



UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION

2010 PERFORMANCE BUDGET (OPERATING PLAN)

Saving Lives and Keeping Families Safe

January 2010

**UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION
2010 PERFORMANCE BUDGET**

TABLE OF CONTENTS

	<u>Page</u>
Budget Summary	
2010 Highlights.....	i
Table 1 - 2008 to 2010 Resources by Program and Activity	1
Budget Programs and Performance Plan	
<i>Reducing Product Hazards to Children and Families</i>	2
2010 Resources	2
Consumer Product Safety Improvement Act	8
Import Safety Initiative	22
Fire Hazards	29
Carbon Monoxide Poisoning Hazards	37
Children’s and Other Hazards	42
Imported Drywall.....	60
<i>Identifying Product Hazards</i>	63
2010 Resources	63
Data Collection Activities	66
Data Analysis Activities	66
Services and Management Goals	71
Industry Services	71
Customer Satisfaction with CPSC Services	73
Management Goals	77
Appendix A - Performance Plan Supporting Details	
Program Evaluations	81
Verification and Validation.....	84
Societal Costs Estimation.....	88
Appendix B – Budget Supporting Details	
Voluntary Standards Summary 2010	89
Mandatory Standards Summary 2010.....	91

HIGHLIGHTS OF THE 2010 OPERATING PLAN

Congress appropriated \$118,200,000 to the U.S. CPSC, an increase for CPSC of \$12,796,000 over the agency's 2009 appropriation. This increase supports ongoing implementation of the Consumer Product Safety Improvement Act (CPSIA), which provides greatly expanded authorities to regulate safety in consumer products to better protect America's children and families, mandates the establishment of a public database, and directs the Commission to undertake IT modernization. Key expenditures of this operating plan include:

- **CPSIA Rulemaking and Enforcement.** Implementation of the CPSIA continues to be one of the highest priorities of the Commission. In 2010, CPSC will work on rulemaking activities for products such as cribs, infant walkers, bath seats, toddler beds, bassinets, play yards, bed rails, and ATVs and seek input from stakeholders throughout the process. CPSC will work on lab accreditation requirements for testing compliance to regulations for products such as ATVs, consumer products containing phthalates, children's sleepwear, electrically operated toys, and youth mattresses. CPSC will provide businesses with information they need in order to comply with requirements of the CPSIA. Staff will enforce requirements of the CPSIA such as those for certification and tracking labels. In addition, CPSC staff will host a workshop for manufacturers, testing laboratories, and other interested stakeholders to address issues relating to test programs, material changes to children's products and third-party testing, component testing, and product labeling.
- **CPSIA Public Database.** CPSC will largely complete the first phase of the development of the public database, which is targeted for public operation in March 2011. This will be an integrated Web-based database for both public and staff use that will enhance CPSC's ability to achieve its mission, increase the efficiency and effectiveness of CPSC staff's consumer product safety work, and enable more rapid dissemination of information. In 2010, staff will complete system design, address rulemaking issues to better define the scope of the public database, and hold workshops to solicit public opinion on topics related to the public database.
- **Cribs.** Cribs are one of the only places where parents leave babies unattended for long periods of time and remain a priority of the Commission. CPSC will accelerate rulemaking activities related to cribs. Additionally, as part of the Commission's multi faceted approach to the issue of crib safety, CPSC will focus not just on crib safety rules, but also on new methods of identifying existing hazards in the fastest way possible, increasing monitoring of recall effectiveness, and increasing public outreach.
- **Children's Sleep Environments.** Despite warnings and advisories given by CPSC and other health agencies, consumers continue to place children to sleep in hazardous environments. Some consumers do not perceive the hazards created by gaps or soft bedding in the infant sleep area. In 2010, staff is refining methods for explaining the hidden hazards so that consumers will know what to look for when they evaluate their children's sleeping environments.
- **Pool and Spa Safety.** CPSC will carry out the requirements of the Virginia Graeme Baker Pool and Spa Safety Act. CPSC will conduct an expansive national consumer education campaign in the spring and summer of 2010 that addresses child drowning and the hidden hazard of drain entrapment. CPSC will work with the Centers for Disease Control and Prevention to implement a grant program whereby states that have specified pool safety statutes in place can apply for funding for education and enforcement. Additionally, staff will work with state and local governments to inspect public pools and spas to monitor compliance with the new law.

