Summit. In October 2009, CPSC participated in the third biennial summit held in Beijing, China. The 2009 appropriation allowed CPSC to have an international presence for the first time, where a staff person (assisted by a foreign

national hire) will be located in China to facilitate safety efforts with one of the largest exporters of consumer products to the U.S.

## 2011 ANNUAL IMPORT SAFETY GOALS

### IMPORTS FROM CHINA

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b><i>Dialogue and Initiatives with the Chinese Government</i></b>							
1. Participate in biennial United States-China Product Safety Summit	<b>Goal</b>	**	**	NA	1	NA	1
	<b>Actual</b>		1	NA	1		
2. Develop or continue implementation of cooperative work plans in product areas, as appropriate	<b>Goal</b>	2	4	4	6	6	6
	<b>Actual</b>	2	4	4	6		
3. Review and update China program plan	<b>Goal</b>	1	1	1	1	1	1
	<b>Actual</b>	1	1	1	1		
4. Conduct periodic review with Chinese regulatory officials to exchange information about significant recalls and/or other product safety issues	<b>Goal</b>	**	**	12	12	12	12
	<b>Actual</b>			12	12		
5. Establish a regional product safety office in Beijing, China	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				1		
<b><i>Working with the Private Sector</i></b>							
6. Conduct outreach/training events for United States importers of Chinese products	<b>Goal</b>	**	**	2	3	3	6
	<b>Actual</b>			3	10		

\*\* No goal established. NA: Not applicable - no Summit planned.

### ***Dialogue and Initiatives with the Chinese Government***

#### ***1. Biennial United States-China Product Safety Summit***

The first Consumer Product Safety Summit took place in Beijing, China, in 2005, between CPSC and the General Administration for Quality Supervision, Inspection, and Quarantine (AQSIQ), CPSC's Chinese counterpart agency. At that time, CPSC and AQSIQ signed an Action Plan on Consumer Product Safety and agreed to hold a Safety Summit every two years. In accordance with the Action Plan, AQSIQ and CPSC established four working groups: fireworks, toys, lighters and electrical products. The Work Plans for these groups were presented at the second biennial Consumer Product Safety Summit that took place on September 11, 2007. At that event, CPSC and AQSIQ explained their expectations for retailers, importers, exporters, and manufacturers dealing in consumer products. A third summit, in October 2009, built on these events with the goal of institutionalizing a culture of product safety among Chinese consumer product exporters.

**Goal:** In the late summer of 2011, CPSC will participate in the fourth biennial United States-China Product Safety Summit to be held in Washington, D.C.

#### ***2. Implementation of Cooperative Work Plans***

The 2005 Action Plan on Consumer Product Safety with AQSIQ outlines specific cooperative actions (training, technical assistance, consultation, and the creation of working groups) to be taken by CPSC and AQSIQ to improve the safety of consumer products. Utilizing this plan, in 2007 and 2008, staff communicated to CPSC's Chinese counterpart specific problems with respect to each of the working group product areas and negotiated and reached agreements on work plans to address these problems. In

2009, CPSC and AQSIQ added two new priority areas, all-terrain vehicles (ATVs) and lead in children's products to respond to the CPSIA requirements.

**Goal:** In 2011, CPSC staff will work with its Chinese counterpart to implement work plans for the six priority areas: toys, ATVs, lead in children's products, electrical products, lighters, and fireworks.

### ***3. China Program Plan***

The China program plan was originally developed in 2005 as a way of managing CPSC's various China-related activities and as the basis for an overall strategy to promote the safety and compliance of Chinese consumer products exported to the United States. The plan is reviewed and updated annually to ensure that it takes into account changing conditions and new opportunities for progress.

**Goal:** In 2011, staff will review and update the China program plan.

### ***4. Recall Information Exchange***

A key element in product safety cooperation with another country is the exchange of pertinent information about noncompliant or hazardous products. This supports bilateral compliance efforts and allows staff to emphasize areas needing particular attention.

**Goal:** In 2011, staff will conduct 12 periodic reviews with Chinese regulatory officials to exchange information about significant recalls and/or other product safety issues.

### ***5. Beijing Product Safety Office***

In 2009, CPSC established its first overseas office, located at the United States Embassy in Beijing, and hired a Product Safety Specialist to work in China. This enabled CPSC to promote compliance with United States product safety requirements among Asian (especially Chinese) exporters and to coordinate with product safety regulators in the region. United States imports of consumer products from China comprise a large portion of all United States imports of consumer products, with other Asian countries accounting for a growing share. In 2010, CPSC will coordinate with the United States State Department and the People's Republic of China's Foreign Ministry for a Regional Product Safety Officer.

**Goal:** In 2011, staff will update a work plan for the Beijing Product Safety Officer.

## ***Working with the Private Sector***

### ***6. Outreach/Training Events for United States Importers***

In order to maximize United States importers' cooperation with United States product compliance efforts, it is essential to convey sufficient understanding of the United States regulatory environment as it applies to imports. Outreach/training events that explain United States statutory and regulatory requirements and

present useful techniques, regulatory best practices, and relevant experience increase the chances of effective cooperation and the level of compliance.

**Goal:** In 2011, staff will conduct six outreach/training events for United States importers.

## 2011 ANNUAL IMPORT SAFETY GOALS

### IMPORTS FROM ALL COUNTRIES

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Surveillance and Enforcement Activities</b>							
1. Expand the Import Surveillance Division and conduct the following import safety improvement activities	<b>Goal</b>	**	**	1	1	1	1
	<b>Actual</b>			1	1		
a) Screen products at the ports (number of models)	<b>Goal</b>	**	**	**	**	2,000	2,500
	<b>Actual</b>						
b) Cross-train other federal agencies' staff to identify hazardous imported products	<b>Goal</b>	**	**	4	6	6	6
	<b>Actual</b>			6	6		
2. Work with GSA to improve facilities for the test/evaluation of import samples	<b>Goal</b>	**	**	1	1	1	1
	<b>Actual</b>			1	1		
3. Develop measures of import safety success (Risk Assessment Methodology)	<b>Goal</b>	**	**	1	1	1	1
	<b>Actual</b>			1			
<b>Dialogue and Initiatives with Foreign Entities</b>							
4. Conduct outreach/training events for foreign* government officials	<b>Goal</b>	**	**	3	3	3	3
	<b>Actual</b>		2	3	3		
5. Conduct outreach/training events for foreign* manufacturers	<b>Goal</b>	**	**	2	3	3	3
	<b>Actual</b>			3	3		
6. Improve product safety coordination with Canada and Mexico	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
7. Coordinate with other countries on toy safety regulations and standards	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
<b>Communication/Consumer Information</b>							
8. Consumer outreach for imports (million)	<b>Goal</b>	**	**	450	200	350	300
	<b>Actual</b>	125	966	185	530		
9. Conduct public information efforts/partnerships	<b>Goal</b>	**	**	2	2	2	3
	<b>Actual</b>			2	2		

\* Before 2009, these goals were for Chinese officials or manufacturers.

\*\* No goal established.

### Surveillance and Enforcement Activities

#### 1. Import Surveillance Division and Import Safety Improvement Activities

The marketplace for consumer products has changed dramatically in recent years. A far greater percentage of consumer products are now imported. In 2008, CPSC created an Import Surveillance Division with specialists specifically trained in import surveillance procedures and rapid identification of defective and non-complying consumer products to conduct import safety improvement activities. This marks the first permanent full-time presence of CPSC investigators at key ports of entry throughout the United States.

**Goal:** In 2011, the CPSC will co-locate additional staff with Customs and Border Protection at ports of entry.

**a) *Screening of Imported Consumer Products***

Members of the Import Surveillance Division are CPSC's front line in identifying imported products that violate CPSC regulatory requirements or that contain defects that present a significant risk of injury. These investigators screen products and ship samples to other CPSC locations for final determinations.

**Goal:** In 2011, CPSC staff will screen 2,500 models of imported consumer products at the ports.

**b) *Working with Other Federal Agencies***

CPSC staff works with other federal agencies on inspection of shipments of imported consumer goods.

**Goal:** In 2011, CPSC staff will cross-train other federal agencies' staff working at six ports to identify hazardous imported products.

**2. *Laboratory Modernization Plan***

The CPSC Laboratory plays a vital role in the testing and evaluation of consumer products. The laboratory also contributes to the development of test methods for consumer product safety standards. In May 2009, the General Services Administration awarded a lease for the new CPSC Laboratory. Facility design efforts have been progressing.

**Goal:** In 2011, staff will work with GSA and the Building Owner to complete construction and build out of the new laboratory facility.

**3. *Risk Assessment Methodology***

As required by the CPSIA, staff will work with CBP to develop a risk assessment methodology for the identification of shipments of consumer products that are: (1) intended for import into the United States; and (2) likely to include consumer products in violation of section 17(a) of the Consumer Product Safety Act or other import provisions enforced by the Commission.

**Goal:** In 2011, staff will prepare a report for Congress on the risk assessment methodology as required by the CPSIA.

***Dialogue and Initiatives with Foreign Entities***

**4. *Outreach/Training Events for Government Officials***

To maximize foreign government cooperation with United States product compliance efforts, it is essential to convey sufficient understanding of United States regulatory requirements. Outreach/training events that present regulatory best practices and relevant experience increase the chances of effective bilateral cooperation.

**Goal:** In 2011, staff will conduct three outreach/training events for foreign government officials.

**5. *Outreach/Training Events for Foreign Manufacturers***

To maximize foreign manufacturers' cooperation with United States product compliance efforts, it is essential to convey sufficient understanding of the United States regulatory

environment. Staff will conduct outreach or training events that explain United States statutory and regulatory requirements and present regulatory best practices and relevant experiences to encourage effective cooperation and compliance with federal regulations.

**Goal:** In 2011, staff will conduct three outreach/training events for foreign manufacturers.

#### **6. *Product Safety Coordination with Canada and Mexico***

As CPSC deploys resources to prevent hazardous and noncompliant consumer products from entering the United States through its seaports, it also will step up efforts to prevent the importation of such products over the land borders with Canada and Mexico. Staff will coordinate a CPSC effort to improve cooperation with Canadian and Mexican product safety authorities, as well as with Canadian and Mexican consumer product industries supplying the United States market. Through increased cooperation, CPSC and its North American partners can reduce consumers' exposure to unsafe products, whether those products originate in North America or elsewhere. In 2010, staff will prepare a program plan for North American cooperation on consumer product safety.

**Goal:** In 2011, staff will implement the elements of the plan for North American cooperation that are relevant to FY 2011.

#### **7. *International Coordination on Toy Safety Regulations and Standards***

CPSC staff will work on a plan for increasing international coordination on toy safety regulations and promoting coordination on toy safety standards. In 2010, staff will prepare a draft plan for Commission consideration. The plan will address coordination on present and future toy safety regulatory and standards work; CPSC's role in efforts to better align existing toy safety requirements in various international jurisdictions; how elements of the plan may be applied to international coordination on product safety policy for other products; and estimates of resource requirements for 2011 and 2012.

**Goal:** In 2011, staff will follow the recommendations established in the plan addressing international coordination of toy safety regulatory and standards work.

### ***Communication/Consumer Information***

#### **8. *Consumer Outreach***

In 2009, there were about 530 million views of CPSC safety messages through TV appearances and video news releases related to import safety campaigns and recalls for products such as toys, window blinds, and cribs. In 2007 and 2009, there were a number of recalls of very popular toys and nursery products that drew exceptional media coverage and accounted for the higher number of consumers reached.

**Goal:** In 2011, 300 million views of CPSC safety messages will be received by consumers through newspaper stories, social media outreach, TV appearances, and video broadcasts related to the United States-China Safety Summit, import safety campaigns, and recalls, as well as from downloading e-publications.

## 9. Conduct three public information efforts/partnerships concerning import safety.

### *Imported Products*

**Goal:** In 2011, staff will conduct activities such as conducting local and/or national interviews, issuing press releases, using social media, and/or using partnerships to inform consumers about a particular imported consumer product posing a hazard to the public or presenting a potential safety risk.

### *Port Safety*

**Goal:** In 2011, staff will conduct an activity, such as issuing a news release, participating in a network news story, using social media, and/or using federal and/or private partnerships to inform consumers about an enforcement or intervention action at a United States or international port.

### *United States-China Consumer Product Safety Summit*

**Goal:** In 2011, CPSC staff will host the fourth U.S.-China Safety Summit with the General Administration for Quality Supervision, Inspection, and Quarantine (AQSIQ). Staff will conduct an event such as a press briefing or news conference to highlight the progress and achievements of the partner agencies during the Summit. CPSC senior officials will conduct broadcast, radio and print interviews with United States-based and/or Asian-based media. CPSC's social media platforms will also be used to promote and publicize summit activities.



## FIRE HAZARDS

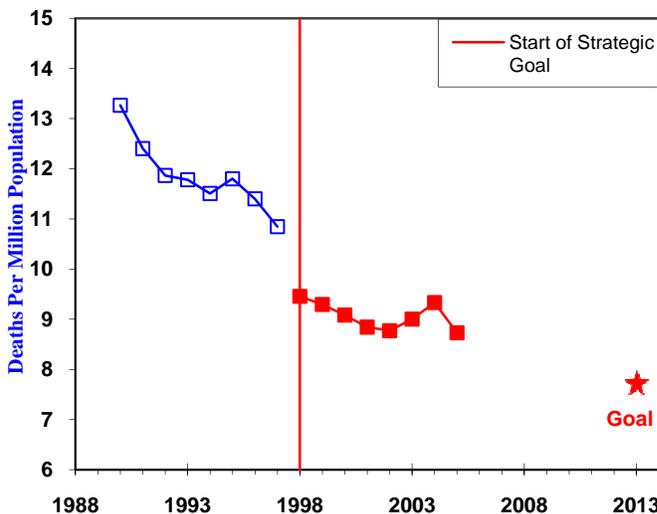
**STRATEGIC GOAL: Reduce the rate of death from fire-related causes by 20 percent from 1998 to 2013.**

### THE HAZARD

This nation’s fire death rate remains high. From 2004 to 2006,<sup>5</sup> an average 2,590 people died annually, and 12,740 people were injured because of fires in residences. These fires also resulted in property losses averaging \$5.9 billion each year. The total cost to the nation from residential fires was \$19.8 billion. Children and seniors are particularly vulnerable. In 2006, over 350 children under the age of 15 died of fire-related causes and an estimated 200 of these deaths were to children under the age of 5 years. Older adults also have significantly higher fire death rates in comparison to the rest of the population. In 2006, residential fires resulted in over 740 deaths to adults 65 years and older.

Products most often ignited in fatal fires are upholstered furniture, mattresses, and bedding. In recent years, these product categories were associated with about one-third of fire deaths. Cooking equipment is often involved as a source of ignition in fire deaths, accounting for about eight percent of fire deaths in recent years.

**Fire-Related Death Rate Associated with Consumer Products by Year (Based on 3-Year Moving Averages)**



**CPSC’S PROGRESS** Under previous Strategic Plans (1997 and 2000), CPSC set a target to reduce the rate of fire deaths due to consumer products by 10 percent from 1995 to 2005.<sup>6</sup> To further reduce the death rate, the Commission retained this as a strategic goal in the current Strategic Plan, but with a new target of a 20 percent reduction from 1998 to 2013. During 2004-2006, the estimated average annual rate of 8.8 consumer product related fire deaths per 1 million individuals is 9 percent lower than the estimated average annual rate of 9.7 in 1998.

While the targeted reduction in the fire death rate by 2013 is an ambitious one, CPSC activities on mattresses, lighters, and arc-fault circuit interrupters will likely prevent many fire-related deaths.

<sup>5</sup> 2006 is the latest year for which complete death data are available; these estimates are based on fires in residential structures that were attended by the fire service.

<sup>6</sup> The estimates since 1998 are not strictly comparable to those for previous years because of changes in the system for coding fire data.

In July 2007, CPSC's new flammability standard for mattresses became effective. Staff estimates that, in 2013, this standard will prevent as many as 148 deaths. Once fully effective, staff estimates that this standard will prevent as many as 270 deaths every year. Child resistant features on cigarette and multi-purpose lighters have been effective in reducing the number of fires started by children under the age of 5 years. As the number of homes with arc-fault circuit interrupters increases, CPSC staff also expects that this technology will have an increasing impact on the number of fires and fire-related deaths associated with home wiring systems.

## 2011 ANNUAL FIRE-RELATED GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Safety Standards</b>							
1. Prepare candidates for rulemaking	<b>Goal</b>	5	8	9	4	2	2
	<b>Actual</b>	4	5	7	3		
2. Present recommendations to voluntary standards or code organizations	<b>Goal</b>	1	2	2	1	0	2
	<b>Actual</b>	0	0	3	1		
3. Complete data analysis and technical review activities	<b>Goal</b>	12	11	8	2	7	7
	<b>Actual</b>	9	8	5	1		
4. Support voluntary standards and code revisions	<b>Goal</b>	11	11	13	3	9	10
	<b>Actual</b>	11	12	13	3		
<b>Compliance</b>							
5. Preliminary determination within 85 business days (unregulated products)	<b>Goal</b>	**	66%	70%	70%	70%	70%
	<b>Actual</b>	54%	82%	79%	62%		
6. Corrective action within 60 business days of preliminary determination (unregulated products)	<b>Goal</b>	**	80%	82%	80%	80%	80%
	<b>Actual</b>	84%	86%	85%	94%		
7. Corrective action within 35 business days of notice of violation (regulated products)	<b>Goal</b>	**	80%	82%	80%	80%	80%
	<b>Actual</b>	89%	76%	96%	89%		
<b>Consumer Information</b>							
8. Consumer outreach* (in millions)	<b>Goal</b>	**	125	200	150	150	175
	<b>Actual</b>	185	295	103	117		
9. Conduct public information efforts/partnerships	<b>Goal</b>	7	7	6	5	5	6
	<b>Actual</b>	5	8	6	5		

\* The baseline data for this goal are not strictly comparable to the 2007 or later data due to an improved data capturing capability implemented in 2007.

\*\* No goal established.

### Safety Standards

#### 1. Prepare for Commission consideration two candidates for rulemaking or other alternatives.

##### *Upholstered Furniture*

Ignitions of upholstered furniture are a leading cause of residential fire deaths among the consumer products under CPSC's jurisdiction. Staff is developing a possible rule to address the risk of fire associated with ignitions of upholstered furniture. In 2004, the Commission published an Advance Notice of Proposed Rulemaking (ANPR) expanding the Commission's rulemaking proceeding to cover the risk of fire from both cigarette-ignited and small open-flame-ignited fires. The Commission published a Notice of Proposed Rulemaking (NPR) in 2008. In 2009, staff conducted large scale testing of furniture with and without complying fire barriers, initiated work to develop standard

cigarette and flexible foam test materials specified in the NPR, and performed other technical work to address issues raised in public comments on the NPR. In 2010, staff will continue this research in support of a possible final rule and alternatives.

**Goal:** In 2011, CPSC staff will (1) complete development of a standard reference material foam substrate for use in the NPR, under an interagency agreement with the National Institute of Standards and Technology (NIST); (2) depending upon the results of testing to be done in 2010, staff will complete other technical research to confirm the validity of the proposed test methods; (3) prepare an evaluation of the NPR comments; and (4) develop regulatory options for the Commission in a briefing package.

### *Mattresses (Cigarette Ignition)*

In 2005, the Commission issued an ANPR, initiating a possible amendment or revocation of the existing mattress (cigarette ignition) standard. In 2006, the staff analyzed comments on the ANPR and conducted an extensive review of historical compliance data. In 2007, a research study to re-examine the test criteria for self-sustained smoldering in light of new technologies used to meet the new open flame mattress standard began at NIST. In 2008, staff continued to monitor NIST research and the progress of a CPSC project on Cigarette Ignition Risk.

**Goal:** In 2011, if appropriate, staff will prepare a briefing package with a draft NPR.

## **2. Prepare and present two recommendations to voluntary standards or code organizations.**

### *Clothes Dryer Indicators*

The United States Fire Administration (USFA) reports that lack of maintenance followed by mechanical or electrical failures are the top two factors contributing to ignition in residential building clothes dryer fires. The machines may run without any indication of difficulty until an incident occurs. An investigation of the utility and applicability of using indicators (visual or audible) on electric clothes dryers to inform users of abnormal operation and possibly desired maintenance activities may help prevent some fire incidents. In 2010, staff will draft a report to classify conditions for which an indicator on electric and gas clothes dryers may be desirable with technical requirements for such indicators.

**Goal:** In 2011, staff will develop and submit proposals for voluntary standards on the use of indicators for electric clothes dryers, as warranted.

### *Cooktops*

In past years, staff has conducted research into technologies to reduce the risk of food ignition through implementation of a closed-loop heating element control system that monitors pan bottom temperatures and reduces the heating element's output. Staff has successfully demonstrated the temperature control system's ability to prevent fires in the various heating element designs for various cooktop types, i.e., gas, electric coil-type element, and electric smoothtop ranges. Additional research on

these or similar systems is needed, and potential candidates should be tested to the Technical Feasibility and Performance Goals developed by the Underwriters Laboratories Standards Technical Panel for Household Electric Ranges. In 2010, staff will award a contract to design, fabricate, and test experimental control systems to detect and prevent food ignition on a cooktop.

**Goal:** In 2011, the contractor will provide a final report on the testing of experimental control systems to detect and prevent food ignition on a cooktop.

### 3. Complete seven data analysis, collection, or technical review activities.

#### *Carpet and Rug Standards Amendments*

The standards for the surface flammability of carpets and rugs were enacted under the Flammable Fabrics Act to reduce fires where carpets and rugs are the first items ignited. Cleaning methods are prescribed in the standards for various carpet and rug types to help assure permanence of any flame retardant (FR) treatments.

The carpet and rug flammability standards were reviewed in 2005 under the Program for Systematic Review of Commission Regulations. The rule review identified inconsistencies with CPSC's internal compliance testing procedures, references to obsolete standards, and requirements no longer needed based on CPSC staff experience with the rules. In 2008, staff visited the Carpet and Rug Institute to learn about test methods for measuring carpet and rug flammability and began a review of voluntary and mandatory international test methods. In 2009, the review of voluntary and mandatory international test methods for measuring carpet and rug flammability was completed.

**Goal:** In 2011, staff will prepare a draft research plan for potential alternative laundering procedures for updating and revising the Standard for the Surface Flammability of Carpets and Rugs (16 CFR 1630 and 1631).

#### *Cigarette Ignition Risk*

Several states have adopted legislation requiring "fire safe" or reduced ignition propensity (RIP) cigarettes to address potential fires caused by unattended or dropped cigarettes. As more states enact legislation requiring RIP cigarettes, the smoldering hazard caused by cigarettes may be changing. Currently, the federal standard for mattresses (16 CFR 1632) includes a cigarette ignition test and a CPSC proposed standard for the flammability of upholstered furniture uses a cigarette as the source of ignition. The standard cigarette used by CPSC as the ignition source in these regulations is an unfiltered non-RIP cigarette.

In 2007, CPSC awarded a contract to test conventional and "fire safe" cigarettes according to requirements in a voluntary standard; the data will be used to evaluate relative ignition propensities. Staff also developed a test plan to compare the ignition propensity of some consumer products commonly involved in smoldering

ignition fires (e.g., furniture, mattresses) when exposed to “fire safe” and conventional cigarettes. In 2008, staff monitored a contract to evaluate the relative ignition propensity of 13 brands of cigarettes and methods and analytical results were documented. In 2010, staff will complete a draft status report on the evaluation of the RIP cigarette as compared to the conventional cigarette.

**Goal:** In 2011, staff plan to continue a test program comparing the ignition propensity of some consumer products commonly involved in smoldering ignition fires (e.g. furniture, mattresses) when exposed to RIP and conventional cigarettes. The results of the previous years’ test will be built upon. A status report on the work will be completed.

### *Cigarette Lighters*

Several fire safety organizations have requested that CPSC prohibit the sale of novelty lighters due to the potential risk of death and injury posed to children. Current CPSC data systems do not provide sufficient information to determine the involvement of novelty lighters in reported incidents. A multiyear study is needed to develop a database of fire incidents to determine the hazards posed by novelty and non-novelty lighters and support possible amendments to the Safety Standard for Cigarette Lighters (16 CFR 1210).

**Goal:** In 2011, staff will develop the methodology and a questionnaire for a special study to obtain data on the types of lighters (novelty and non-novelty) involved in fire incidents and for evaluating the effectiveness of the current standard.

### *Clothes Dryer Heat Isolation /Reduction*

According to National Fire Protection Association data for 2002 to 2004, around 40 percent of the fires attributed to clothes dryers occurred outside the drum. This project will research ways to limit temperatures on surfaces within the dryer, but outside the drum, which will potentially keep combustible materials, such as accumulating lint, from igniting, without adversely affecting dryer performance.

**Goal:** In 2011, staff will conduct initial research needed to develop a draft test plan and data collection algorithm.

### *Enhanced Smoke Alarms*

Currently, most residential smoke alarms operate on photoelectric, ionization, or a combination of these sensors to detect fire conditions. Recent research has demonstrated the need for the development of an improved smoke alarm, which is less prone to false alarms as compared to current detectors, and which will provide faster response times to a wide variety of fire scenarios. This phase of the project is to identify the most efficient means of alerting occupants, (e.g., frequency, temporal, pattern, and tone) and to identify the appropriate technology to accomplish the alerting function. The primary focus of the research is directed at awakening sleeping individuals in the high-risk category. For example, young children; the elderly; adults who are sleep deprived; those under the influence of alcohol, drugs, or sleep

induced medication; and the visually and hearing impaired may not be easily woken from sleep.

In 2009, CPSC entered into an interagency agreement (IAG) with the United States Fire Administration (USFA). USFA, with technical input from CPSC, awarded a contract to identify appropriate sensors for application in improved smoke alarms. In 2010, CPSC staff will modify the IAG with USFA regarding the research and development of a third generation smoke alarm.

**Goal:** In 2011, under this interagency agreement, performance testing of a prototype smoke alarm will be conducted. In addition, an assessment of the viability of commercialization for the residential market will be initiated. A status report will be provided to CPSC staff by USFA.

#### *Fabric Softeners and Flammability Testing*

In the past, CPSC staff has examined the effect of fabric softeners on textile flammability; however, these studies were limited in scope and occurred more than a decade ago. This study will provide guidance to CPSC staff on the impact of fabric softeners on apparel flammability.

**Goal:** In 2011, staff will complete a market survey of fabric softeners currently available to consumers and perform a literature search on current research regarding fabric softener flammability. Staff will develop a draft research plan based on the outcome of the product survey and literature search.

#### *Surrogate Smoldering Ignition Source*

Federal regulations for smoldering ignition of mattresses and mattress pads (16 CFR 1632) and cellulosic insulation (16 CFR 1209) and a draft NPR for upholstered furniture require a standard cigarette ignition source: a conventional, unfiltered cigarette with specific physical characteristics (length, density, and weight). This type of cigarette is no longer produced and a standard reference material was developed as a replacement. Past work by CPSC staff indicated that there are other possible alternatives to using a cigarette as a suitable standard ignition source. In 2010, CPSC staff will prepare a draft status report on its review of literature on past work including a preliminary test plan to identify and evaluate candidate smoldering ignition sources for potential use in existing and proposed regulations.

**Goal:** In 2011, staff will finalize the test plan and initiate testing of various surrogate options to identify and evaluate candidate smoldering ignition sources for use in existing and proposed regulations.

### **4. Support voluntary standards and codes revisions.**

#### *Voluntary Standards*

Staff participates in the voluntary standard process by providing expert advice, technical assistance, and information based on data analyses of how deaths, injuries and/or incidents occurred.

**Goal:** In 2011, staff will support the revision of the voluntary standards and/or model codes with respect to fire hazards for the following 10 products or codes:

-batteries	-heaters
-cabinet heaters/cylinders	-mattresses
-candles	-National Electrical Code
-cigarette lighters	-smoke alarms
-electrical cords	-sprinklers

## **Compliance**

### **5. Preliminary Determination Efficiency**

Compliance officers open fire-related investigations based on reports of a possible defect from a manufacturer, importer, or retailer or on their own initiative after following up consumer complaints, newspaper accounts, or information from CPSC surveillance activity. Each investigation involves a thorough review of information from the company and other sources, and analysis by CPSC's technical experts. The investigation culminates in a staff preliminary determination that there is or is not a product defect.

**Goal:** In 2011, staff will make 70 percent of fire-related staff "preliminary determinations" within 85 business days from the case opening date.

### **6. Corrective Action Timeliness (Unregulated Products)**

Each investigation involving a fire-related hazard will culminate in a preliminary determination that a product is or is not defective. If the product is determined to be defective, the compliance officer begins negotiating with the responsible company to obtain a voluntary corrective action. For defects that pose a risk of serious injury, the compliance officer seeks a consumer-level recall, which usually involves a free repair or replacement of the product or a refund of the purchase price. For less serious hazards, the corrective action may involve stopping sale of the product and correction of future production.

**Goal:** In 2011, staff will negotiate and commence 80 percent of fire-related corrective actions within 60 business days after a firm is notified of the staff's preliminary determination.

### **7. Corrective Action Timeliness (Regulated Products)**

Compliance staff regularly conducts surveillance to check compliance of products with CPSC mandatory standards. Samples collected by investigators in the field and at the ports are sent to the CPSC Laboratory for analysis. Additional technical analysis is often conducted by CPSC technical experts. When it is determined that a product violates CPSC standards, a compliance officer sends a letter of advice (LOA) to the manufacturer, importer or retailer. For violations posing a serious risk of injury, staff will seek a consumer-level recall (unless the sample was collected at a port of entry and no products have been distributed within the United States). For less serious violations, staff may seek a lesser

corrective action, such as stopping sale of the violative products and correction of future production.

**Goal:** In 2011, staff will obtain 80 percent of fire-related corrective actions within 35 business days after the LOA is issued.

## **Consumer Information**

### **Alert the public to fire-related hazards through:**

#### **8. Consumer Outreach**

In 2009, about 117 million views of CPSC safety messages related to fire hazards were received by consumers through TV appearances, video news releases (VNRs) and e-publications available through CPSC's Web site. Topics that generated the most coverage included the refrigerator recall, the fireworks safety press conference, and holiday decorating safety. Staff also supplied information for stories on national and local radio, and in national or local newspapers and wire services. These appearances or mentions on radio or in print were generated by live or taped interviews, audio news releases, public service announcements, press releases, and on-line information.

**Goal:** In 2011, 175 million views of CPSC fire safety messages will be received by consumers through communication tools such as newspaper stories, social media, TV appearances, and interviews on national television networks, VNRs to national and local television networks, and/or Web publication downloads.

#### **9. Conduct six fire safe public information efforts, including at least one partnership with industry and/or a fire safety group.**

##### *Fireworks Safety*

**Goal:** In 2011, CPSC will conduct a national safety campaign for the Fourth of July to increase public awareness of the dangers associated with legal and illegal fireworks. This campaign will include activities such as a news conference; video news release; Podcast message; YouTube or viral video; or message to the *Neighborhood Safety Network (NSN)*. Possible partners include the Department of Justice and the Department of Homeland Security.

##### *Halloween Hazards*

**Goal:** In 2011, CPSC staff will remind consumers of the flammability hazards associated with Halloween costumes and highlight warnings about the risk of fire associated with homemade children's costumes, jack-o-lanterns, and other Halloween decorations. Staff will conduct activities such as issuing a news release, producing a video (YouTube), posting a safety message on Twitter, or conducting TV and radio interviews.

##### *Holiday Decoration Hazards*

**Goal:** In 2011, for the winter holiday season, CPSC will reissue its annual news release to warn consumers about the fire risk from defective decorative holiday light strings and from natural trees, and will provide tips on the safe use of candles and fireplaces. Staff will also conduct activities such as recording a Podcast or posting a viral video on YouTube.

*Home Heating*

**Goal:** In 2011, at the beginning of the home heating season, staff will conduct activities such as issuing a news release, an audio news release, a Podcast message, or post messages on social media platforms to warn about fire hazards from home heating equipment, especially space heaters.

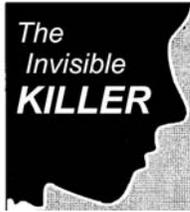
*Mattress Standard Information and Education Materials*

The Standard for the Flammability (Open-Flame) of Mattress Sets (16 CFR 1633) became effective June 1, 2007. The Standard is a complex, full-scale test and CPSC staff held several industry seminars, developed a laboratory manual, and established a mattress flammability Web page on the CPSC site to assist manufacturers and retailers in understanding the new requirements. Staff continues to receive a large number of inquiries and requests for guidance from retailers, consumers, and manufacturers. Developing additional information and education materials could address many of the issues and assist with compliance with the standard.

**Goal:** In 2011, staff will develop additional information and education materials on the mattress standard to address the needs of retailers, consumers, and manufacturers.

*Smoke Alarms*

**Goal:** In 2011, in a continuing effort to remind consumers that smoke alarms save lives, staff will issue a news release in the spring and the fall to emphasize that consumers need to have and maintain their smoke alarms. Staff will also contact national and local media to encourage them to remind consumers to check that their smoke alarms are in working order. Staff will use communication tools, such as Podcasting, blogging, YouTube, Twitter, or the Web site [www.FireSafety.gov](http://www.FireSafety.gov), to promote any new developments in technology aimed at making smoke alarms even more effective.



## CARBON MONOXIDE POISONING HAZARDS

**STRATEGIC GOAL: Reduce the rate of death from carbon monoxide poisoning by 20 percent from the 1999-2000 average by the year 2013.**

### THE HAZARD

Carbon monoxide (CO) is a poisonous gas that has no smell, color, or taste -- truly an invisible killer. Burning any fuel, such as gas, oil, wood, or coal produces this gas, so that any fuel-burning appliance is a potential CO source. At higher concentrations in the blood, CO can cause cognitive impairment, loss of consciousness, coma, and death.

From 2004-2006,<sup>7</sup> there was an estimated annual average of 181 unintentional non-fire CO poisoning deaths associated with consumer products, at a societal cost of approximately \$900 million each year. Because some symptoms of moderate CO poisoning may mimic common illnesses, such as influenza or colds, there may be a high incidence of missed initial diagnoses. Not only are victims frequently unaware of exposure to CO, but also health care providers may not suspect, and consequently not check for, CO poisoning. While some symptoms of CO poisoning are reversible, irreversible debilitating delayed neurological effects can develop following severe poisonings, especially those involving prolonged unconsciousness. Prompt medical attention is important to reduce the risk of permanent damage.

Most consumer product-related CO poisoning deaths are associated with the use of heating systems and portable generators. Recently, as shown in the graph,<sup>8</sup> there has been an increase in the number of CO-related deaths, in large part associated with the use of portable generators during natural disasters, such as hurricanes and ice/snow storms. Other consumer products associated with CO poisoning deaths include charcoal grills, gas water heaters, gas ranges and ovens, and fuel-burning camping equipment. Problems with chimneys, flues, or vents connected to fuel-burning products have also been mentioned in fatal scenarios.

### CPSC'S PROGRESS

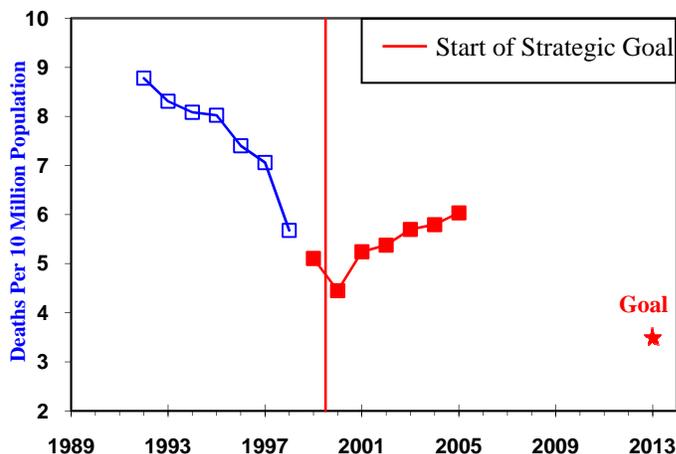
Under the previous Strategic Plans, CPSC had a target to reduce the rate of CO poisoning deaths associated with consumer products by 20 percent from 1994 to 2004. From 1994 to 2004, the annual death rate was reduced by 34 percent. To further reduce the death rate, CPSC retained this strategic goal in the Strategic Plan

<sup>7</sup> 2006 is the latest year for which death data are available. CPSC continues to receive reports of CO poisoning deaths for previous years, so these estimates may change in future reports.

<sup>8</sup> The estimates since 1999 are not strictly comparable to those for previous years because of changes in the methods for estimating carbon monoxide data.

with a new target of 20 percent reduction by 2013 from the 1999-2000 average.

**Carbon Monoxide Poisoning Death Rate  
Associated with Consumer Products by Year  
(Based on 3 Year Moving Averages)**



CPSC has been successful in the past in reducing deaths through a number of interventions, including: working with industry to encourage the development of new products to protect consumers from CO poisonings; working with industry to develop a voluntary performance standard for CO alarms; and warning the public about CO poisoning through information campaigns.

Due in large part to the increased use of portable generators, the share of CO poisonings associated with portable generators increased from 6 percent in 1999 to 47 percent in 2006. Accordingly, effective in 2007, CPSC issued a mandatory rule for a new danger label

for portable generators to warn consumers about CO and to encourage safe use. Activities in this plan, including a portable generator rulemaking activity, public outreach activities, and work on voluntary standards, are designed to address this increase.

## 2011 ANNUAL CARBON MONOXIDE-RELATED GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Safety Standards</b>							
1. Prepare candidates for rulemaking	<b>Goal</b>	**	1	1	1	1	1
	<b>Actual</b>	1	1	1	1		
2. Complete data analysis and technical review activities	<b>Goal</b>	3	2	1	1	1	3
	<b>Actual</b>	2	1	1	0		
3. Support voluntary standards and codes revisions	<b>Goal</b>	3	3	3	D <sup>†</sup>	2	1
	<b>Actual</b>	3	3	3			
<b>Consumer Information</b>							
4. Consumer outreach* (in millions)	<b>Goal</b>	**	20	25	15	8	12
	<b>Actual</b>	15	26	1	4		
5. Conduct public information efforts/partnerships	<b>Goal</b>	3	4	4	4	5	5
	<b>Actual</b>	2	4	4	4		
6. Conduct research on CO communications	<b>Goal</b>	**	**	**	**	**	1
	<b>Actual</b>						

\* The baseline data for this goal are not strictly comparable to the 2007 or later data due to an improved data capturing capability implemented in 2007.

\*\* No goal established.

† This goal was deferred.

## **Safety Standards**

### **1. Prepare for Commission consideration one candidate for rulemaking or other alternatives.**

#### *Portable Generators*

In 2006, the Commission voted to publish an Advance Notice of Proposed Rulemaking to begin research to develop technology to lower the risk of CO poisonings associated with portable generators. Staff awarded a contract to take a commercially available generator and modify the engine into a prototype configuration that would reduce CO emissions in the exhaust. Staff also entered into an interagency agreement (IAG) with the National Institute of Standards and Technology (NIST) to model the infiltration of CO in various styles of homes when the user operates the generator (in both the off-the-shelf and prototype configurations) in an attached garage.

In 2007 through 2009, staff monitored the prototype development contract and the NIST prototype testing IAG, adding necessary modifications to each. Staff modified the prototype development contract to add automatic shutoff programming into the electronic fuel injection (EFI) controller of the existing low-CO emission prototype generator. Additionally, staff created a second agreement with NIST (“Standard Development IAG”) to develop CO emission performance limits for portable generators that significantly improve predicted survivability, based on results from indoor air quality and health effects modeling. In 2010, staff will receive a NIST progress report on prototype generator testing associated with the testing and modeling IAG. In 2011, staff will begin to assess the suitability of the low CO emission prototype portable generator to reduce the risk of death or serious adverse health effects from CO poisoning when the generator is operated in an attached garage.

**Goal:** In Spring 2011, CPSC staff will draft a status report summarizing findings of the prototype contract development work and the resultant NIST testing and modeling work in the attached garage. In 2011, staff will conclude monitoring of the NIST IAG for testing and modeling. In the associated contract final report, NIST findings will include the CO emission levels of the prototype generator with the shutoff EFI controller logic. Staff will continue to monitor the NIST Standard Development IAG. CPSC staff will receive a NIST Standard Development IAG progress report with the available survivability standards development work, as this IAG will extend beyond 2011.

### **2. Complete three testing, data collection, hazard analysis, or technical review activities.**

#### *CO Alarms*

Under this project, CPSC staff will quantify the market saturation of United States residential CO alarm use, verify market conformance of new-design products to the Standard for Carbon Monoxide Alarms (UL 2034), and draft recommendations to advocate the adoption of CO alarm requirements in building codes.