- **International Programs.** In 2010, CPSC’s first staff member permanently based outside the United States will work on CPSC issues at the U.S. Embassy in Beijing; will coordinate activities between CPSC and its Chinese government partner, the General Administration for Quality Supervision and Inspection (AQSIQ); and help disseminate information on U.S. requirements to Chinese industry. CPSC will also step up efforts to prevent the importation of defective products over the land borders with Canada and Mexico. CPSC will coordinate an effort to improve cooperation with Canadian and Mexican product safety authorities, as well as with Canadian and Mexican consumer product industries supplying the U.S. market. Through increased cooperation, CPSC and its North American partners can reduce consumers’ exposure to unsafe products, whether or not those products originate in North America.
- **Education and Outreach.** CPSC will continue to communicate with millions of consumers in 2010, with an emphasis on reaching underserved populations. CPSC will carry out a “Minority Outreach Campaign” to increase awareness of product safety in certain targeted markets. CPSC will expand the Neighborhood Safety Network program and target materials to specific hard-to-reach populations that the grassroots program aims to serve. Additionally, CPSC is continuing the new social media campaign launched in September 2009, called “CPSC 2.0,” modeled after the White House’s use of social media. This campaign includes the OnSafety blog, CPSC’s new YouTube channel, photos of CPSC on Flickr, streaming recall news on CPSC’s widget, and CPSC’s OnSafety page on Twitter. These platforms provide a low cost, highly effective, and creative way to reach millions of families, many of whom are unaware of the CPSC.
- **Drywall.** CPSC will continue to lead the interagency task force that includes both state and federal agencies in analyzing incoming information about imported drywall to determine the nexus between the drywall and the reported health and corrosion issues. In 2010, CPSC will work on a possible rule to require identifying labels on drywall and will release results of the technical studies such as elemental and chemical analysis, emissions testing in controlled chambers, indoor air testing of affected and control homes, and corrosion and metallurgical analyses of electrical, fuel gas distribution, and fire safety components.
- **Import Surveillance.** In 2008, CPSC established a new Import Surveillance Division, which is working closely with U.S. Customs and Border Protection at U.S. ports. This allowed the first permanent, full time presence of CPSC investigators at key ports of entry throughout the United States. These import safety investigators, who work with compliance officers, research analysts, attorneys, and support staff, are tasked with identifying products coming into the United States that may either be defective or violate one of CPSC’s regulations. In 2009, CPSC expanded the import surveillance division to 14 staff allowing for more staffing at U.S. ports. CPSC is planning further expansion for 2010.

TABLE 1
2008 TO 2010 RESOURCES BY PROGRAM AND ACTIVITY
(DOLLARS IN THOUSANDS)

	<u>2008 Actual</u>		<u>2009 Actual</u>		<u>2010 Plan</u>	
	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>
REDUCING PRODUCT HAZARDS						
To CHILDREN AND FAMILIES:						
Fire Deaths.....	120	\$20,811	104	\$20,137	110	\$19,036
Carbon Monoxide Poisoning	6	1,118	10	2,292	8	1,460
Children's and Other Hazards*	188	32,572	235	49,251	321	67,598
Subtotal	314	\$54,501	349	\$71,680	439	\$88,094
IDENTIFYING PRODUCT HAZARDS.....	82	\$17,447	86	\$25,668	91	\$30,106
Lab Modernization.....	--	8,000	--	--	--	--
TOTAL ANNUAL APPROPRIATED FUND	<u>396</u>	<u>\$79,948</u>	<u>435</u>	<u>\$97,348</u>	<u>530</u>	<u>\$118,200</u>
MULTI-YEAR FUNDS CARRIED OVER FROM PRIOR YEAR**:						
Lab Modernization.....	--	--	--	--	--	\$6,000
Pool and Spa Safety Act Grant Program	--	--	--	--	--	2,000
TOTAL ALL FUNDS	<u>396</u>	<u>\$79,948</u>	<u>435</u>	<u>\$97,348</u>	<u>530</u>	<u>\$126,200</u>

* Children's and Other Hazards include CPSIA activities except for the Consumer Product Safety Risk Management System, 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.