**Goal:** In 2011, staff will prepare a draft report on its analyses of CO alarm use in homes and conformance of CO alarms to the Standard for Carbon Monoxide Alarms. In 2012, if appropriate, staff will prepare recommendations for building codes for adoption of CO alarm requirements.

### *Gas Fireplaces*

CPSC staff is aware of several incidents associated with delayed ignition of gas fireplaces, resulting in explosion and breakage of glass fireplace doors. A review of current American National Standards Institute requirements for gas fireplaces is needed to determine if they are rigorous enough to prevent delayed ignition and glass breakage incidents and to test whether factors such as aging cause fireplace components to fail unsafely.

**Goal:** In 2011, staff will develop a test plan and begin testing to determine gas fireplace component performance. Testing will be completed in 2012, and a report of the test results will be prepared. Staff will make recommendations to the voluntary standards organizations, as appropriate, in 2012.

### *Vented Gas Appliances CO Sensors*

Gas-fired heating appliances continue to be a leading cause of unintentional CO poisoning deaths. Despite improvements over the years, current standards for vented gas appliances do not adequately address known CO poisoning hazard scenarios. In 2000, CPSC staff proposed that the American National Standards Institute (ANSI) Z21/83 Committee revise applicable standards to include CO shutdown requirements for the appliances. Staff supported these proposals with proof-of-concept testing in 2001 and 2003, demonstrating the use of CO and other gas sensors for safety shutdown of gas appliances. From 2002-2004, staff participated in an industry-led working group to develop test criteria to evaluate the use of gas sensors for this application. At the conclusion of that effort, industry opted not to pursue the use of sensors due to concerns about their durability and longevity. In 2006, staff initiated a test program to evaluate sensors in a gas furnace. This work was completed in 2008. In 2009, staff began drafting a report on the contractor testing performed in 2007 and 2008. In 2010, staff will finalize the report on the contractor testing.

**Goal:** In 2011, staff will prepare an options package for Commission consideration.

## **3. Support voluntary standards and codes revisions.**

### *Voluntary Standards*

Staff participates in the voluntary standards process by providing expert advice, technical assistance, and information based on data analyses of how deaths, injuries and/or incidents occurred.

**Goal:** In 2011, staff will support the revision of the voluntary standards and/or model codes for portable generators.

## **Consumer Information**

### **Alert the public to the hazards of CO poisoning deaths through:**

#### **4. Consumer Outreach**

CPSC has been successful in increasing the number of views of CO safety messages. However, staff saw a drop in 2008 and 2009 views because of the lower number of major tropical storms and hurricanes to strike the U.S., thus decreasing the number of consumers using portable generators in emergencies. Additionally, there were no new rulemaking activities, such as the approval of a new danger label, which was a source of significant media attention in 2007 when a press conference reached 13 million viewers. Staff supplies information for stories on national and local radio, and in national or local newspapers and wire services. These appearances or mentions on radio or print are generated by live or taped interviews, audio news releases, public service announcements, press releases, and on-line information.

**Goal:** In 2011, consumers will receive 12 million views of CPSC CO safety messages through newspaper stories, social media outreach, TV appearances, and interviews on national television networks, video news releases to national and local television networks, and e-publications through CPSC's special on-line portable generator information center.

#### **5. Conduct five public information efforts and/or partnerships with a trade association or safety advocacy group.**

##### *CO Alarms*

While a large percentage of consumers' homes are equipped with smoke alarms, it is estimated that far fewer have working CO alarms in their homes. CPSC strongly supports the installation of CO alarms.

**Goal:** In 2011, through activities such as using partnerships, issuing posters, issuing news releases, or recording podcasts, CPSC will continue its CO alarm messaging in connection with a daylight savings time news release recommending that consumers change the batteries in their smoke and CO alarms at least once every year. Staff will use communication tools, such as a Podcast, blogging, YouTube, Twitter, or the Web site [www.FireSafety.gov](http://www.FireSafety.gov), to promote any new developments in technology aimed at making CO alarms even more effective.

##### *CO Poster Project*

This is a multi-year project consisting of developing a contest, to be administered and judged by CPSC staff or an outside organization, for elementary school students to create posters to teach other students and their families about CO poisoning hazards. Staff will post selected posters on CPSC's Web site. The CO Safety Coalition consisting of federal, state and local governments, fire departments, health care providers, and low-income housing programs may also support advocacy for both CO

alarm use and CO awareness. In 2010, staff will develop contest rules and judging criteria. Staff will also publicize the contest to generate school interest in contest participation.

**Goal:** In 2011, CPSC will work with partners (state, local, and non-profit) to develop and administer a contest for elementary school students to develop a CO safety awareness poster.

### *Home Heating*

**Goal:** In 2011, to remind the public of the continuing threat of CO in the home, staff will highlight the need for routine maintenance of gas appliances. At the beginning of the home heating season, staff will issue a seasonal warning about CO hazards from home heating equipment. Staff will remind consumers of specific issues including the need to have a routine furnace checkup; this will be completed through activities such as using news releases, audio news releases, postings on social media sites, publications, or other similar media instruments.

### *Portable Gas Generators*

During times of power loss, homeowners may be exposed to CO because of incorrect use of portable gas generators to provide power to their homes.

**Goal:** In 2011, staff will promote generator safety using at least one communication tool such as a news release, a video, a Podcast, YouTube, Twitter, or safety materials to help reduce generator-related deaths and poisonings.

### *Natural Disaster Preparedness*

**Goal:** In 2011, staff will use communication tools such as print news releases, audio news releases, social media sites, or video news releases to address CO poisoning hazards, prior to and in the aftermath of hurricanes, tornadoes, floods, and/or blizzards.

## **6. CO Communication Priorities**

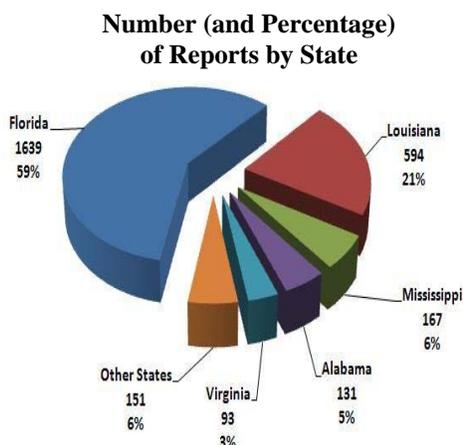
This multi-phase project aims to identify knowledge gaps and misunderstanding by consumers to improve CO hazards communications. If information is focused on a targeted audience that is known to be unaware of CO hazards, the communications could lead to greater awareness of CO hazards in that population and reductions in CO poisonings and associated deaths among consumers.

**Goal:** In 2011, staff will identify knowledge gaps for CO poisonings and their associated primary, at-risk populations.

## CHILDREN'S AND OTHER HAZARDS

### THE HAZARDS

#### Drywall



In December 2008, CPSC first received drywall-related complaints from consumers. These complaints included reports of noxious odors; corrosion of metal items inside homes, especially copper air conditioning coils; and short-term health effects generally involving the upper respiratory tract. In response, CPSC launched an extensive investigation requiring substantial resources. CPSC led the coordination of an Interagency Drywall Task Force including the Environmental Protection Agency (EPA), the Centers for Disease Control and Prevention/Agency for Toxic Substances and Disease Registry (CDC/ATSDR) and the U.S. Department of Housing and Urban Development (HUD).

As of the start of 2010, CPSC had received nearly 2,900 incident reports from residents in 37 states and the District of Columbia about health and corrosion symptoms. CPSC is committed to providing answers and solutions to these homeowners. As the investigation has progressed, CPSC has worked with HUD to find assistance for affected homeowners. The results of CPSC studies in 2009 and early in fiscal year 2010, have enabled HUD to announce relief for Federal Housing Administration mortgage holders as well as the possibility for Community Development Block Grants to be used for financial assistance in remediation of problem drywall homes.

The CPSC is continuing to pursue all avenues to bring potentially responsible parties to a fair and just settlement with affected homeowners and at the same time is working to assist HUD in the development of programs to assist homeowners with problem drywall. CPSC has developed an online *Drywall Information Center* ([www.DrywallResponse.gov](http://www.DrywallResponse.gov)), which provides the latest information on technical developments, news about the investigation, and a way for homeowners to report incidents to CPSC.

#### Children's Hazards



Children's hazards are associated with a wide range of consumer products. Examples of children's hazards include drowning hazards related to pools and other in-home products; choking hazards associated with some children's toys; strangulation, suffocation, and entrapment risks to infants in sleep environments; strangulation from window blind cords and clothing drawstrings; unintentional ingestion of household chemicals; products containing harmful metals; and various hazards with infant products such as old or improperly maintained cribs, play-yards, and other durable infant and toddler products.

The recently enacted CPSIA (see CPSIA section) and Virginia Graeme Baker Pool and Spa Safety Act (PSSA) gave the Commission new tools to address children's hazards. The PSSA

requires a retrofit of the nation's public pools with compliant anti-entrapment drain covers and, in certain instances, with additional anti-entrapment devices or systems. The Act also mandates a comprehensive education initiative to inform the public and pool owners of pool and spa hazards, and specifies that CPSC establish a grant program for states that meet minimum requirements for pool safety.

CPSC has had a significant impact in reducing injuries and deaths for a number of children's hazards. For example, staff worked with industry to develop a voluntary standard to prevent baby walker-related head injuries from falls down stairs and recall numerous toys and other products that presented choking hazards to children.

### **Chemical Hazards**



CPSC seeks to reduce or prevent deaths or injuries due to ingestion, inhalation, or dermal exposure from hazardous substances in consumer products. Commission action has helped to protect children from exposure to lead in toys, crayons, children's jewelry, mini-blinds, and playground equipment. CPSC has helped reduce children's exposure to hazardous chemicals in art materials and school laboratories. CPSC has worked to improve indoor air quality by reducing emission of pollutants from heating equipment, building materials, and home furnishings.

The Commission has statutory authority to ban hazardous substances from children's toys. The Commission has contracted to look at the hazards of heavy metals in children's products. Also, Commission staff coordinates with other federal agency partners in ongoing activities examining potential risks to children from other chemicals.

The Poison Prevention Packaging Act (PPPA) authorizes CPSC to issue requirements for child resistant packaging for such products as drugs and other hazardous household chemical substances. Since the PPPA became law in 1970, poisoning deaths to children under 5 years of age have declined substantially. In 1972, there were 216 poisoning deaths of children younger than five years of age. In 2006, the last year for which staff has data, there were 35 pediatric poisonings. This represents an 84 percent reduction in pediatric poisoning deaths since PPPA took effect. While child poisoning deaths have been relatively low for a number of years, the Commission has seen evidence that, without continued surveillance, the death rate could increase. CPSC will continue to monitor the data to determine if other action is needed.

For 2004 to 2006, unintentional<sup>9</sup> ingestion of drugs and hazardous household products was associated with an annual average of 29 deaths to children under age 5. In 2007, an estimated 78,000 children under age 5 were treated in hospital emergency rooms for

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<sup>9</sup> Unintentional ingestions are those not supervised or administered by an adult.

unintentional ingestion of drugs and hazardous household products.

### **Household and Recreation Hazards**



CPSC's work on household and recreation hazards covers products such as lawn and garden equipment, power tools, and recreational equipment. The Commission's past activities made significant contributions to household and recreation safety. For example, the Commission improved lawn mower safety by establishing a standard addressing blade contact. Staff estimates that the lawn mower standard saves about \$1 billion in societal costs annually. The Commission also has been a leader in urging consumers to use safety gear when participating in recreational activities, such as bicycling, all-terrain vehicle riding, and skateboarding.

### **Electrocution and Shock Hazards**



In 2004,<sup>10</sup> there were about 60 deaths from consumer product-related electrocutions. In 2008, an estimated 6,300 consumer product-related electric shock injuries were treated in United States hospital emergency rooms. Total societal costs in the U.S. associated with electrocutions and electric shock are about \$600 million. The annual estimate of electrocutions has declined substantially since 1975. CPSC's work on ground-fault circuit interrupters, hair dryers, power tools, house wiring, and garden equipment has contributed significantly to this decline.

<sup>10</sup> 2004 is the latest year for which complete electrocution-related fatality data are available.

**2011 ANNUAL CHILDREN'S AND OTHER HAZARDS RELATED GOALS**

<b>Annual Goals Summary</b>		<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Safety Standards</b>							
1. Prepare candidates for rulemaking	<b>Goal</b>	3	5	4	2 <sup>#</sup>	3 <sup>#</sup>	3 <sup>#</sup>
	<b>Actual</b>	1	4	2	2		
2. Present recommendations to voluntary standards or code organizations	<b>Goal</b>	**	1	2	0	0	1
	<b>Actual</b>	0	0	4	0		
3. Complete data analysis and technical review activities	<b>Goal</b>	21	22	17	11	25	13
	<b>Actual</b>	15	17	15	10		
4. Support voluntary standards and code revisions	<b>Goal</b>	52	49	56	36	49	49
	<b>Actual</b>	49	51	58	36		
<b>Safety Standards: Nanotechnology Initiative</b>							
5. Complete data analysis and technical review activities related to nanotechnology in consumer products	<b>Goal</b>	**	**	**	**	**	11
	<b>Actual</b>						
<b>Compliance</b>							
6. Corrective action within 60 business days of preliminary determination (unregulated products)	<b>Goal</b>	**	80%	82%	80%	80%	80%
	<b>Actual</b>	93%	89%	91%	91%		
7. Corrective action within 35 business days of notice of violation (regulated products)	<b>Goal</b>	**	85%	88%	80%	80%	80%
	<b>Actual</b>	91%	96%	96%	96%		
8. Enforce the Virginia Graeme Baker Pool and Spa Safety Act	<b>Goal</b>	**	**	**	1	1	1
	<b>Actual</b>				1		
9. Enforce the Children's Gasoline Burn Prevention Act	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
<b>Consumer Information</b>							
10. Consumer outreach* (in millions)	<b>Goal</b>	**	125	450	300	375	390
	<b>Actual</b>	284	978	334	550		
11. Conduct public information efforts/partnerships	<b>Goal</b>	8	7	9	10	10	11
	<b>Actual</b>	9	9	9	10		
<b>Consumer Information: Minority Outreach Program</b>							
12. Conduct minority outreach tour	<b>Goal</b>	**	**	**	**	5	5
	<b>Actual</b>						
13. Grassroots initiative	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
14. Neighborhood Safety Network membership	<b>Goal</b>	**	**	**	**	7,500	8,250
	<b>Actual</b>				5,600		
15. Conduct awareness campaign (in millions)	<b>Goal</b>	**	**	**	**	5	6
	<b>Actual</b>						
<b>Consumer Information: Virginia Graeme Baker Pool and Spa Safety Act - Education and Outreach</b>							
16. Consumer outreach (in millions)	<b>Goal</b>	**	**	**	60	90	90
	<b>Actual</b>				80		
17. Conduct public information efforts	<b>Goal</b>	**	**	**	2	3	1
	<b>Actual</b>				2		
18. Web site development	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
19. Training programs for pool inspections	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
20. Rapid Response Initiative	<b>Goal</b>	**	**	**	**	90%	90%
	<b>Actual</b>						

<sup>#</sup> Refer to the CPSIA section for additional rulemaking activities related to Children's and Other Hazards.

\* The baseline data for this goal are not strictly comparable to the 2007 or later data due to an improved data capturing capability implemented in 2007.

\*\* No goal established.

## **Safety Standards**

### **1. Prepare for Commission consideration one candidate for rulemaking or other alternatives.**

The CPSIA covers children's hazards. These hazards are further described on pages 15 to 24.

#### *Recreational Off-Road Vehicles*

Recreational off-highway vehicles (ROVs) are a relatively new product category with a significant injury rate. Non-fatal injuries are significant in nature, often resulting in amputation or other severe injury of extremities. In 2009, the Recreational Off-Highway Vehicle Association (ROHVA) developed a draft voluntary standard. CPSC staff reviewed the draft standard and concluded that it did not adequately address lateral stability, vehicle handling, and occupant protection. The Commission voted to publish an Advance Notice of Proposed Rulemaking (ANPR) to address the significant number of deaths and injuries.

In 2010, CPSC staff will conduct evaluations to identify contributing factors to vehicle rollover; the ways in which occupants are ejected; and minimum rollover protection methods such as restraints, handholds, footholds, and vehicle structure. Additionally, staff will develop methods to minimize vehicle rollovers and to prevent occupant ejection. Staff will use this information in the development of a draft Notice of Proposed Rulemaking (NPR) for Commission consideration in the future.

**Goal:** In 2011, staff will prepare for Commission consideration a draft NPR for ROV safety standards.

#### *Drywall: Tracking Labels for Notice of Inquiry*

CPSC staff's investigation indicates that it is often difficult to determine the manufacturer and origin of drywall in homes that have reported drywall-related effects. Such identification could narrow the scope of any investigation or necessary remedial action in the future. The Commission could require manufacturers of drywall to label/mark their products. In 2010, CPSC staff will prepare a briefing package for Commission consideration regarding a notice of inquiry for a possible rule to require identifying labels on drywall.

**Goal:** In 2011, CPSC staff will evaluate comments to the notice of inquiry and provide a recommendation to the Commission as to possible action.

#### *Poison Prevention*

The Poison Prevention Packaging Act (PPPA) authorizes the Commission to issue child-resistant packaging (CRP) requirements for hazardous household substances (e.g., drugs or other chemicals). To reduce injuries and deaths of children associated with ingestion of household chemicals, staff continues to monitor these ingestions and to assess them for the need for child-resistant packaging.

**Goal:** In 2011, staff will update one or more pending PPPA projects and prepare a briefing package for Commission consideration as to whether or not to initiate rulemaking for at least one hazardous substance.

**2. Prepare and present one recommendation to voluntary standards or code organizations to strengthen or develop voluntary standards.**

*Microwave Scalds*

Hot, microwaved liquids pose a significant burn threat to children as young as 18 months old. In 2011, staff will develop mechanical, electrical, and educational methods for preventing scalds from microwave use, especially to children, as burn injuries are extremely painful and can cause scarring and physical limitations.

**Goal:** In 2011, staff will write a draft status report on the methods for preventing scalds from microwave use and present recommendations to voluntary standards or code organizations to minimize scald injuries associated with microwave ovens.

**3. Complete 13 testing, data collection, hazard analysis, or technical review activities to evaluate the need for, or adequacy of, safety standards.**

*ATV Annual Data Update*

**Goal:** In 2011, staff will prepare its annual all-terrain vehicle (ATV) death and injury data update report. The report also includes data on deaths by state, relative risk of death by year, and injuries distributed by year and age grouping.

*Bicycle Injuries*

Bicycle-related injuries and deaths constitute a large part of consumer product-related injuries. CPSC staff completed the most recent report on bicycle use and hazard patterns in 1994. In 2005, the latest year for which data were available, there were 813 people killed in bicycle incidents. In 2008, there were 516,000 emergency-department treated bicycle related injuries. In 2011, staff will conduct a special study to determine current bicycle-related hazards. In 2012, this data will be used to evaluate staff recommended changes to the existing federal bicycle standard (16 CFR 1512); determine the effectiveness of active front and rear illumination; and evaluate helmet deterioration and frame durability. Staff will also collect data on electric-powered bicycles.

**Goal:** In 2011, staff will complete a draft report on the current injury patterns associated with bicycle use. The draft report will include data on electric-powered bicycles.

*Chemical Toxicity Assessment  
(2 activities)*

Staff addresses a variety of products and hazards by continuing ongoing activities and initiating new activities depending on the identification of emerging hazards. The topics will vary but may include the following: lung injuries and fatalities from aerosol waterproofing products, updating the chronic hazard guidelines, and indoor air quality.

**Goal:** In 2011, staff will complete at least two risk assessments, technical review activities, or guidance documents.