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 on page 88.)

In the Reducing Hazards budget program, CPSC sets goals for the following:

- enforcing the Consumer Product Safety Improvement Act (CPSIA) requirements;
- protecting the public from unsafe imported products (including imported drywall);
- 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.

2008-2010 RESOURCES BY HAZARD* (DOLLARS IN THOUSANDS)						
HAZARDS	2008 Actual		2009 Actual		2010 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Fire	120	\$20,811	104	\$20,137	110	\$19,036
Carbon Monoxide	6	1,118	10	2,292	8	1,460
Children's and Other	188	32,572	235	49,251	321	69,598
TOTAL	314	\$54,501	349	\$ 71,680	439	\$90,094 [†]

* Resources for the CPSIA (except for the Consumer Product Safety Risk Management System, which is included under *Identifying Product Hazards*) and the Import Safety Initiative are included under all hazard programs above because these initiatives affect all hazard 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 that was 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; (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 labels 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, staff will work on rulemaking activities related to lead, labeling of consumer products, consumer products containing phthalates, cribs, infant walkers, bath seats, toddler beds, bassinets, play yards, bed rails, and laboratory accreditations.

Import Safety

The U.S. 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 U.S. 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 Import Surveillance Division added five staff members in

2009. The port investigators work with compliance officers, research analysts, attorneys, and support staff. In 2010, the division will continue to expand with additional staff at U.S. 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. 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 upholstered furniture, mattresses (cigarette ignition), and portable gas generators. 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 their own investigations. Staff learns about potential product defects from many sources, including consumer reports to the Hotline and Web site. In addition, firms are required 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 negotiates with the responsible firm. 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 U.S. 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, www.recalls.gov, www.ATVSafety.gov, www.PoolSafety.gov); CPSC information centers ([resale/thrift stores](#), [drywall](#), [cribs](#), [generators](#)); the CPSIA Web page (www.cpsc.gov/about/cpsia/cpsia.html); the OnSafety blog (www.cpsc.gov/OnSafety); recall widget 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. The “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 by signing up at 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, 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) 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 grassroots 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) 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, CPSC will address requirements of the Act through a 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 ACT¹

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's) 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;
- 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 given the significant changes it makes to the Commission's legal authorities.

In 2010, along with continuing to promulgate new rules under the 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 work on development of the public database and modernization of CPSC's information technology to support CPSC's product safety work.

¹ 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, which is included under *Identifying Product Hazards*.

2010 ANNUAL GOALS FOR IMPROVING PRODUCT SAFETY: IMPLEMENTING THE NEW LEGISLATION

TITLE I - CHILDREN'S PRODUCT SAFETY

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Safety Standards: Prepare Candidates for Rulemaking							
1. Lead content determinations and exclusions (sec. 101)	Goal Actual	**	**	**	**	5 5	1
2. Children's product (sec. 101)	Goal Actual	**	**	**	**	**	1
3. Third-party testing and accreditation requirements (sec. 102)	Goal Actual	**	**	**	**	6 6	4
4. Labeling of consumer products as complying with certification requirements (sec. 102)	Goal Actual	**	**	**	**	1 0	1
5. Safety standards for durable infant or toddler products and accreditation requirements (sec. 104)	Goal Actual	**	**	**	**	3 3	8
6. Consumer registration forms for durable infant/toddler products (sec. 104)	Goal Actual	**	**	**	**	1 1	1
7. Phthalates (sec. 108)	Goal Actual	**	**	**	**	**	2
8. Substantial Product Hazard - 15j (sec. 223)	Goal Actual	**	**	**	**	**	2
9. All-terrain vehicles (sec. 232)	Goal Actual	**	**	**	**	1 1	1
Complete Data Analysis and Technical Review Activities							
10. Study the measurement of lead in paint through x-ray fluorescence and alternative technologies (sec. 101)	Goal Actual	**	**	**	**	1 1	1
11. Juvenile Products Standards Comparison (sec. 104)	Goal Actual	**	**	**	**	**	1
12. Durable Nursery Products Exposure Survey (sec. 104)	Goal Actual	**	**	**	**	**	1
13. Evaluate and make recommendations to improve sections of the ASTM toy standard (sec. 106)	Goal Actual	**	**	**	**	6 6	2
14. Provide technical support to the Chronic Hazard Advisory Panel (sec. 108)	Goal Actual	**	**	**	**	2 1	2
Compliance							
15. Enforce the lead paint ban and lead content limit in children's products (sec. 101)	Goal Actual	**	**	**	**	500 715	1,000
16. Enforce certification requirements (sec. 102)	Goal Actual	**	**	**	**	**	1
17. Enforce tracking labels requirements (sec. 103)	Goal Actual	**	**	**	**	**	1
18. Enforce ASTM toy standard (sec. 106)	Goal Actual	**	**	**	**	**	1
19. Enforce the ban on products containing prohibited phthalates (sec. 108)	Goal Actual	**	**	**	**	**	1
20. Review ATV action plans within 60 days (sec. 232)	Goal Actual	**	**	**	**	100% 100%	100%
21. Enforce mandatory ATV requirements (sec. 232)	Goal Actual	**	**	**	**	**	1