<i>Electrocution Annual Data Update</i>	<b>Goal:</b> In 2011, staff will prepare its annual report of electrocutions associated with consumer products.
<i>Electronic In-Duct Air Cleaners</i>	<p>Electronic in-duct air cleaning systems are used as attachments to forced air ventilation systems. They are known to produce ozone, which is a known air pollutant that is capable of causing significant damage to the lungs. This project will determine whether existing state and voluntary standards that are applied to portable air cleaners are appropriate for electronic in-duct (whole house) air cleaners that produce ozone.</p> <p><b>Goal:</b> In 2011, staff will complete a review of voluntary and mandatory regulatory activities and write a status report.</p>
<i>Nursery Equipment Annual Update</i>	<b>Goal:</b> In 2011, staff will prepare its annual report of nursery product-related injuries and deaths to children under the age of 5.
<i>Pediatric Poisonings (2 activities)</i>	<p>United States child fatalities have declined substantially since the PPPA became law, from over 200 in the 1970's to an estimated annual average of 29 deaths from 2004-2006. To maintain this outcome, staff continues to monitor poisoning data and assess the need for child resistant packaging.</p> <p><b>Goal:</b> In 2011, staff will prepare its annual report on unintentional pediatric poisonings.</p> <p><b>Goal:</b> In 2011, staff will complete a report on the number of unintentional pediatric poisoning deaths that occur through alternative delivery systems.</p>
<i>Pool and Spa Safety</i>	<p>CPSC's 2009 and 2010 appropriations included \$2 million (for a total of \$4 million) to implement a state grant program, mandated by the Pool and Spa Safety Act to provide funding to eligible states for pool and spa safety training and enforcement. The 2009 funds remain available for obligation until September 30, 2010 and the 2010 funds remain available until September 30, 2011. In 2010, CPSC entered into an agreement with the Centers for Disease Control and Prevention (CDC) to administer the grant program. Staff in conjunction with CDC began the process of establishing the grant program, which includes determining eligibility criteria for grant applicants, establishing application submission and evaluation criteria, and preparing a public announcement about the grant program. The grant program will be implemented in 2010.</p> <p><b>Goal:</b> In 2011, staff will submit to Congress a report evaluating the implementation of the grant program.</p>
<i>Pool Submersion Annual Data Update</i>	<b>Goal:</b> In 2011, staff will update its annual report on pool submersion incidents involving children age 5 and under.

*Toys Annual Update*

**Goal:** In 2011, staff will prepare its annual update on toy-related deaths and injuries.

*Toys Not Elsewhere Classified*

In 2008, staff began activities to classify incidents involving "Toys, Not Elsewhere Classified" in the CPSC epidemiology databases. In 2009, staff initiated a toy surveillance project to monitor all incoming reports associated with toy product codes. The findings from the 2008 work and the results of the 2009 surveillance effort will help to inform the sample design and development of a NEISS-based special study in 2010.

**Goal:** In 2011, staff will prepare a report of the results of the study and continue monitoring the toy incidents to gather more detailed information about improvements that can be made to toy classifications.

**4. Support the development/revision of voluntary standards and codes.***Voluntary Standards*

Staff participates in the voluntary standards process by providing expert advice, technical assistance, and information based on data analyses of how deaths, injuries and/or incidents occurred.

**Goal:** In 2011, staff will support the revision of the voluntary standards and/or model codes for the following 49 products:

- |  |   |
|--|---|
| -all-terrain vehicles                                    | -infant bedding/accessories                       |
| -air cleaners (ozone-generating)                         | -infant bouncers                                  |
| -amusement rides (portable)                              | -infant carriers (frame, hand-held, soft)         |
| -bassinets/cribles                                       | -infant gates                                     |
| -bath seats  | -infant slings                                    |
| -bed rails   | -infant swings                                    |
| -beds (bunk, toddler)                                    | -infant tubs                                      |
| -bedside sleepers  | -infant walkers                                   |
| -bicycles  | -ladders  |
| -blind cords   | -mowers   |
| -booster seats   | -off-road vehicles (e.g., ATVs, MUVs, and ROVs)   |
| -chairs (high, youth)                                    | -phthalates                                       |
| -changing tables   | -playground equipment (under 2 yrs, home, public) |
| -child resistant packaging                               | -power equipment                                  |
| -cribs (commercial, full-size, non-full-size/play yards) | -ranges (tip-over)                                |
| -drywall   | -soccer goals                                     |
| -fuel tanks (leakage)                                    | -stationary activity centers                      |
| -garage doors/gate operators                             | -strollers  |
| -gasoline containers (child-resistant closures)          | -swimming pools/spas                              |
| -headgear (recreational)                                 | -toys   |
|  | -tree stands (hunting)                            |

## **Nanotechnology Initiative**

As more consumer products employ nanotechnology, concerns are increasing regarding the potential health effects associated with human exposure to this technology. There is a growing use of compounds or materials that have been produced using nanotechnologies that directly manipulate matter at the atomic level and fabricate materials that could not have been produced in the past. Nanomaterials are defined as materials or particles that range in the nanoscale, or from 1 to 100 nanometers in length. Although these nanomaterials may have the same chemical composition as non-nanomaterials, at the nanoscale these nanomaterials may demonstrate different physical and chemical properties and they may behave differently in the environment and the human body.

The United States Congress has stated that it recognizes nanotechnology as a new technology utilized in the manufacture of consumer products, and that they expect the Commission to review the utilization and safety of its application in consumer products consistent with the Commission's mission. In support of that mission, CPSC requests \$2 million in additional funding to address critical data needs for nanomaterials use in consumer products and participate in the federal National Nanotechnology Initiative.

### **5. Complete 11 activities related to nanotechnology in consumer products.**

#### *Airborne Nanoparticles from Consumer Products*

There is a need to better understand the release of nanoparticles into the indoor air and the potential exposure to human occupants. Measurement protocols do not yet exist to characterize these particle emissions or to assess the properties of the emitted particles that may relate to any health impacts, i.e., size, shape and composition. A collaborative research effort between the CPSC and the National Institute for Standards and Technology (NIST) will develop protocols to assess the potential release of nanoparticles from various consumer products and to determine their contributions to human exposure.

**Goal:** In 2011, under a new Interagency Agreement between CPSC and NIST, NIST will conduct testing to assess the properties of nano-sized particles. CPSC staff will complete a status report on the measurement protocols developed for assessing the release of nanoparticles from consumer products through laboratory testing as well as for in-use testing in actual residences.

#### *Carbon Nanotubes in Sports Equipment and other Selected Products*

Some of the new nanomaterials used in consumer products are reported to improve the performance and durability of these products. Included in these consumer products are sports and safety equipment such as baseball bats, mountain bikes, and helmets. The challenge is to determine whether nanomaterials can be used to produce improved safety equipment (e.g., helmets, kneepads) and enhance performance and safety features without creating other hazards.

Carbon nanotubes are reported to be incorporated into sports equipment such as baseball bats and golf clubs. Nanotubes, cylindrical nanostructures where the length of the tube could be much greater than its nanoscale diameter, provide significant increases in material strength but are very lightweight. The

improvements in the power of equipment such as baseball bats may result in increased injuries, particularly among children. Recent studies have suggested that carbon nanotubes may have effects on the human body that are similar to asbestos. It is unknown to what extent carbon nanotubes may be released from sports equipment during use and misuse scenarios.

**Goal:** In 2011, staff will modify an existing memorandum of understanding on nanotechnology or sign a new interagency agreement with the NIST to develop a study to determine the presence of carbon nanotubes in selected products, potential exposures to consumers, and performance of the products. Staff will complete a status report on the findings of this study.

*Enhancement of NLM Household Products Database*

The National Library of Medicine (NLM)/National Institutes of Health (NIH)/Health and Human Services (HHS) provides information on thousands of consumer products in the Household Products Database (HPD) (<http://householdproducts.nlm.nih.gov>). This database provides information to consumers, scientists, and other stakeholders on the chemicals contained in brand-name products and the potential health effects of these chemicals.

**Goal:** In 2011, CPSC staff will collaborate with the NLM to identify approaches to enhance the database to provide information on nanomaterials in consumer products. Staff will complete a status report with a template for data submission.

*Exposure and Risk Assessment of Nanomaterials in Consumer Products - Center for Environmental Implications of Nanotechnology*

The National Science Foundation (NSF) and the Environmental Protection Agency (EPA) have funded and supported the development of two centers for Environmental Implications of Nanotechnology. These university-based centers focus on the environmental and public health implications of nanotechnology and have focused on the fate and transport of nanomaterials in the environment and exposures to various organisms. They also have an interest in understanding human exposures to nanomaterials, including those released from consumer products. CPSC staff will support investigations at these centers that use innovative techniques to characterize nanomaterials in selected consumer products and quantify exposures to humans. A project will also synthesize data to develop a risk assessment framework for nanomaterials used in consumer products. This project will involve an interagency agreement between NSF, EPA and CPSC.

**Goal:** In 2011, staff will complete a status report on a literature search of previous findings, and experimental procedures that are developed to quantify releases and consumer exposure to nanomaterials from treated products and to assess potential health risks resulting from aggregate exposures.

*Nanomaterials in Aerosol Products*

In 2008, the CPSC initiated an Interagency Agreement with the National Institute for Occupational Safety and Health (NIOSH) to evaluate the particulate aerosol generated during use of an

antimicrobial spray product containing titanium dioxide (TiO<sub>2</sub>) nanoparticles. These products have a wide variety of uses and applications, and there is concern about nanomaterial exposures to the human populations in consumer use and occupational settings and the environment. This project will identify new products that have entered the market and specific nanomaterials used in these aerosol products.

**Goal:** In 2011, under an Interagency Agreement between CPSC and NIOSH, NIOSH will conduct testing to identify nanomaterials used in new aerosol products and quantify releases from these products. Staff will complete a status report on its evaluation of the particulates generated during use of aerosol products containing nanoparticles.

*Nanomaterials in Aerosol Products  
(Exposure and Inhalation Effects)*

In 2008, CPSC initiated an interagency agreement (IAG with NIOSH to evaluate the particulate aerosol generated during use of an antimicrobial spray product containing TiO<sub>2</sub> nanoparticles. CPSC provided funding for the product and the construction of a generation system and test chamber; NIOSH provided the expertise and staff time for the evaluation. The project has been successful at identifying nanomaterials in the product. In 2010, under an IAG between CPSC and NIOSH, NIOSH will conduct testing to determine the exposure impact of the antimicrobial spray that contains engineered nanomaterials.

**Goal:** In 2011, staff will complete a status report on the exposure and health effects data generated in the evaluation of nanomaterials in aerosol products.

*Nanomaterials in Products and  
Public Health – Interagency  
Solicitation*

The federal agencies participating in the National Nanotechnology Initiative (NNI) have been encouraged by Congress to collaborate in research solicitations. The EPA began inviting participation by other federal agencies in their investigation solicitation program, Science to Achieve Results (STAR) program, as early as 2005. This allows agencies to use the existing EPA mechanism for identifying the top experts in the field of nanotechnology public health and environmental safety. The purpose of this solicitation is to assure that common public health concerns across agencies will be met. This improves the quality of the data produced from these studies. The solicitation process will allow CPSC staff to develop research studies that determine the potential impacts of nanomaterial use in consumer products on the public health.

**Goal:** In 2011, CPSC will collaborate with EPA and other NNI agencies to develop solicitations for research on the potential health effects of nanomaterials in consumer products. Staff will complete a status report on solicitations and proposals developed to meet CPSC data needs.

*Nanosilver in Consumer  
(Children's) Products*

There is a growing use of compounds or materials that have been produced using nanotechnologies that directly manipulate matter

at the atomic level and fabricate materials that could not have been produced in the past.

The unique properties of nanosilver are being exploited for use in consumer products including room sprays, laundry detergents, wall paint, clothing textiles (such as shirts, pants, and underwear), and products intended for use by children (such as baby bottles, teething rings, and plush toys). Exposure associated with silver varies with the chemical form (metallic, salt) and the route of exposure (ingestion, inhalation, and dermal contact).

Evaluating potential exposures to consumers from use of nanosilver-enabled products is critical for assessing potential health effects. Results obtained from available studies are highly variable precluding generalization of these studies to other consumer products.

**Goal:** In 2011, through a collaborative effort with NIOSH, EPA, and CPSC, NIOSH or EPA will conduct product testing using scientifically credible protocols to evaluate the exposure potential to nanosilver from consumer products. Staff will complete a status report of the results of the testing and evaluation.

#### *Nanotechnology Annual Data Update*

In March 2006, the Woodrow Wilson International Center for Scholars published an inventory of consumer products found on the Internet that were identified by manufacturers as nanotechnology products; these products included aerosol household chemicals, apparel, and sports equipment. A large number of products that are expected to contain nanomaterials likely fall under the regulatory authority of the CPSC. Without pre-market notification, the staff is unaware of the products that contain nanomaterials and the specific nanomaterials incorporated in these products. Staff identifies products that claim or are believed to contain nanomaterials and maintains a database with detailed information on these products.

**Goal:** In 2011, staff will update its database on the overall use of nanomaterials in the marketplace and the consumer product categories that contain nanomaterials.

#### *Nanotechnology Public Engagement Conference*

The use of nanomaterials in consumer products is expected to increase significantly over the next few years. The NNI has developed a public engagement group that encourages federal agencies to educate the public and address concerns through public meetings. The Food and Drug Administration, Environmental Protection Agency, and other agencies have hosted public meetings and produced reports summarizing the meeting activities.

**Goal:** In 2011, staff will hold a public meeting on the use of nanomaterials in consumer products and the public perception of nanotechnology.

*Nanotechnology Research on  
Nanomaterial Exposure, Risk and  
Consumer Products*

Congress has requested that the federal agencies participating in the NNI collaborate on international nanotechnology research. A consumer product related project was identified as part of research collaboration between the EPA and similar agencies within the United Kingdom, where the countries agreed to solicit proposals for research into the potential environmental and public health impacts of nanomaterials and fund the most relevant studies. Internationally known experts in nanotechnology environmental health and safety issues, served as members of the moderating panel to select the research proposals. CPSC staff participated in the process to select one particular research proposal proposed to quantify exposure to consumers and to develop risk models to predict potential health effects.

**Goal:** In 2011, the CPSC staff will provide a status report on the data generated by the research quantifying exposure to consumers and risk models predicting potential health effects.

## **Compliance**

### **6. Corrective Action Timeliness (Unregulated Products)**

Each investigation involving a children's or other hazard will culminate in a preliminary determination that a product is or is not defective. If the product is determined to be defective, the compliance officer begins negotiating with the responsible company to obtain a voluntary corrective action. For defects that pose a risk of serious injury, the compliance officer seeks a consumer-level recall, which usually involves a free repair or replacement of the product or a refund of the purchase price. For less serious hazards, the corrective action may involve stopping sale of the product and correction of future production.

**Goal:** In 2011, staff will negotiate and commence 80 percent of children's and other hazards corrective actions within 60 business days after a firm is notified of the staff's preliminary determination.

### **7. Corrective Action Timeliness (Regulated Products)**

Compliance staff regularly conducts surveillance activity to check compliance of products with CPSC mandatory standards. Investigators in the field collect samples and send them to the CPSC Laboratory for analysis. CPSC technical experts often conduct additional technical analyses. When staff determines that a product violates CPSC standards, a compliance officer sends a letter of advice (LOA) to the manufacturer, importer or retailer. For violations posing a serious risk of injury, the letter will seek a consumer-level recall (unless the sample was collected at a port of entry and no products have been distributed within the United States). For less serious violations, the letter may seek a lesser corrective action, such as stopping sale of the violative products and correction of future production.

**Goal:** In 2011, staff will obtain 80 percent of children's and other hazards corrective actions within 35 business days after the LOA is issued.

### **8. Pool and Spa Safety Act Enforcement**

The Virginia Graeme Baker Pool and Spa Safety Act (PSSA) requires public pools to be equipped with compliant anti-entrapment drain covers and in certain instances with additional anti-entrapment devices/systems.

**Goal:** In 2011, staff will enforce the Pool and Spa Safety Act by inspecting pools and continuing the enforcement program with cooperating states.

### **9. Children's Gasoline Burn Prevention Act Enforcement**

The Children's Gasoline Burn Prevention Act requires each portable gasoline container manufactured on or after January 17, 2009, for sale in the United States, to conform to the child-resistance requirements for closures on portable gasoline containers as specified in the standard ASTM F2517-05.

**Goal:** In 2011, staff will implement a program for enforcing requirements of the Children's Gasoline Burn Prevention Act.

## **Consumer Information**

### **Alert the public to children's and other hazards through:**

#### **10. Consumer Outreach**

In 2009, about 550 million views of CPSC safety messages related to children's and other hazards including pool safety, toy safety, and the CPSIA were received by consumers through TV appearances, video news releases (VNRs), and by e-publications through CPSC's Web site. Staff also provides information for stories on national and local radio, in national or local newspapers, and wire services. These appearances or mentions on radio or print are generated by live or taped interviews, audio news releases, public service announcements, press releases, or on-line information.

**Goal:** In 2011, 390 million views of safety messages related to children's and other hazards will be received by consumers through newspaper stories, social media outreach, TV appearances and interviews on national television networks, VNRs to national and local television networks, and e-publications through CPSC's Web site.

#### **11. Conduct 11 public information efforts to warn the public about other hazards.**

##### *Drive to One Million*

CPSC's "Drive to One Million" campaign was started in 2007. This effort uses several different Commission tools to make the public aware that despite CPSC's best efforts there are still many recalled products in the hands of the public. CPSC's goal is to have at least one million consumers sign up to receive, electronically and free of charge, potentially life-saving information through CPSC's e-mail notification system or other

social media platforms such as Twitter, Facebook, and YouTube. Consumers can sign up to receive instant notice of recall information at [www.CPSC.gov/CPSCList.aspx](http://www.CPSC.gov/CPSCList.aspx). There are nearly 300,000 members currently.

**Goal:** In 2011, CPSC will aim to reach the 1 million mark of consumers who have registered to receive recall announcements via e-mail and social media platforms such as YouTube, Twitter, and Facebook. Outreach will continue with stakeholders, such as mainstream media, social media Web sites, consumer-oriented Web sites, private sector and special interest supporters, or state and local governments. Marketing of this program will continue to be driven by promotion of the Drive to One Million logo.

### *ATV Safety*

In 2011, staff will continue its all-terrain vehicle (ATV) rapid response program as the cornerstone of its ATV education activities. Rapid response focuses on fatalities involving both children and adults as a means toward prevention of future incidents. The ATV Web site has averaged about 217,000 visits in 2008 and 2009.

**Goal:** In 2011, CPSC's multi-faceted Web site [www.ATVSafety.gov](http://www.ATVSafety.gov) will continue to be promoted and updated biweekly with death and injury data, news items, industry developments, and changes to state laws. Additionally, an educational roundtable/forum on ATV safety may be planned and sponsored by CPSC staff for all organizations interested in promoting safe riding practices. CPSC will utilize social media sites including blogs to promote safe ATV riding.

### *Baby Safety Month*

**Goal:** In 2011, CPSC will recognize Baby Safety Month by formulating and implementing an extensive Safe Sleep initiative to warn new parents and caregivers about the dangers of pillows and soft bedding in a baby's sleep environment. Information and education activities for this effort will include materials such as new publications, a press release featuring new data, a Podcast, a message to National Safety Network (NSN) members, a video, media interviews, a special information center on [www.CPSC.gov](http://www.CPSC.gov), or the use of social media platforms.

### *Bicycle/Helmet Safety*

More than 800 people are killed each year in bicycle-related incidents.

**Goal:** In 2011, CPSC will communicate with the public about the need to wear helmets when riding their bikes and other wheeled toys. Public information efforts will take the form of one or more of the following: a news release, a Podcast, an audio news release, PSAs, re-issuance of NSN posters on bike and helmet safety, tweets, a YouTube video, and/or partnering with agencies such as the National Highway Traffic Safety Administration.

*Drawstrings in Children's Clothing*

Drawstrings in children's clothing such as jackets, coats, and sweatshirts (mostly located in the hood or at the waist of these garments) could kill children. These items represent a choking/entanglement hazard, if the drawstrings are caught on playground equipment, school buses, cribs, escalators, or other products.

**Goal:** In 2011, staff will inform parents of the hidden risks involved with drawstrings through tools such as issuing a news release, conducting media interviews, recording a Podcast, distributing a video, or issuing a poster for NSN members.

*In-Home Drowning Prevention*

On average, more than 75 non-pool or spa drowning deaths involving children younger than 3 occur inside or around homes each year.

**Goal:** In 2011, to prevent drowning to young children, CPSC will focus at the end of the summer on addressing the hazard of standing water in places such as buckets and bathtubs. As part of this effort to reduce in-home drowning, CPSC will use tools such as issuing a news release, conducting media interviews, communicating via social media sites, recording a Podcast, distributing a video, or issuing a poster for NSN members.

*Poison Prevention*

**Goal:** In 2011, during National Poison Prevention Week, CPSC will continue to support the efforts of the Poison Prevention Council by issuing a news release to promote child-resistant packaging and other poison prevention measures. CPSC will carry out activities such as update the on-line poison prevention information center, conduct media interviews, record a Podcast, or disseminate a safety message to NSN members. Finally, CPSC will partner with the Poison Prevention Council and others in the public/private sector to establish one new poison prevention strategy, such as the development of a public service announcement.

*Product Tip-Overs*

**Goal:** In 2011, CPSC will continue its work to alert parents to the dangers of televisions, heavy furniture, and freestanding ovens tipping over and crushing young children. CPSC will communicate this hazard through one or more of the following communication tools: issuing a previously recorded, dramatic video news release (VNR) on YouTube, recording a Podcast, conducting media interviews, or producing a new NSN poster.

*Safety Publication Update*

Some of CPSC's electrical, nursery, and mechanical/recreational brochures and product safety alerts (both in print and on the Web site) are aging. That is, they may depict older products that do not comply with more recent standards, contain outdated epidemiological information, refer to codes and standards that have been revised, or refer to organizations that have changed names. This project, started in 2009 as a pilot, is intended to regularly update CPSC safety publications and on-line documents.

**Goal:** In 2011, staff will update three safety publications addressing children's hazards, fire and electrical hazards, mechanical hazards, sports and recreational hazards, or chemical and combustion hazards.

*Smart Holiday Shopping /  
Toy Safety*

Every holiday season, staff continues efforts to educate parents and caregivers on the appropriate products for appropriate ages. Staff will also continue at this time of year to encourage consumers to be aware of the various Web sites that will assist them to identify recalled products. As part of the drive to remove dangerous products from homes, staff will continue to build upon the success of the Web site, [www.CPSC.gov](http://www.CPSC.gov), and the [www.Recalls.gov](http://www.Recalls.gov) Web site for notifying consumers about recalled products.

**Goal:** In 2011, staff will utilize communication tools such as a VNR, social media outreach, NSN safety poster, news conference, or other materials to educate the public at the grassroots level about safe shopping for toys now that the CPSIA requirements for lead, phthalates, and children's toys are in effect.

*Window Covering Cords*

Window covering pull cords represent a strangling hazard to children. Children get entangled or wrapped in window covering cords but mostly are found hanging in the loop of the cords. The younger victims, usually 8 to 23 months old, were in cribs, which were placed near window covering pull cords. While a few older children found the cords hanging near the floor, most of these victims, usually between 2 1/2 to 4 years old, became entangled and strangled in cords when they climbed onto furniture to look out windows.

**Goal:** In 2011, staff will inform parents of the risks involved with window covering pull cords through tools such as issuing a news release, conducting media interviews, recording a Podcast, distributing a video, or issuing a poster for NSN members.

**Minority Outreach Program**

The GAO completed a study assessing disparities in the risk and incidence of preventable injuries and deaths among certain racial minority children. The final report of its findings, *Consumer Product Safety Commission: Better Data Collection and Assessment of Consumer Information Efforts Could Help Protect Minority Children*, was issued on August 5, 2009. CPSC staff will implement a grassroots-based Minority Outreach Campaign aimed at increasing awareness among minority and underserved consumers about critical safety hazards in the home. (See performance goals for Pool and Spa Safety for minority outreach for drowning prevention.)

**12. Minority Outreach Tour**

CPSC staff will take the minority outreach effort directly to organizations that serve minority populations by participating in community events, fairs, and conferences. These events host thousands of local attendees and organization leaders and will enable staff to directly reach thousands of consumers both at the events and through follow up with local branches.

**Goal:** In 2011, staff will visit at least five cities to participate in community events, fairs and conferences, such as the annual National Council of La Raza in Texas and National Urban League conference in D.C. Staff will conduct activities such as interactive demonstrations of hazards, interactive demonstrations and provide handouts of publications and other safety materials.

### **13. Grassroots Initiative**

Staff will increase opportunities for grassroots organizations to provide feedback to CPSC. The interactive discussions will enable CPSC to develop more effective safety materials and increase dissemination of those materials to minority and underserved populations.

**Goal:** In 2011, CPSC staff will conduct activities such as conference calls and Webinars with current members of the Neighborhood Safety Network. Staff will solicit feedback from members on the level of use and effectiveness of materials and campaigns.

### **14. Neighborhood Safety Network Membership**

**Goal:** Staff will increase its membership in the Neighborhood Safety Network from 7,500 to 8,250.

### **15. Awareness Campaign**

CPSC staff will quantify minority media efforts, and promote electronic information resources.

**Goal:** In 2011, staff will reach 6 million minority consumers through safety messages on television, in newspapers, and in social media through activities such as developing a list of at least 100 minority-targeted media and grassroots organizations, creating and disseminating at least two targeted videos in English and Spanish, translating 12 news releases into Spanish, or posting minority-targeted blog entries.

## **Virginia Graeme Baker Pool and Spa Safety Act – Education and Outreach**

In December 2007, Congress passed and the President signed the Virginia Graeme Baker Pool and Spa Safety Act, which became effective in December of 2008. The Act addresses the hazards of child drowning and drain entrapment. It requires a targeted education campaign that addresses these hazards. The Act also mandates retrofitting the nation's public pools with compliant anti-entrapment drain covers and in certain instances with additional anti-entrapment devices/systems. CPSC is working on achieving high compliance with this new law. In 2009, the Commission contracted (\$4 million) with a national media firm to conduct a major information and education program. In 2010, similar work (\$4 million) will be conducted. In 2011, the President's request includes \$1 million to build on these earlier efforts.

### **16. Consumer Outreach**

**Goal:** In 2011, 90 million views of CPSC safety messages related to pool and spa safety will be received by consumers and key stakeholders through activities such as TV appearances and interviews on national and local television networks, public service announcements, newspaper articles, social media outreach, video news releases, a rapid response program, or e-publications through CPSC's Web site.

**17. *Public Information and Education Campaign***

**Goal:** In 2011, staff will conduct information and education activities to address child drowning and entrapment in residential and public pools and spas. These activities may include hosting press events in states that have adopted all or some of the requirements of the Pool and Spa Safety Act, conducting a webinar for key stakeholders, hosting a national press event with Congressional leaders, utilizing online tool-kits on pool and spa safety, creating PSAs, or using blog and other social media to communicate with the pool and spa community.

**18. *Web Site Development***

Continued development of the [www.PoolSafety.gov](http://www.PoolSafety.gov) Web site will improve its capabilities and ease of use for all stakeholders, including children. The Web site will serve the needs of an increasingly diverse online audience, both demographically and technologically.

**Goal:** In 2011, the site will be enhanced through the use of state-of-the-art interactive video, audio, and digital graphics.

**19. *Training Programs for Pool Inspections***

**Goal:** In 2011, CPSC will continue to implement training and education programs through one-year contracts awarded in 2010. The training programs include materials for specific stakeholder group(s) such as a training program for state and local officials to learn how to conduct proper inspections of public pools and spas; training and maintenance programs for pool operators and lifeguards; and water safety and swimming classes for minority and hard to reach communities, whose exposure to swimming pools is less than the general population. The training programs will be a combination of live events, Webinars, and prepared educational training video programs that will address issues related to drowning and entrapment prevention.

**20. *Rapid Response Initiative***

In 2009, CPSC started a daily Rapid Response pool safety initiative based on responding to breaking news about drowning or entrapment incidents and using these as educational opportunities to inform the media on a regular basis about pool and spa safety and providing them with materials and data for their audiences.

**Goal:** In 2011, CPSC will make contact with local media within one business day of learning of a pool or spa drowning or near drowning, or of an entrapment incident 90 percent of the time.



## BUDGET PROGRAM: Identifying Product Hazards

The work in this program provides the information needed to assess product hazards and apply hazard reduction strategies. The program includes Data Collection and Data Analysis Activities.

### 2011 RESOURCE CHANGES

Total dollars increase by \$992,000 to reflect the program's share of the Commission request to maintain current safety efforts at 2011 prices and the addition of resources to strengthen the IT modernization effort (CPSRMS). FTEs increase by 13.

<b>2008-2011 RESOURCES (DOLLARS IN THOUSANDS)</b>					
<b>2009 Actual</b>		<b>2010 Plan</b>		<b>2011 Request</b>	
<b>FTEs</b>	<b>Amount</b>	<b>FTEs</b>	<b>Amount</b>	<b>FTEs</b>	<b>Amount</b>
86	\$25,668	91	\$30,106	104	\$31,098

### How CPSC IDENTIFIES HAZARDS

CPSC collects data on consumer product-related injuries and deaths, as well as economic and hazard exposure information, for products under CPSC jurisdiction. Staff investigates specific injury cases to gain additional knowledge about injuries or hazards and how the reported product was involved. Staff systematically analyzes this information to determine where hazards exist and how to address them. These activities reflect the Commission's commitment to making decisions based on appropriate data analyses. This work provides underlying support to all of CPSC's safety activities.

**Product-Related Injuries.** Each year, staff collects information about product-related injuries treated in hospital emergency rooms through the National Electronic Injury Surveillance System (NEISS). This unique system provides statistically valid national estimates of product-related injuries from a probability sample of hospital emergency rooms and is the foundation for many CPSC activities. Several foreign governments have modeled their national injury data collection systems after CPSC's system. Annually, NEISS supplies over 360,000 product-related cases from a sample of about 100 hospitals. The hospitals transmit incident information electronically and, in some cases, the data are available within 24 hours after an incident.

NEISS data include all trauma-related injuries. The data provide other federal agencies, researchers, and the public with comprehensive information on injuries from all sources, not just consumer products. Reimbursable funds of approximately \$2 million from the Centers for Disease Control and Prevention support this effort. The reimbursable funds allow the collection of non-consumer product injury data, while continuing to collect product injury data with CPSC funds.

**Product-Related Deaths.** CPSC also collects mortality data. CPSC staff purchases, reviews, and processes about 8,000 death certificates each year covering unintentional product-related deaths from all 50 states, D.C., and New York City. The Medical Examiner and Coroner Alert Project collects and reviews approximately 4,600 additional reports from participating medical examiners and coroners throughout the country. Staff also collects and reviews about 7,400 news clips and 14,300 other reports of product-related injuries and deaths from consumers, lawyers, physicians, fire departments, and others.

### **RISK MANAGEMENT SYSTEM/ PUBLIC DATABASE/ EARLY WARNING SYSTEM**

The Consumer Product Safety Risk Management System (CPSRMS) is an example of the Commission's efforts to alter the way CPSC approaches early warning detection by creating a single data source and resolving issues of siloed systems with disparate data. The CPSIA directed the Commission to modernize its IT systems and develop a database searchable by the public. In response to that mandate, the Commission is developing a single, integrated web-based environment - the CPSRMS - that will allow public access to consumer product safety information and allow the CPSC to continue to monitor the safety of products from across the globe. The Commission has identified additional requirements of \$1.880 million and 3 FTEs that provide for greater development of CPSRMS, including IT investment governance and support.

The Commission plans to release the first version of the public database by March 11, 2011. The new database will allow CPSC to dramatically change the way it interacts with the public, with industry, and with other government agencies. This will allow a greater exchange of information in both directions and provide benefits to CPSC as well as to CPSC constituents. The database also increases the transparency of CPSC data and efforts to detect hazardous products. The 2011 goals for this effort are discussed on pages 23 to 24.

In 2007, CPSC staff established a pilot program for an Early Warning System (EWS) that used subject matter experts to characterize failure modes and injury severity associated with incoming incident reports related to three products in the sleeping environment of children. These products are cribs, bassinets, and play yards. In 2009, a prototype system and supporting processes and procedures were developed and deployed. The prototype system automates extraction of new product-related incident reports, appends these reports to a historic data set of product reports and provides enhanced electronic collaboration for the EWS team. Electronic searches of the system's database allows for the identification of risk factors and hazard patterns. Work on EWS contributed to 12 recalls involving more than 3 million cribs, bassinets, and play yards, demonstrating the successful implementation of the pilot EWS processes and procedures.

## EMERGING HAZARDS

Every week, CPSC receives thousands of consumer product incident reports from the Hotline, the Internet reporting system, news clips, and NEISS. Staff constantly reviews and analyzes this large volume of data to identify patterns and trends indicating a potential emerging hazard.

Emerging hazards work involves professionals from across CPSC and has three objectives:

- identify patterns and trends indicating an emerging consumer product hazard;
- investigate incident reports to accurately characterize hazards; and
- mitigate identified hazards by alerting consumers to the potential risks and removing hazardous product from the marketplace.

As CPSC receives reports of consumer product-related incidents, CPSC analysts identify the product involved and determine if an injury or fatality has occurred. Analysts conduct data searches to determine the number and type of similar reports previously received by CPSC. The analysts characterize the frequency of reports received by product type and track the number of reports received on any specific product over multiple years. Staff classifies the incident reports by severity (no injury, injury, or death) and evaluates hazard patterns for indications of emerging trends.

If the analysts detect an increased frequency of reports for a given product or manufacturer, field investigators may conduct an in-depth investigation to better understand how the injury occurred, the consumer product involved, and other information relevant to the investigation.

Through these and other actions, CPSC staff identifies and addresses consumer product hazards in a timely manner.

## 2011 ANNUAL DATA COLLECTION AND DATA ANALYSIS GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Data Collection Activities</b>							
1. Evaluate, train and audit hospitals in the NEISS sample	<b>Goal</b>	95%	95%	95%	98%	98%	98%
	<b>Actual</b>	100%	99%	100%	100%		
2. Capture product-related cases reported by hospitals	<b>Goal</b>	90%	90%	90%	90%	90%	90%
	<b>Actual</b>	91%	91%	91%	88%		
3. Complete headquarters telephone investigations in less than 45 business days	<b>Goal</b>	90%	90%	90%	98%	98%	98%
	<b>Actual</b>	100%	99%	99%	99%		
4. Complete fire investigations as on-site or other in less than 45 business days	<b>Goal</b>	**	95%	95%	95%	95%	95%
	<b>Actual</b>	95%	98%	98%	98%		
5. Complete non-fire investigations as on-site or other in less than 45 business days	<b>Goal</b>	**	93%	93%	93%	93%	93%
	<b>Actual</b>	93%	96%	95%	97%		
6. Increase the number of establishment inspections by field staff	<b>Goal</b>	**	400	400	400	400	450
	<b>Actual</b>	320	493	463	454		
7. Sustain the number of incident reports collected from medical examiners/coroners	<b>Goal</b>	4,160	3,900	4,500	4,500	4,500	4,500
	<b>Actual</b>	4,843	4,724	4,606	4,358		
8. Sustain the number of incident reports collected from news clips	<b>Goal</b>	8,100	7,300	7,800	7,200	7,200	7,200
	<b>Actual</b>	8,634	8,612	7,402	7,528		
9. Develop a process for doctors' offices to report product-related cases	<b>Goal</b>	**	**	**	**	**	1
	<b>Actual</b>						
<b>Minority Data Collection</b>							
10. Collect race and ethnicity data	<b>Goal</b>	**	**	**	**	80%	80%
	<b>Actual</b>						
11. Leverage other federal collection efforts	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
<b>Data Analysis Activities</b>							
12. Early Warning System	<b>Goal</b>	**	**	1	1	1	1
	<b>Actual</b>			1	1		
13. Economic impacts of CPSC work	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
14. Conduct Brain Injury Study	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						

\*\* No goal established.

### Data Collection Activities

#### 1. Monitoring Hospitals

Evaluation visits provide CPSC staff an opportunity to review hospital records and ensure that hospital coders are capturing and reporting data on the highest possible percentage of reportable cases.

**Goal:** In 2011, staff will conduct at least one evaluation visit at 98 percent of the hospitals in the NEISS sample.

#### Maintain the quality of injury data.

#### 2. Capturing Product-Related Cases

A high reporting percentage is necessary to ensure the integrity of the injury estimates developed by CPSC staff. Remedial action would be implemented in any hospital that is missing significant numbers of reportable cases.

**Goal:** In 2011, NEISS hospitals will report over 90 percent of the product-related cases, as documented by audits in each hospital.

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**Identify and investigate product hazards in the field.****3. Telephone Investigations  
(Headquarters)**

Headquarters telephone investigations provide valuable information on specific NEISS cases of interest to CPSC analysts. Analysts must receive these data as quickly as possible to support hazard reduction activities.

**Goal:** In 2011, staff will complete at least 98 percent of telephone investigations in fewer than 45 business days.

**4. On-site and Other Fire  
Investigations (Field) –  
Timeliness**

On-site and other fire investigations by the field staff provide valuable information on cases of interest to CPSC compliance officers and analysts. Analysts must receive these data as quickly as possible to support hazard reduction activities.

**Goal:** In 2011, field staff will complete at least 95 percent of on-site and other fire investigations (not including telephone investigations) in fewer than 45 business days.

**5. On-site and Other Non-Fire  
Investigations (Field) –  
Timeliness**

On-site and other non-fire investigations by the field staff provide valuable information on cases of interest to CPSC compliance officers and analysts. Analysts must receive these data as quickly as possible to support hazard reduction activities.

**Goal:** In 2011, field staff will complete at least 93 percent of on-site and other non-fire investigations (not including telephone investigations) in fewer than 45 business days.

**6. Establishment Inspections**

The primary purpose of an on-site field inspection of a manufacturing facility, importer, distributor, or a retailer is to gain first-hand knowledge of a particular product or product type to determine whether it complies with federal regulations or contains a defect, which could create a substantial product hazard.

**Goal:** In 2011, field staff will conduct 450 establishment inspections.

**7. Medical Examiner/Coroner  
Reports**

Reports from medical examiners and coroners provide critical information on product-related deaths. The data are especially valuable because, unlike death certificates, they are generally received soon after the incident and provide some detail on how the incident occurred.

**Goal:** In 2011, staff will obtain 4,500 medical examiner/coroner reports.

**8. News Clips**

CPSC relies on clips from newspapers in all 50 states to identify incidents. News clips are provided by two sources: (1) news reports purchased under clipping service contracts and (2) news reports from the Internet and other sources obtained by staff. News clips provide many reports of product-related deaths, serious injuries, and hazardous fires. The reports fill gaps in reporting

from other data systems and provide a very important source of incidents to investigate in support of hazard identification and analysis activities.

**Goal:** In 2011, staff will obtain 7,200 incident reports from news clips.

### 9. *Doctors' Office Alert Program*

This multi-phase project will create a Doctors' Office Alert Program similar to the Medical Examiners and Coroners Alert Program (MECAP) by providing a mechanism for non-emergency health professionals to report product related incidents and a way for CPSC to solicit such reports.

**Goal:** In 2011, staff will examine relevant issues pertaining to the setup of the Doctors' Office Alert Program, such as doctors' office resources, effective communication methods, and confidentiality concerns. Staff will set up reporting forms and systems for transmitting relevant data and write a status report.

## **Minority Data Collection**

The GAO completed a study assessing disparities in the risk and incidence of preventable injuries and deaths among certain racial minority children. The final report of its findings, *Consumer Product Safety Commission: Better Data Collection and Assessment of Consumer Information Efforts Could Help Protect Minority Children*, was issued on August 5, 2009. Based on recommendations in the GAO report, CPSC is undertaking a number of activities to improve the data that is collected by the National Electronic Injury Surveillance System (NEISS).

### 10. *Race and Ethnicity Data Collection*

CPSC staff conducts annually up to 1,000 follow-back telephone interviews with injured persons treated in NEISS hospitals. Standardized questionnaires are developed to collect additional information of interest to CPSC analysts that is not found on the NEISS record. In 2010, CPSC will develop and include a core set of demographic questions on race and ethnicity.

**Goal:** In 2011, 80 percent of NEISS questionnaires collected by CPSC staff will include the core demographic questions.

### 11. *Leverage Other Federal Collection Efforts*

The GAO report recommended that CPSC leverage other federal injury data collection efforts, such as those of the United States Department of Health and Human Services Maternal and Child Health Bureau (MCHB) Child Death Review Case Reporting Systems. In 2010, CPSC staff will review the child death system to determine what information collected would be useful for CPSC staff in analyzing consumer product-related deaths.

**Goal:** In 2011, CPSC will begin to work with each individual state to gain access to the data identified in 2010.

## **Data Analysis Activities**

### 12. *Early Warning System*

In 2008, staff developed and implemented processes and procedures for a pilot Early Warning System (EWS) that focuses

on products found in the sleeping environments of children: cribs, bassinets, and play yards (play pens). A multi-disciplinary team of subject matter experts (SMEs) meets weekly to evaluate and characterize the hazard scenarios and failure modes of product-associated incidents received during the previous week. An electronic database captures the hazard scenarios, failure modes, investigative status, and compliance disposition of each incident. In 2009, a prototype system was developed and deployed to replace the existing electronic database. The prototype automates data extraction processes and provides enhanced electronic collaboration for the EWS team. In 2010, staff will continue to apply the EWS processes and procedures for products found in the sleeping environment of children. Staff will use information in the EWS pilot to characterize hazard scenarios and severity in support of the development of crib and bassinet regulations.

**Goal:** In 2011, staff will collaborate with the contractors who are developing the Consumer Product Safety Risk Management System (CPSRMS) to integrate features and functions from the EWS pilot system into the CPSRMS.

### **13. *Economic Impact of CPSC Work***

Staff conducts economic studies to develop hazard exposure data and maintains econometric models and economic information to provide analyses of general, small business, and environmental impacts of CPSC actions. Model maintenance includes periodic review to assure that methodological approaches and models are current and adequate for use by CPSC.

In 2010, staff will work on an Input-Output Study to develop a model to estimate the impact of CPSC actions on the Gross Domestic Product (GDP), through its reduction in injuries to consumers. Staff will be trained on input-output software and data collection will be completed. The analytical phase of the project will begin at the end of 2010.

**Goal:** In 2011, the input-output model to estimate the impact of CPSC actions on the GDP, through reductions in injuries to consumers, will be completed.

### **14. *Brain Injury Study***

Staff conducts economic studies to develop information to provide injury cost estimates, estimates of product life and numbers in use, and labeling and recall costs. In 2009, staff developed a study plan and awarded a contract to develop severity and cost information on carbon monoxide brain injuries for all victims, and on lead poisoning and submersion injuries for children. In 2010, the contractor will begin data collection for the Brain Injury Study.

**Goal:** In 2011, the contractor will provide periodic project status updates on the Brain Injury Study.



## SERVICES AND MANAGEMENT GOALS

In support of the two core budget programs, *Reducing Hazards to Children and Families* and *Identifying Product Hazards*, staff conducts activities designed to maintain and improve Commission service and management. In the area of service quality, CPSC's focus is on ways to better provide service to industry and satisfaction to customers. The Commission has both long-term strategic goals and annual performance goals in each service quality area. The Commission also has annual performance goals to improve management support.

### INDUSTRY SERVICES



**STRATEGIC GOAL: Maintain success with the timeliness and usefulness of the Fast Track Product Recall and the Small Business Ombudsman programs for industry through 2011.<sup>11</sup>**

#### THE PROGRAM

CPSC's Compliance function ensures that firms comply with the laws, regulations, and safety standards that protect consumers from hazardous and defective products. When a violation of a safety standard is found or a defective product is identified, CPSC works cooperatively and quickly with industry to obtain an appropriate corrective action that can include recall of the hazardous product.

CPSC administers two programs to assist industry: the Fast Track Product Recall (Fast Track) and Small Business Ombudsman programs. Under the Fast Track program, a firm that reports a hazardous product and recalls it quickly avoids a CPSC staff preliminary determination that its product is defective and presents a substantial risk of injury. Other advantages of this program for industry include reductions in paperwork and legal expenses related to voluntary recalls. For CPSC, advantages of this program include removing hazardous products from consumers and the marketplace more quickly and a reduction in staff time to process the recall.

Through 2009, over 1,500 firms have participated in the program, resulting in about 3,000 product recalls involving over 300 million product units. The Fast Track program has been cited as outstanding by both government and private organizations.

With the Small Business Ombudsman program, staff helps small businesses comply more easily with product safety guidelines to manufacture safer products. Staff assists by frequently updating the small business Web page on the Web site and providing as much information as possible on CPSC's regulations to small business.

<sup>11</sup> This strategic goal originally had a time period through 2010. The Commission is extending it through 2011 pending the completion of CPSC's new strategic plan.

## 2011 ANNUAL INDUSTRY SERVICES GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
1. Initiate a Fast Track recall within 20 days	<b>Goal</b>	90%	90%	90%	90%	90%	90%
	<b>Actual</b>	98%	95%	96%	93%		
2. Provide industry guidance	<b>Goal</b>	5	5	5	10	6	6
	<b>Actual</b>	8	5	6	11		

### 1. *Fast Track Timeliness*

**Goal:** In 2011, staff will complete a technical review and initiate a corrective action within 20 days 90 percent of the time for the Fast Track program.

### 2. *Industry Guidance*

The new CPSIA, enacted in August 2008, greatly expanded authority to regulate safety in consumer products. Staff is developing guidance to facilitate industry transition to the new legislation.

**Goal:** In 2011, staff will develop six guidance documents to explain regulations, other policies, or procedures to assist industry in complying with CPSC regulations.

### *Ombudsman - Small Business Response Publications*

The CPSIA section presented earlier in this document describes this activity. (See page 21)

## CUSTOMER SATISFACTION WITH CPSC SERVICES



**STRATEGIC GOAL: Sustain the high level of customer satisfaction with the CPSC Web site, Hotline, Clearinghouse, and State Partners program at 90 percent or better through the year 2011.<sup>12</sup>**

### THE PROGRAM

In addition to work reducing hazards associated with consumer products, CPSC provides additional services to the public in the form of information services, including the Commission's Internet Web site, Hotline, the National Injury Information Clearinghouse, and the State Partners program. These resources are used to both provide safety information to, and receive information from the public. Customer satisfaction with these services is vital if CPSC is to fulfill its mission.

CPSC's Web site ([www.CPSC.gov](http://www.CPSC.gov)) provides Internet access to CPSC resources and allows the public to view information about recalled products, report unsafe product incidents, request information, and download safety information. The Hotline is a toll-free service that allows consumers to report product complaints or product-related injuries, learn about recalls and safety hazards, and obtain safety publications. The National Injury Information Clearinghouse provides data to the public in response to about 1,400 requests each year. It also alerts manufacturers to potential hazards associated with their products, providing them with consumer complaints, reported incidents, and incident investigations involving their products. The State Partners program, using limited CPSC funds and CPSC-developed safety information, brings product safety services to consumers through cooperative programs with state and local governments. The program extends CPSC reach throughout the nation.

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<sup>12</sup>This strategic goal originally had a time period through 2010. The Commission is extending it through 2011 pending the completion of CPSC's new strategic plan.

## 2011 ANNUAL CUSTOMER SATISFACTION GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>CPSC Web Site</b>							
1. CPSC Web site visits (in millions)	<b>Goal</b>	18.0	25.0	38.8	40.0	41.0	42.0
	<b>Actual</b>	20.3	32.3	40.5	39.8		
<b>Hotline Services (1-800-638-2772)</b>							
2. Respond to voicemail messages the next business day	<b>Goal</b>	85%	85%	95%	98%	98%	98%
	<b>Actual</b>	89%	99%	100%	99%		
3. Process incident reports within 8 working hours	<b>Goal</b>	95%	100%	95%	99%	98%	99%
	<b>Actual</b>	100%	100%	100%	100%		
<b>National Injury Information Clearinghouse</b>							
4. Mail incident information for verification to consumers within 2 business days	<b>Goal</b>	95%	95%	95%	95%	98%	98%
	<b>Actual</b>	100%	98%	97%	97%		
5. Provide manufacturers with verified incidents and investigations within 48 business days	<b>Goal</b>	90%	90%	95%	95%	95%	95%
	<b>Actual</b>	96%	97%	100%	100%		
6. Provide responses to requests within 7 business days*	<b>Goal</b>	95%	95%	80%	80%	80%	80%
	<b>Actual</b>	98%	82%	63%	42%		
<b>State Partners Program</b>							
7. Conduct recall checks within 90 days or less	<b>Goal</b>	**	**	**	**	90%	90%
	<b>Actual</b>	99%	99%	100%	100%		
8. Host state caucus training sessions	<b>Goal</b>	**	1	1	D <sup>†</sup>	1	1
	<b>Actual</b>	0	1	1			

\* Starting in 2006, this goal was changed from 5 to 7 business days.

\*\* No goal established.

† This goal was deferred.

### CPSC Web Site

#### 1. Web Site Visits

CPSC's Web site ([www.cpsc.gov](http://www.cpsc.gov)) was recently enhanced to widen and speed public access to important safety information. The site started out simply, allowing for the retrieval of basic information such as press releases (usually announcing product recalls) and the Commission's public meeting calendar. Over time, new features have been added, such as allowing the public to make on-line reports of product hazards and providing the ability to search and download data from the National Electronic Information Surveillance System (NEISS). Additional features include a recall widget, information centers, and extensive information on the CPSIA (see CPSIA section).

The number of visits to the Web site has grown rapidly from about 200,000 visits in 1997 to about 39.8 million visits in 2009. Based on a customer feedback survey and a review of CPSC's Web site, staff plans to implement changes that will improve the ability to access safety information.

**Goal:** In 2011, CPSC will have 42 million visits to CPSC's Web site.

#### Hotline Services (1-800-638-2772)

##### 2. Voicemail

A new vendor is helping the Hotline maintain high levels of customer satisfaction through administering a performance-based contract for a call and e-mail center that deals directly with the

public. Under this type of contract, staff evaluates the performance and renews the contract only if the performance level meets or exceeds the standards set forth in the contract. This includes maintaining the Hotline's automated message system, maintaining the system for responding to e-mail messages, and preparing reports on consumer usage of these systems. In 2009, the Hotline received 4,619 messages from the public through voicemail.

**Goal:** In 2011, CPSC's Hotline will respond to voicemail messages the next business day 98 percent of the time.

### **3. Incident Reports**

Consumers may make a complaint of an unsafe product or product-related injury through the Hotline. In 2009, Hotline staff recorded 3,315 incident reports. The staff processed these reports (calls and e-mails) within eight hours of receipt 100 percent of the time. Staff uses these complaints to look for emerging hazards and to support studies of specific product hazards.

**Goal:** In 2011, CPSC's Hotline will process product incident reports within eight working hours 99 percent of the time.

## **National Injury Information Clearinghouse**

### **4. Consumer Confirmation**

The Clearinghouse contacts consumers to request verification of submitted information contained in reports of unsafe products through CPSC's consumer Hotline, the Internet, or by mail. Requests for verification are mailed to consumers within 48 hours after the report arrives in the Clearinghouse. In 2009, staff sent 15,494 reports to consumers for verification and 97 percent were completed within two business days.

**Goal:** In 2011, staff will mail incident report verification information to consumers within two business days 98 percent of the time.

### **5. Manufacturer Mailing**

Incident reports from consumers and investigation reports from CPSC's field staff are sent to manufacturers whose products are named in these reports. Consumer verification information and manufacturer responses are also made available to staff electronically for review. In 2009, staff mailed 15,182 reports to manufacturers and 100 percent were completed within 48 business days. The number of business days is calculated from the date the incident or investigation is received in the Clearinghouse and includes 20 business days of waiting for a response verifying the information from the complainant.

**Goal:** In 2011, staff will provide reported incidents and completed investigation results to manufacturers of identified products within 48 business days of receiving the reports in the Clearinghouse 95 percent of the time.

### **6. Information Requests**

The Clearinghouse provides the public with technical information relating to the prevention of death and injury associated with

consumer products. Requests for injury data are assigned to technical information specialists who search Commission databases and publications to tailor responses to each customer's needs. In 2009, due to the loss of staff who process the requests, staff received 1,205 requests and responded to 42 percent of the requests within seven business days or less. Since 2006, goal definition and targets have been adjusted because of reprioritization of resources.

**Goal:** In 2011, staff will provide responses to requests for information within 7 business days 80 percent of the time.

### **State Partners Program**

CPSC's State Partners program works in cooperation with a group of state and local officials to deliver CPSC services to consumers, including checks of recall compliance, inspections, and injury investigations to support CPSC priorities. The program provides a vehicle for CPSC to reach out from the federal sector to deliver services to consumers, and receive information from people around the country. The goal of the program is to reduce consumer product related deaths and injuries by leveraging CPSC resources through cost-effective cooperation with state and local governments. Activities include, but are not limited to the following:

- conducting compliance and enforcement activities;
- supporting states through technical assistance and participation in conferences;
- monitoring industry's compliance with CPSC mandatory laws; and
- engaging in outreach and dissemination of product safety information through multiple venues such as journal, print, and electronic media; presentations and sharing product safety research.

### **7. Product Safety Activities**

Pursuant to the CPSIA, it is now illegal to sell a recalled product. To ensure that recalled products are removed from the marketplace, staff conducts recall checks in cooperation with state and local partners by visiting retail stores and other establishments to verify that the products are not available for sale.

**Goal:** In 2011, staff will conduct 90 percent of recall checks in cooperation with state or local partners within 90 days or less of assignment.

### **8. State Caucus Training**

State and local officials work with CPSC on cooperative activities that complement those performed by CPSC field staff; these activities are done at little or no cost to CPSC. The CPSC state designee meeting provides a forum for states to meet with CPSC staff and discuss product safety issues in the states. These interactive meetings provide CPSC staff the opportunity to work with state and local officials, learn about emerging hazards, and develop collaborative initiatives for promoting consumer product safety nationwide. States also collaborate with each other and learn the most current information about consumer product safety. State designee meetings are planned for 2010 and 2011.

**Goal:** In 2011, CPSC staff will host a state designee meeting.



## HIRING REFORM AND WORK-LIFE INITIATIVE

The President recognizes that in order to improve the functioning of the federal government and to achieve efficiencies in its operations, special attention needs to be paid to the people who carry out the work and duties of the federal government. The President has hiring reform as a top priority of this Administration. By reforming the hiring process, agencies will increase their capacity to better fulfill their missions and serve the American people. The Administration cares about the health of its employees and strongly supports wellness programs at federal agencies through its Work-Life initiative. The Commission has taken a number of steps to support the President's hiring reform agenda as well as the Work-Life initiative.

### 2011 ANNUAL HIRING REFORM AND WELLNESS GOALS

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<b>Hiring Reform</b>							
1. Implement the use of streamlined, plain language vacancy announcements	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
2. Reduce recruitment time using OPM's End-to-End hiring process	<b>Goal</b>	**	**	**	**	100	90
	<b>Actual</b>						
3. Develop and implement action items identified through the manager survey on the hiring process	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
4. Conduct on-line survey and focus groups for all new employees on the hiring process	<b>Goal</b>	**	**	**	1	2	2
	<b>Actual</b>	1	2	1	1		
5. Maintain applicant notification standard of at least four notifications	<b>Goal</b>	**	**	**	**	4	4
	<b>Actual</b>						
<b>Employee Wellness and Satisfaction – Work-Life Initiative</b>							
6. Conduct focus groups on the Employment Viewpoint Survey	<b>Goal</b>	**	**	**	**	6	6
	<b>Actual</b>						
7. Develop and implement action plan with improvements identified through the Employment Viewpoint Survey	<b>Goal</b>	**	**	**	**	1	1
	<b>Actual</b>						
8. Conduct on-site wellness activities	<b>Goal</b>	**	**	**	**	3	3
	<b>Actual</b>						
<b>Equal Employment Opportunity and Affirmative Employment</b>							
9. Target recruitment efforts to organizations serving under-represented populations	<b>Goal</b>	12	8	10	11	14	14
	<b>Actual</b>	14	11	15	14		
10. Conduct training sessions for managers and employees in EEO/AEP responsibilities	<b>Goal</b>	3	3	5	5	5	6
	<b>Actual</b>	4	6	7	7		
11. Promote representation of under-represented groups and individuals with disabilities	<b>Goal</b>	5	5	5	5	6	5
	<b>Actual</b>	10	6	6	8		

\*\* No goal established.

## **Hiring Reform**

### **1. Streamlined, Plain Language Vacancy Announcements**

In 2009, staff developed and implemented streamlined, plain language vacancy announcements for 10 of CPSC's mission-critical positions. Staff will utilize the Office of Personnel Management's (OPM's) templates for administrative positions and continue this effort in 2010. The new vacancy announcements are user-friendly, reduce government jargon, and allow all applicants to easily understand what is required for applications.

**Goal:** In 2011, staff will implement the use of streamlined, plain language announcements for all vacancies that are advertised to the public.

### **2. Reduce Recruitment Time**

In 2009, staff mapped the current hiring process from the time a manager identifies the need for a new hire to the employee's first day on the job, and found the average to be about 115 days. Staff will identify barriers and develop an action plan to reach the government-wide target of 80 days set by OPM. In 2010, staff will implement changes to the hiring process, address barriers encountered, and aim to reduce the recruitment time by 15 days to come closer to the 80-day target set by OPM.

**Goal:** In 2011, staff will continue to implement changes to streamline the recruitment process and reduce the recruitment time by an additional 10 days to an average of 90 days for competitive examining hiring actions.

### **3. Hiring Management Involvement**

In 2009, staff surveyed managers to gather feedback on their satisfaction with the Commission's hiring process, specifically the level of involvement of hiring management in the process. Managers responded that the hiring process and the application process require streamlining to improve the time from vacancy posting to the entrance on duty. Additionally, managers would like to advertise for positions beyond USAJobs postings. Particularly they would like to advertise in targeted communities and create glossy recruitment handouts for job fairs. In 2010, staff will develop an action plan with targets for addressing barriers to the involvement of hiring management in the hiring process.

**Goal:** In 2011, staff will implement changes identified in the action plan developed in 2010 to address the barriers to the involvement of hiring management in the hiring process.

### **4. New Employee Focus Groups**

Since 2002, staff has conducted surveys and focus groups with new employees to gather feedback on the hiring process. Staff will use the information gathered from these activities to improve the hiring process.

In 2009, new employees in the focus groups responded that the orientation package should be available electronically with the ability to submit completed forms electronically. In addition, they noted the need for additional time for in-processing on the first

day of work. In 2010, staff will implement changes to the hiring process, from application to orientation. Staff will modify the surveys and focus groups in order to solicit feedback on these new processes.

**Goal:** In 2011, staff will conduct two focus groups for new employees on the recruitment and orientation processes to assess the new changes and determine if additional changes are needed.

#### **5. *Four-point Status Update Notifications***

In 2010, CPSC will implement a new version of the on-line application system. The new system will provide a real-time applicant status update at each point of the vacancy process. Through the use of e-mail alerts and status updates available for the applicant to check on-line, applicants will be updated on the status of their application at four points during the application process.

**Goal:** In 2011, staff will maintain the four touch-points for applicant status notification through e-mail and online status updates for all vacancy announcements.

### ***Employee Wellness and Satisfaction***

#### **6. *Employee Viewpoint Survey – Focus Groups***

Staff conducts an annual Employee Viewpoint Survey in order to monitor employee satisfaction and make improvements to address concerns as necessary. Results of the survey are assessed annually and focus groups will be conducted to understand the reasons for employee responses.

**Goal:** In 2011, staff will conduct six focus groups to understand the results of the Employee Viewpoint Survey. Two of the focus groups will be with management employees and four of the focus groups will be with non-management employees.

#### **7. *Employee Viewpoint Survey – Action Plan***

Beginning in 2009, each year staff is required to identify ten items on the Employee Viewpoint Survey where CPSC scored lower than the government-wide average. In 2009, staff also identified any items where satisfaction in 2009 was statistically significantly lower than in 2008. In 2010, staff will develop an action plan based on the 2010 Employee Viewpoint Survey.

**Goal:** In 2011, staff will develop and implement an action plan to address employee satisfaction results of the Employee Viewpoint Survey conducted in 2010.

#### **8. *On-site Wellness Activities***

**Goal:** In 2011, staff will conduct at least three on-site wellness activities.

### ***Equal Employment Opportunity and Affirmative Employment***

#### **9. *Target Recruitment***

**Goal:** In 2011, staff will target 14 recruitment efforts to organizations serving under-represented populations.

**10. *EEO/AEP Training***

**Goal:** In 2011, staff will conduct six training sessions for CPSC managers and employees about their Equal Employment Opportunity/Affirmative Employment Plan (EEO/AEP) responsibilities.

**11. *Promote Representation***

**Goal:** In 2011, staff will promote representation of under-represented groups and individuals with disabilities with at least five initiatives. Examples of these new initiatives are mentoring programs, summer volunteer program, employee training programs, and disability and diversity awareness programs.

## PROGRAM EVALUATIONS

**Program evaluations used to develop the Strategic Plan:** Strategic targets for the extent of injury and death reductions in each hazard area were based on statistical analyses of data and on staff expertise. Staff calculated 10-year trends of injuries and deaths at both the product and hazard levels. Staff experts in each hazard area set specific targets after assessing the potential actions of the Commission and the effect of joint efforts with other organizations and industry. Staff also made assumptions concerning the outcomes of potential technical feasibility studies.

Customer service/satisfaction and human capital goals were based on information from surveys and tracking systems, as well as on staff expertise as to what could be accomplished in a given time span.

**Future program evaluations:** Injury and death reduction strategic goals will have two types of evaluations: yearly tracking of injuries and deaths at the hazard level and evaluations of injury and death reductions associated with specific products at appropriate time intervals. The timing for evaluating injury and death reductions depends, in part, on how long consumers keep specific products. Evaluations at the product level will be conducted when consumers are expected to have replaced a substantial proportion of older products with safer products. Staff derives estimates of the extent to which safer products have replaced older products using CPSC's Product Population Model.

Customer service/customer satisfaction goals will also have two types of evaluations: (1) tracking of customer service standards and activities and (2) assessments of consumers and industry. Tracking will be evaluated annually, while assessments are planned to be implemented on a cycle of every three years. An overall plan for future evaluations is provided in Table A.

### A. Reducing Fire-Related Deaths

- 2006: Tracking of fire-related deaths
- 2006: Tracking of fireworks-related deaths
- 2006: Impact evaluation of product(s) with fire-related hazards
- 2007: Tracking of fire-related deaths
- 2007: Tracking of fireworks-related deaths
- 2008: Tracking of fire-related deaths
- 2008: Tracking of fireworks-related deaths
- 2009: Tracking of fire-related deaths
- 2009: Tracking of fireworks-related deaths
- 2010: Tracking of fire-related deaths
- 2010: Tracking of fireworks-related deaths
- 2011: Tracking of fire-related deaths
- 2011: Tracking of fireworks-related deaths

### B. Reducing Carbon Monoxide (CO) Poisoning Deaths

- 2006: Tracking of CO deaths associated with portable generators
- 2007: Tracking of CO deaths associated with all consumer products
- 2008: Tracking of CO deaths associated with all consumer products
- 2009: Tracking of CO deaths associated with all consumer products
- 2010: Tracking of CO deaths associated with all consumer products
- 2011: Tracking of CO deaths associated with all consumer products

**C. Assessments of Industry**

2007: Fast Track  
2011: Fast Track

**D. Customer Satisfaction**

2006: Clearinghouse (Carryover from 2005)  
2006: State Partners  
2008: Hotline  
2010: Web Site  
2011: State Partners

**Table A**  
**Schedule of Evaluations**

Strategic Goals	Issues	General Scope	Procedures	
			Method	Time
<b>Hazards</b> Fire Carbon Monoxide	Reduce the rate of death	National estimates of deaths	1. Hazard Surveillance (NFIRS, NCHS)*  2. Evaluation of specific products – tracking before/after studies.	1. Annually  2. As appropriate
<b>Customer/Industry Services</b> Hotline Clearinghouse State Partners Web Site Industry	1. Timeliness standards met  2. Satisfaction with CPSC's services	1. Population of users  2. Random sample of users	1. Logs  2. Interviews; mail surveys	1. Annually  2. Every 3 years

\* National Fire Incident Reporting System (NFIRS), National Center for Health Statistics (NCHS).

## VERIFICATION AND VALIDATION

This section describes the means by which staff verifies and validates the results of annual performance measurements. Each annual goal was set by targeting or projecting a number of activities to be completed. A complete list of performance measures with corresponding databases and verification procedures in Table B. There are further descriptions separately for: (A) reducing hazards to children and families for each of the core functions (safety standards, compliance, and consumer information); (B) identifying product hazards; and (C) service quality and customer satisfaction.

### A. Annual Goals for Reducing Hazards to Children and Families

#### 1. Safety Standards

- *Targeted performance goals for: (a) rulemaking activities, (b) recommendations sent to voluntary standards group, and national or international code groups, (c) assessments completed (hazard analyses, data collection, technical feasibility studies), and (d) supporting of voluntary standards developments/revisions.*

Performance measures: The number of completed activities in each category.

Database: A milestone tracking systems record (including a semi-annual voluntary standards tracking report), the completion dates for significant activities such as Commission briefings, recommendations sent to voluntary standards committees, and completed reports.

Verification: A review by senior managers and a formal clearance process, resulting in publicly available official dated documents.

#### 2. Compliance

- *Preliminary determination within 85 business days (unregulated products)*

Performance measures: The percent of unregulated cases with preliminary determination within 85 business days of initiation.

Database: The Compliance Corrective Actions (CCA) database tracks this performance metric.

Verification: Internal consistency checks, required fields, automatic generation of data reports, and reviews of each action by senior managers.

- *Corrective Action within 60 business days of preliminary determination (unregulated products)*

Performance measures: The percent of cases involving an unregulated product where a corrective action was commenced within 60 business days of preliminary determination.

Database: The Compliance Corrective Actions (CCA) database tracks this performance metric.

Verification: Internal consistency checks, required fields, automatic generation of data reports, and reviews of each action by senior managers.

- *Corrective Action within 35 business days of notice of violation (regulated products)*

Performance measures: The percent of cases involving a regulated product where a corrective action was obtained within 35 business days of the Letter of Advice being sent.

Database: CPSC's Integrated Field System (IFS) is used to track this performance measure.

Verification: Internal consistency checks, required fields, automatic generation of data reports and reviews of each action by senior managers.

### 3. Consumer Information

- *Consumer Outreach*

Performance measures: The number of United States consumers estimated to have been reached through TV appearances and interviews on national television networks, video news releases to national and local television networks and e-publications on CPSC's Web site.

Database: The data come from three separate and independent tracking sources. The number of viewers of TV appearances and interviews is determined from Nielson ratings of major television networks. The number of viewers of video news releases is provided by a third-party contractor. The number of e-publications viewed is determined through computer programming that links Web statistics (Web trends) to publications by hazard.

Verification: All data is obtained from third-parties.

- *Performance goals for responding to the public's requests for publications through CPSC's Web site. [Note that each CPSC publication has been classified by the hazard addressed.]*

Performance measures: The number of Web publications in each hazard area.

Database: The Inventory of Web Publications database tracks the number of each publication viewed or downloaded.

Verification: This information is reported through an off-the-shelf software application, *Web trends*. Perform monthly check of database information.

### B. Annual Goals for Identifying Product Hazards

- *Targeted performance goals for: (a) collecting data from NEISS hospitals, telephone and onsite investigations, medical examiners and coroners, and news clips, and (b) evaluating, training and auditing NEISS hospitals.*

Performance measures: The number of completed activities or percent of hospitals visited in each.

Database: The NEISS, IPII (Injury or Potential Injury Incidents), INDP (In-depth Investigations), and NARS (NEISS Administrative Record System) databases track these performance measures.

Verification: Internal quality control process.

### C. Annual Goals for Service Quality and Customer Satisfaction

- *Performance goals for contacts with the public and timeliness of CPSC actions.*

Performance measure: The number of Web site contacts, Hotline calls, and timeliness checks.

Verification: These performance measures are all stored electronically and are either automatically generated by contractors (Web and Hotline) or automatically generated through staff programming.

- *Performance goals for number of business days for technical review.*

Performance measures: The number of business days for CPSC to provide a technical response to small business callers.

Database: The number of business days is generated automatically in the Ombudsman database.

Verification: Manager review.

- *Performance goals for customer satisfaction and industry assessments.*

Performance measures: Percent of customers satisfied with CPSC services; improvements made based on stakeholders' suggestions.

Verification: Standardized surveys and interviews based on census or sample of respondents.

**Table B**  
**Verification and Validation of Performance Measures for Annual Goals**

Type of Performance Measure	Performance Measure	Database	Verification/Validation
<b>Results-Oriented Goals</b>			
Candidates for Commission consideration	Number of Commission briefing packages	Milestone tracking	Official documents
Voluntary standards development or changes	Number of recommendations	Milestone tracking	Official documents
National codes changes	Number of recommendations	Milestone tracking	Official documents
Model legislation	Number of recommendations	Milestone tracking	Official documents
Hazard/cost analyses, data collection	Number of reports completed	Milestone tracking	Official documents
Technical feasibility studies	Number of reports completed	Milestone tracking	Official documents
Time to PD* (Unregulated)	Percent within 85 business days	CCA*	Manager review
Time from PD* to CAP* (Unregulated)	Percent within 60 business days	CCA*	Manager review
Time from LOA* to Corrective Action (Reg.)	Percent within 35 business days	IFS*	Manager review
Voluntary standards (VS) supported	Number of VS supported	IFS*, official documents	Manager review
Public information efforts	Number of efforts	Milestone tracking	Official documents
Consumer Outreach	Number of consumer hits	Tape file log, Inventory	Official documents
NEISS hospital data	Number of cases	NEISS*	Office quality control process
Medical Examiner/News clip reporting	Number of cases	IPII*	Office quality control process
Investigations	Number of cases	INDP*	Office quality control process
NEISS training	Percent of hospitals visited	NARS*	Office quality control process
<b>Service Quality/Consumer Satisfaction</b>			
Web site	Number of contacts	Web server file log	Automated reports (Contractor)
Meet timeliness customer service standards	Number of standards met	Log of actions	Automated reports
Improve services	Number of services improved	Milestone tracking	Manager review
Survey consumer satisfaction	Ratings by consumers	Random sample	Procedural checks
<b>Industry Services</b>			
Assess services	Responses of industry callers	Random sample/census	Procedural checks
Meet timeliness standards for Hotline, Clearinghouse and State Partners	Number of standards met	Log of actions	Automated reports
Track performance	Procedures completed	Milestone tracking	Manager review

\*IFS = Integrated Field System; CCA = Compliance Corrective Actions; PD = Preliminary Determination; CAP = Corrective Action Plan; LOA = Letter of Advice; NEISS = National Electronic Injury Surveillance System; IPII= Injury or Potential Injury Incident; INDP= In-Depth Investigation; NARS= NEISS Administrative Records System.

## SOCIETAL COST ESTIMATION

Over \$800 billion in annual societal costs related to consumer product related hazards is the total of three components: the costs of medically attended injuries, the costs of fatalities, and property damage. To estimate medically attended injuries, CPSC employs the Injury Cost Model (ICM), which uses empirically derived relationships between emergency department injuries reported through the National Electronic Injury Surveillance System (NEISS) and those treated in other settings (e.g. doctor's offices, clinics). The costs of medically attended injuries are made up of four major components including medical costs, work losses, pain and suffering, and legal costs. The methods used to estimate these four broadly defined components are described in detail in the *Consumer Product Safety Commission's Revised Injury Cost Model*, Miller et. al., Public Services Research Institute, Calverton, MD, December 2000.

The cost of fatalities is estimated by applying a statistical value of life to the number of deaths. CPSC staff's statistical value of life is consistent with the results of research employing the "willingness to pay" methodology. CPSC staff uses a \$5 million cost of fatalities.

The estimate for average annual property damage (\$5.78 billion from 2004 to 2006, in constant 2004 dollars) comes from data on residential fires collected by the National Fire Protection Association in an annual survey. The property damage estimate does not include costs associated with fires that are not reported to a fire department or goods destroyed or damaged when an incident other than fire occurs.

The estimate of societal costs does not include the costs of illnesses and deaths resulting from chemical or bacterial exposure from use of consumer products.

## **PROCESSES AND TECHNOLOGIES NEEDED TO MEET THE PERFORMANCE GOALS**

This section reviews the (A) processes, (B) technologies (capital assets), (C) treatment of major management problems, (D) accountability, and (E) methodology for allocating CPSC's budget request to strategic goal activities in the annual performance plan.

### **A. Processes**

In order to achieve The Commission's annual goals CPSC will continue the current operational processes. These are described more fully under the introduction to each budget program and activity. In summary, these processes involve these hazard reduction activities:

- participating in the voluntary standards process or developing mandatory safety standards;
- conducting compliance activities such as recalls, corrective actions, and enforcement of existing regulations; and
- distributing information to the public on how to avoid product hazards.

### **B. Capital Assets/Capital Programming**

There are two major recurring capital asset acquisitions identified in support of performance goals – continued investment in information technology (IT) and the modernization of the new laboratory. Investments in IT and laboratory modernization have a direct impact on CPSC's ability to achieve the mission and strategic goals.

CPSC utilizes IT to speed access to injury and death information to set priorities for using resources, supporting various voluntary and mandatory approaches to reducing hazards, and more quickly reducing hazards to American consumers. In addition, automating various tracking, planning, and mission-critical systems needed to accomplish organizational tasks has saved thousands of administrative staff hours, thus expanding staff time devoted to injury reduction activities. This has benefited the various CPSC programs established to carry out the Commission's mission. In 2009, CPSC established a full IT Capital Investment governance process based on OMB guidance. In 2011, CPSC has identified needed funds to develop IT governance activities.

The new laboratory space is a modern building designed and built as an integrated laboratory, office, and sample storage facility. The new laboratory site will include office space for additional employees and will allow for further efficiencies and improvement. In 2011, CPSC is requesting additional funds to fund the annual rent for the new site.

### **C. Treatment of Major Management Problems and High-Risk Areas**

There are not any major problems of fraud and mismanagement in CPSC programs and operations. Staff can address problems of fraud and mismanagement in programs and operations, if they were to arise, through CPSC's: (1) Office of Inspector General, responsible for audits, inspections, special reports, and investigations; (2) Office of the Chairman, responsible for the annual federal Financial Managers Improvement Act (FFMIA) report to the President and Congress; and (3) the Senior Management Council, responsible for internal control reviews and annual letters of assurance.

CPSC produced audited 2008 financial statements (reported in the 2009 Performance and Accountability Report, November 2009). CPSC's statements received a "clean opinion." These statements met the *accelerated* federal schedule of 45 days after the close of the fiscal year. The audit found that CPSC's statements and financial system conformed to accepted accounting principles, laws, and regulations and that CPSC had effective internal controls.

#### **D. Accountability**

The Commission's budget review process, annual performance report, and staff performance appraisals are the primary methods for assigning accountability to managers and staff for achievement of objectives. Each year during the budget and operating plan process, staff will link the Strategic Plan and the Performance Budget. The Executive Director of the Commission and the directors for the Offices of Hazard Identification and Reduction (for Safety Standards and Data Collection), Compliance and Field Operations (for Recalls and Corrective Actions), and Information and Public Affairs (for Consumer Information) are responsible for this linkage. Finally, the Commission stresses the achievement of the Strategic Plan's objectives as an important consideration in the performance appraisals of Commission managers. In addition, the Commission's Inspector General conducts an annual audit program of various aspects of Commission operations, including auditing portions of the performance plans.

#### **E. Resource Allocation to Accomplish Annual Goals**

For 2011, the funding request for the Commission is \$118.6 million (an increase of \$400,000) with a staff level of 576 FTEs nationwide (an increase of 46 FTEs). CPSC is a staff intensive organization with about 69 percent of total resources allocated to the compensation and housing of professional and technical staff that identify product-related hazards; investigate and act on product safety hazards and violations of safety regulations; provide recommendations to CPSC for decision-making; and inform the public about product safety.

After staffing related costs, in 2011, \$9.259 million is allocated to the Consumer Product Safety Risk Management System (CPSRMS), an integrated Web-based database for both public and staff use that will enhance CPSC's ability to achieve its mission.

**Allocation Methodology:** Resources in the Annual Performance Plan are allocated between the two budget programs, *Reducing Product Hazards to Children and Families* and *Identifying Product Hazards*. These budget programs include activities that support the strategic goals and reflect both direct and indirect costs. Staff estimated the resource allocation for each strategic goal by:

- determining the direct costs for each strategic goal for those activities classified by hazard in the budget (e.g., resources for the upholstered furniture project were directly applied to the goal for reducing fire-related deaths). Most of the Commission's costs are direct costs, such as salary and contract support costs.
- estimating direct costs for those strategic goal activities not classified by hazard in the budget such as customer and industry service activities. Staff estimated the distribution attributable to the strategic goals using historical data and expert judgment; and
- distributing proportionately indirect costs, such as administration and space rent, to the strategic goals for each program.

**PROGRAM AND FINANCING SCHEDULE**  
**(DOLLARS IN THOUSANDS)**

	<u>2009</u> <u>Actual</u>	<u>2010</u> <u>Plan</u>	<u>2011</u> <u>Request</u>
<b>Obligations by Program Activity:</b>			
Direct Program:			
Reducing Product Hazards to Children and Families .....	\$71,680	\$90,094	\$87,502
Identifying Product Hazards .....	25,668	30,106	31,098
Laboratory Modernization .....	0	6,000	0
Total Direct Program .....	97,348	126,200 <sup>1</sup>	118,600
Reimbursable Program .....	2,797	4,000	4,000
Total New Obligations .....	100,145	130,200	122,600
<b>Budgetary Resources Available for Obligation:</b>			
Unobligated balance carried forward, start of year .....		8,000 <sup>1</sup>	
New Budget Authority (gross).....	108,201	122,200	122,600
Total budgetary resources available for obligation .....	108,201	130,200	122,600
Total New Obligations.....	-100,145	-130,200	-122,600
Unobligated balance carried forward, end of year .....	8,056 <sup>2</sup>	0	0
<b>New Budget Authority (Gross), Detail:</b>			
Discretionary:			
Appropriation .....	105,404	118,200	118,600
Spending Authority from Offsetting Collections:			
Offsetting Collections (Cash) .....	2,797	4,000	4,000
Total New Budget Authority (Gross) .....	108,201	122,200	122,600
<b>Change in Obligated Balances:</b>			
Obligated Balance, Start of Year .....	25,588	40,693	35,707
Total New Obligations.....	100,145	130,070	122,477
Total Outlays (Gross) .....	-84,450	-135,056	-23,075
Adjustments in Expired Accounts .....	-589	0	0
Obligated Balance, End of Year .....	40,693	35,707	35,109
<b>Outlays (Gross), Detail:</b>			
Outlays from New Discretionary Authority .....	71,874	103,152	98,080
Outlays from Discretionary Balances .....	12,576	31,905	24,995
Total Outlays (Gross) .....	84,450	135,056	123,075
<b>Offsets:</b>			
Against Gross Budget Authority and Outlays:			
Offsetting Collections (Cash) from Federal Sources .....	2,791	3,985	3,985
Offsetting Collections (Cash) from Non-Federal Sources .....	6	15	15
Total Offsetting Collections (Cash).....	2,797	4,000	4,000
<b>Net budget authority and outlays:</b>			
Budget Authority .....	\$105,404	\$118,200	\$118,600
Outlays.....	\$81,654	\$131,056	\$119,075

<sup>1</sup> Amount includes \$2 million in Pool and Spa Safety Act grants and \$6 million in lab modernization funds carried over from 2009.

<sup>2</sup> Amount includes \$2 million in Pool and Spa Safety Act grants and \$6 million in lab modernization funds carried over from 2009 as well as \$56 thousand in expired funds.

## OBJECT CLASSIFICATION SCHEDULE (DOLLARS IN THOUSANDS)

		<u>2009</u> <u>Actual</u>	<u>2010</u> <u>Plan</u>	<u>2011</u> <u>Request</u>
<b>Direct Obligations:</b>				
Personnel Compensation:				
11.1	Full-Time Permanent .....	\$41,040	\$51,017	\$55,520
11.3	Other than Full-Time Permanent.....	2,274	4,187	4,273
11.5	Other Personnel Compensation.....	656	838	917
11.8	Special Personal Services Payments .....	0	0	0
11.9	Total Personnel Compensation.....	<u>43,970</u>	<u>56,042</u>	<u>60,710</u>
Personnel Benefits:				
12.1	Civilian.....	11,104	14,482	16,197
13.0	Benefits for Former Personnel .....	4	10	10
	Subtotal, Compensation and Benefits .....	<u>55,078</u>	<u>70,534</u>	<u>76,917</u>
21.0	Travel and Transportation of Persons .....	1,164	1,599	1,466
22.0	Transportation of Things.....	86	99	85
23.1	Rental Payments to GSA.....	4,603	5,244	8,174
23.2	Rental Payments to Others .....	3	1	1
23.3	Communication, Utilities and Miscellaneous Charges.....	1,103	678	678
24.0	Printing and Reproduction .....	381	298	298
25.1	Advisory and Assistance Services.....	133	200	200
25.2	Other Services .....	22,931	31,927	23,317
25.3	Purchases from Other Federal Agencies .....	4,112	6,900	1,785
25.4	Operation and Maintenance of Facilities.....	935	330	330
25.5	Research and Development.....	400	200	2,200
25.7	Operation and Maintenance of Equipment.....	1,061	724	724
26.0	Supplies and Materials .....	700	582	616
31.0	Equipment .....	4,568	2,880	1,805
41.0	Grants .....	0	4,000	0
42.0	Insurance Claims and Indemnities .....	90	4	4
99.0	Subtotal, Direct Obligations.....	<u>\$97,348</u>	<u>\$126,200<sup>1</sup></u>	<u>118,600</u>
<b>Reimbursable Obligations:</b>				
11.1	Full-Time Permanent .....	0	10	10
21.0	Travel and Transportation of Persons .....	34	15	15
25.0	Other Services .....	2,763	3,975	3,975
26.0	Supplies and Materials .....	0	0	0
31.0	Equipment .....	0	0	0
	Subtotal, Reimbursable Obligations.....	<u>2,797</u>	<u>4,000</u>	<u>4,000</u>
99.9	Total Obligations.....	<u>\$100,145</u>	<u>\$130,200</u>	<u>\$122,600</u>

## PERSONNEL SUMMARY

**Direct:**

## Total Compensable Work Years:

Full-Time Equivalent Employment .....	435	530	576
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<sup>1</sup>The \$126.2 million amount includes \$118.2 million appropriation plus \$2 million in Pool and Spa Safety Act grants and \$6 million in lab modernization funds carried over from 2009.

## VOLUNTARY AND MANDATORY STANDARDS SUMMARY

	<b><u>2009</u></b> <b><u>Actual</u></b>	<b><u>2010</u></b> <b><u>Plan</u></b>	<b><u>2011</u></b> <b><u>Request*</u></b>
<b>VOLUNTARY STANDARDS UNDER DEVELOPMENT</b>			
Fire Hazards.....	3	9	10
Carbon Monoxide Hazards .....	0	2	1
Children’s and Other Hazards .....	<u>36</u>	<u>49</u>	<u>49</u>
Total Voluntary Standards.....	39	60	60
<b>MANDATORY STANDARDS UNDER DEVELOPMENT</b>			
Fire Hazards.....	3	2	2
Carbon Monoxide Hazards .....	1	1	1
Children’s and Other Hazards .....	2 <sup>#</sup>	3 <sup>#</sup>	3 <sup>#</sup>
CPSIA .....	<u>24</u>	<u>22</u>	<u>16</u>
Total Mandatory Standards .....	30	28	22

\* It is anticipated that these numbers will change to reflect activities changed during the operating plan period.

# Refer to the CPSIA section for additional rulemaking activities related to Children’s and Other Hazards.

## CPSC ACCOMPLISHMENTS

CPSC accomplishments illustrate the continuing efforts to reduce injuries and deaths from consumer products. CPSC stresses three approaches in carrying out its mission. First, the Agency seeks to prevent deaths and injuries from hazardous products before tragedies occur. Second, CPSC seeks to work cooperatively with, and be accessible to, American consumers and businesses. Finally, the Agency continually evaluates the way it operates to create a more efficient Agency.

***Improving Product Safety: Implementing the Consumer Product Safety Improvement Act.*** The Consumer Product Safety Improvement Act (CPSIA) was enacted on August 14, 2008. The Act represents the most substantial change in CPSC's authorities since the inception of the Agency. The Act enhances CPSC's recall authority, streamlines the rulemaking process, provides for the creation of a new searchable database of consumer product complaints, and requires product certification. It also allows CPSC to impose significantly higher penalties, to hire more staff, and to better track product units and suppliers to facilitate recalls of defective products. To implement the CPSIA requirements, CPSC:

- Implemented the CPSIA. In 2009, staff continued to implement the CPSIA through rulemaking, enforcement, and other safety standard activities. The Commission completed 15 rules or other documents required by the CPSIA. The number of completed assignments required by the CPSIA, however, is only a partial accounting of the Commission's actual workload. For example, in some cases, a statutory requirement under the CPSIA triggered additional work and the need for the Commission to issue a proposed rule (before it could issue the CPSIA required final rule), an interpretive rule, a statement of policy, or a guidance document. These other rules and documents constitute an additional 20 items completed in 2009. Staff has held numerous public briefings to help stakeholders understand their obligations under the law, created a special Web site devoted to CPSIA, and responded to thousands of inquiries from affected manufacturers, retailers, resellers, and consumers. CPSC published a final rule on all-terrain vehicles (ATVs) in the Federal Register. The rule adopts the American National Standard for four wheel all-terrain vehicles, ANSI/SVIA 1-2007, as a mandatory consumer product safety standard as required by the CPSIA.
- Developed safety standards for infant and toddler products such as: full-size cribs and non full-size cribs; toddler beds; high chairs, booster chairs, hook on chairs; bath seats; gates and other enclosure for confining a child; play yards; stationary activity centers; infant carriers; strollers; walkers; swings; and bassinets and cradles. The Commission is required by the CPSIA to either make the existing voluntary safety standards for these products mandatory or provide for a stricter safety standard. Notices of Proposed Rulemaking have been published for baby bath seats and infant walkers. An Advanced Notice of Proposed Rulemaking was published for cribs.
- Published requirements for consumer registration of durable infant or toddler products to require a postage prepaid registration card to be supplied with the product. This registration card will enable a manufacturer or retailer of the product to contact consumers with recall or other safety information.
- Published Federal Register notices of laboratory accreditation requirements for third-party conformity assessment bodies to test to the requirements for lead in paint, cribs and pacifiers, small parts, lead content in children's metal jewelry, children's products other than metal jewelry, and all other children's products as established by the CPSIA. Furthermore, CPSC published periodic audit requirements for these laboratories.
- Worked on developing a risk assessment methodology for the identification of shipments of consumer products that are intended for import into the United States and are likely to include consumer products in violation of safety standards or other import provisions enforced by the Commission, as required by the CPSIA. The CPSIA also requires the Commission to develop a plan for sharing information and enhancing coordination with Customs and Border Protection (CBP).

- Published cautionary statement labeling requirements for print advertising. Started planning rulemaking activities for labeling consumer products as complying with certification requirements.
- Launched a public education program which included conducting 12 public meetings, starting on September 4<sup>th</sup>, 2008, to explain the requirements of the CPSIA to businesses and the public. Staff prepared summaries of 19 sections of the CPSIA, a timeline of the rulemakings required in the CPSIA, responses to frequently asked questions, and other information and guidance to explain the various CPSIA provisions. A Web site link for all CPSIA activities has also been created and is available at [www.cpsc.gov/about/cpsia/cpsia.html](http://www.cpsc.gov/about/cpsia/cpsia.html).
- Worked on the Consumer Product Safety Risk Management System (CPSRMS), which includes a publicly searchable database of consumer product incidents and related information technology modernization. CPSC completed a business case to develop the CPSRMS; developed an implementation plan; awarded contracts; and started work on the first of four phases, which includes engaging with industry and consumers via public workshops.

***The Safety Triangle at Work: Working with Businesses and Consumers.***

CPSC's injury prevention activities involve all members of the product safety triangle -- consumers, industry, and CPSC -- working together for product safety. Because government, businesses, and consumers all share responsibility for product safety, CPSC:

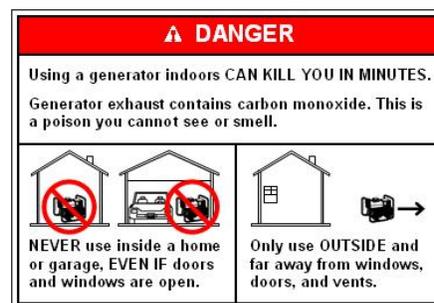


- Addressed potential risks associated with imported products, including lead in children's products, especially from China. CPSC is addressing the safety of Chinese imports with a number of activities including: dialogue and initiatives with China and other foreign governments; working with the private sector, including Chinese manufacturers directly; and increased surveillance and enforcement activities at the borders and within the marketplace.
- Implemented a new, more aggressive "Import Safety Initiative" program. In 2008, CPSC created an Import Surveillance Division with specialists specifically trained in import surveillance procedures and the rapid identification of defective and non-complying consumer products to conduct import safety improvement activities. This marks the first permanent full-time presence of CPSC investigators at key ports of entry throughout the United States. In 2009, CPSC expanded the Import Surveillance Division by increasing staffing at United States ports to 14. CPSC cooperation with Customs and Border Protection resulted in collection of 1,600 samples after field screening for CPSC violations, seizure in multiple ports of All Terrain Vehicles that lacked approved safety plans, and initiation of the Importer Self Assessment Product Safety pilot program with the Customs and Border Protection.
- Established CPSC's first overseas presence. CPSC now has its first-ever staff member permanently based outside the United States in the United States Embassy in Beijing. This enables CPSC to promote compliance with United States product safety requirements among Asian (especially Chinese) exporters and to coordinate with product safety regulators in the region. Also, CPSC and the counterpart agency in China, the General Administration for Quality Supervision and Inspection, continued work on an expanded six priority areas for work groups: toys, ATVs, lead in children's products, electrical products, lighters, and fireworks.
- Continues the award-winning voluntary *Fast Track Product Recall Program* to speed up corrective actions, including product recalls and, most importantly, quickly remove unsafe consumer products from the marketplace. There were 275 Fast Track product recalls in 2009. Since the program's inception, over 1,500 firms participated in the program resulting in nearly 3,000 product recalls involving over 300 million product units. The Fast Track program has been cited as an outstanding innovation by both government and private organizations.

- Administered [www.recalls.gov](http://www.recalls.gov), an innovative “one-stop shop” for all federal product recalls, in partnership with five other Federal health and safety regulatory agencies that conduct safety recalls. CPSC also partnered with numerous businesses as well as public organizations in promoting the Web site. The site enables people to sign up for product recall alerts and automatically obtain future product safety information. In 2009, there were about 3 million visits to the site. CPSC also added a one-stop search page where consumers can search for recalls from all six participating agencies, further enhancing its ability to disseminate important safety information.
- Expanded the grassroots *Neighborhood Safety Network* (NSN) which provides lifesaving information to consumers and families who are not familiar with CPSC’s safety messages, particularly vulnerable and hard-to-reach populations, such as the elderly, urban and rural low-income families, and some minority groups. NSN has more than 5,600 members, many of whom share CPSC-produced posters and safety alerts with tens, hundreds, or even thousands of other people. Recent messages to the Network have focused on childcare safety, a major magnet related recall, ATV safety, and furniture tip-overs. Through the Web site, interested organizations and individuals may sign up to become a partner in CPSC’s future information campaigns. Partners of CPSC include the United States Department of Health and Human Services, Indian Health Service, American Indian reservations, Safe Kids Worldwide, Future Farmers of America, Boys & Girls Clubs of America, fire stations, and hospitals and health clinics.

***Saving Lives with Action and Information.*** To get unreasonably dangerous consumer products off store shelves and out of homes, CPSC:

- Continued enforcement of a *major regulation* (impact of over \$100 million) for mattresses to address open-flame ignition. The new regulation, which became effective on July 1, 2007, is likely to save as many as 270 lives each year when consumers replace all existing mattresses with new complying ones. CPSC staff organized several seminars for manufacturers and retailers. Additionally, staff participated in several industry workshops and compiled several written documents including Question and Answer materials. Moreover, CPSC staff developed the Mattress Flammability Information Web page, which serves as a useful resource to all interested parties ([www.cpsc.gov/businfo/mattress.html](http://www.cpsc.gov/businfo/mattress.html)).
- Supported ongoing rulemaking by continuing investigation of various strategies to reduce consumers’ exposure to carbon monoxide (CO) and to enable and encourage them to use generators outdoors only. Those strategies include generator engines with substantially reduced CO emissions and interlocking or automatic shut-off devices.
- Completed 465 cooperative recalls in 2009, involving nearly 229.6 million product units that either violated mandatory standards or presented a substantial risk of injury to the public.
- Continued to enforce the laws and regulations designed to protect citizens from product hazards. In 2009, CPSC negotiated out of court settlements in which 38 companies voluntarily agreed to pay \$9.8 million in civil penalties to the United States Treasury. This total is expected to increase in the future because the CPSIA allows CPSC to impose significantly higher penalties (up from \$5,000 to \$100,000 per violation).
- Developed a working *Retailer Reporting Model* under which certain retailers utilized a new way of meeting their obligation to report potential product hazards or violations of Commission safety standards.



**Generator On-Product Label**

- Enhanced recall effectiveness by promoting the CPSC-created *Neighborhood Safety Network*, a communications vehicle using e-mail and the Internet, and updating [www.cpsc.gov](http://www.cpsc.gov), [www.recalls.gov](http://www.recalls.gov), and [www.atvsafety.gov](http://www.atvsafety.gov) Web sites.
- Informed the public in 2009 of hazardous products through 342 press releases and recall alerts, 8 million electronically-distributed publications, and through CPSC's Web site, consumer Hotline, and National Injury Information Clearinghouse.

**Emerging Hazard Analyses.** Because CPSC is data-driven, staff always seeks to improve the timeliness and quality of data collection efforts. Specifically, CPSC:

- Expanded and accelerated collection of medical examiner and coroner reports to provide faster identification of consumer product-related deaths.
- Improved the availability of hazard data to staff, industry, and consumers by making data from the Agency's *NEISS database* available on CPSC's Web site.
- Expanded timely reporting of hazards by accepting hazard complaints through CPSC's telephone Hotline and Web site.
- Implemented processes and procedures from the pilot Early Warning System (EWS) focusing on products found in the sleeping environments of children – cribs, bassinets, and play yards (play pens). A multi-disciplinary team of subject matter experts meets weekly to evaluate and characterize the hazard scenarios and failure modes of product-associated incidents received during the previous week. An electronic database was developed and is updated weekly to capture the hazard scenarios, failure modes, investigative status, and compliance action disposition of each incident. In 2009, a prototype system was developed and deployed to replace the existing electronic database. The prototype automates data extraction processes and provides enhanced electronic collaboration for the EWS team. Work on EWS contributed to 12 recalls involving more than 3 million cribs, bassinets, and play yards, demonstrating the successful implementation of the pilot EWS processes and procedures.

**CPSC and Citizens.** Staff works hard to bring CPSC services to citizens through many different means. Specifically, CPSC:

- Administered the "Drive to One Million" campaign which started in 2007. This effort uses several different agency tools to make the public aware that despite CPSC's best efforts there are still many recalled products in the hands of the public. CPSC's goal is to have at least one million consumers sign up to receive, free of charge, potentially life-saving information electronically through CPSC's e-mail notification system. Consumers can receive notice of recall information as it is released by signing up at [www.cpsc.gov/cpsclist.aspx](http://www.cpsc.gov/cpsclist.aspx).
- Provided a "user friendly" *CPSC Web site* ([www.cpsc.gov](http://www.cpsc.gov)), increasing visits to the site to 39.8 million in 2009 from 13.7 million in 2005 (nearly a 300 percent increase). The CPSC Web site provides up-to-the minute recall and other safety information, and allows the public to send CPSC complaints about hazardous products. Industry also can use this site to file hazardous product reports required under Section 15 of the Consumer Product Safety Act and obtain current information about CPSC actions. CPSC safety brochures are available on [www.cpsc.gov](http://www.cpsc.gov) for citizens and organizations to download and distribute. In a recent survey, 94 percent of Web site users reported they were satisfied or very satisfied with the Web site.
- Created a new Web site, [www.poolsafety.gov](http://www.poolsafety.gov), which serves as the main location for information about the Pool & Spa Safety Act. The site has separate sections of information geared towards different audiences: pool owners and operators, the pool and spa industry, state and local officials, the public, and the media.

- Combined state-of-the-art technology and existing resources to transform the Hotline into an innovative, user-friendly information system. The Hotline provides a critical gateway to CPSC for consumers seeking important safety information and filing reports about unsafe products. In 2009, there were over 183,000 Hotline calls from the public.
- Launched a comprehensive social networking initiative that will increase transparency, empower consumers, encourage their involvement in surveillance, and speed consumer and industry responses to safety alerts. It will make life-saving information more accessible to millions of consumers through CPSC's OnSafety blog ([www.cpsc.gov/OnSafety](http://www.cpsc.gov/OnSafety)), CPSC videos on ([www.youtube.com/uscpsc](http://www.youtube.com/uscpsc)), CPSC photos on ([www.flickr.com/photos/uscpsc](http://www.flickr.com/photos/uscpsc)), OnSafety page on ([twitter.com/OnSafety](http://twitter.com/OnSafety)), streaming recall news on CPSC's widget ([www.cpsc.gov/cgi-bin/javascripts/widgetrss.html](http://www.cpsc.gov/cgi-bin/javascripts/widgetrss.html)), and through other social media networks.

***Streamlining and Strengthening Agency Operations.*** To assure the most value for the American public from every Agency dollar, CPSC:

- Produced 2009 financial statements which were audited by an independent auditor and received an opinion that CPSC's financial management system was in full compliance with all regulations and that the financial management system had no material weaknesses (reported in the 2009 Performance and Accountability Report, November 2009). These statements met the *accelerated* Federal schedule of 45 days after the close of the fiscal year. The audit found that CPSC's statements and financial system conformed to accepted accounting principles, laws, and regulations and that CPSC has effective internal controls.
- Established and secured funding to modernize the aging testing laboratory facility. In May 2009, the General Services Administration awarded a lease for the CPSC laboratory to move into a facility located at 5 Research Place in Rockville, MD. Facility design efforts are progressing.

## INSPECTOR GENERAL BUDGET REQUEST (DOLLARS IN THOUSANDS)

In compliance with P.L. 110-409, the Inspector General Reform Act of 2008, the following information is presented:

<b>Resource</b>	<b>2009 <u>Actual</u></b>	<b>2010 <u>Plan</u></b>	<b>CPSC 2011 <u>Request</u></b>
FTEs.....	4.4	7.0	7.0
Compensation .....	\$389.6	\$827.4	\$840.4
Contracts .....	\$174.5	\$50.0	\$100.0
Operating Costs.....	\$7.6	\$9.9	\$9.9
Training.....	\$10.9	\$11.0	\$15.0
IG Council Contribution .....	\$1.4	\$2.3	\$5.3
<b>Total Amount</b> .....	<b>\$584.0</b>	<b>\$900.6</b>	<b>\$970.6</b>

CPSC Inspector General comment: I certify as the IG of the CPSC that the amount I have requested for training has satisfied all OIG training needs for fiscal year 2011.

## ACRONYMS

ANPR	Advance Notice of Proposed Rulemaking
ANSI	American National Standards Institute
AQSIQ	General Administration for Quality Supervision, Inspection, and Quarantine
ASTM	ASTM International, formerly American Society for Testing and Materials
ATV	All-Terrain Vehicle
CDC	Centers for Disease Control and Prevention
CFR	Code of Federal Regulations
CHAP	Chronic Hazard Advisory Panel
CO	Carbon Monoxide
CPSC	Consumer Product Safety Commission
CPSIA	Consumer Product Safety Improvement Act
CPSRMS	Consumer Product Safety Risk Management System
EEO/AEP	Equal Employment Opportunity/Affirmative Employment Program
EPA	Environmental Protection Agency
EWS	Early Warning System
FHSA	Federal Hazardous Substances Act
FTE	Full-Time Equivalent
GFCI	Ground Fault Circuit Interrupter
GHS	Globally Harmonized System
GSA	General Services Administration
HSPD	Homeland Security Presidential Directive
IAG	Interagency Agreement
IAQ	Indoor Air Quality
ICCVAM	Interagency Coordinating Committee on the Validation of Alternative Methods
LOA	Letter of Advice
MUV	Multi-purpose Off-Highway Utility Vehicles
NEISS	National Electronic Injury Surveillance System
NIOSH	National Institute for Occupational Safety and Health
NIST	National Institute of Standards and Technology
NNI	National Nanotechnology Initiative
NPR	Notice of Proposed Rulemaking
NSN	Neighborhood Safety Network
OMB	Office of Management and Budget
PMO	Project Management Office
PPPA	Poison Prevention Packaging Act
PSSA	Virginia Graeme Baker Pool and Spa Safety Act
RIP	Reduced Ignition Propensity
ROHVA	Recreational Off-Highway Vehicle Association
ROV	Recreational Off-Highway Vehicle
SME	Subject Matter Expert
USFA	United States Fire Administration
VNR	Video News Release
XRF	X-Ray Fluorescence
20XX	Years mentioned refer to fiscal years except for deaths, injuries and associated property losses, which are on a calendar year basis.



**UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION  
BETHESDA, MD 20814**