** No goal established. Legislation not yet in place: while no goals were established because of the passage date, work on CPSIA activities began in late FY 2008.

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Communication/Consumer Information							
22. Keep public updated on CPSIA activities	Goal	**	**	**	**	**	1
	Actual						
23. Participate in public or Web-cast meetings for stakeholders to learn about the CPSIA	Goal	**	**	**	**	9	6
	Actual					12	
24. Create response publications for small business seeking Ombudsman office counsel	Goal	**	**	**	**	3	1
	Actual					3	

** No goal established. Legislation not yet in place: 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 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 2010, as directed by the Commission, staff will prepare for Commission consideration a rule providing for the determination that the lead content of certain specified products or materials are known to not exceed the 100 ppm limit.

2. Interpretative Rule for Children’s Product

Numerous requirements of the CPSIA apply to *children’s products*. As defined in the CPSA, a *children’s product* is “a consumer product designed or intended primarily for children 12 years of age or younger.”

The CPSA also states that when determining whether a consumer product is primarily intended for a child 12 years of age or younger, the following factors shall be considered:

- a statement by a manufacturer about the intended use of such product, including a label on such product if such statement is reasonable;
- whether the product is represented in its packaging, display, promotion, or advertising as appropriate for use by children 12 years of age or younger;
- whether the product is commonly recognized by consumers as being intended for use by a child 12 years of age or younger; and
- the age determination guidelines issued by the Commission staff in September 2002, and any successor to such guidelines.

Since the definition of a *children’s product* could encompass many consumer products, the Commission faces the challenge of interpreting this definition in a manner that allows industry to clearly identify the products covered by the Act. This project explains various concepts relevant to the interpretation of the scope of products addressed by the term *children’s product* that the Commission may use to issue an interpretive rule in 2010.

Goal: In 2010, staff will prepare for commission consideration a briefing package on an interpretive rule regarding the term *children's product*.

3. *Third-Party Testing and Accreditation Requirements*

The CPSIA mandates third-party testing for certain children's products. The Act sets a schedule for the Commission to publish notice of requirements for accreditation of third-party testing laboratories. In 2009, staff created and managed a process for the submission, collection, and processing of all application materials for CPSC accreditation of these laboratories.

Goal: In 2010, staff will develop, for Commission consideration, protocols and standards for: (1) periodic testing; (2) testing of random samples; (3) verification that children's products tested by a conformity assessment body comply with applicable children's product safety rules; and (4) safeguarding against the exercise of undue influence on a third-party conformity assessment body by a manufacturer or private labeler.

4. *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.

Goal: In 2010, staff will prepare for Commission consideration a briefing package for a Notice of Proposed Rulemaking (NPR) for labeling of consumer products. The NPR will include requirements for a program by which manufacturers and private labelers may label consumer products as complying with the certification requirements of CPSIA section 102(a).

5. *Durable Infant or Toddler Products*

The CPSIA requires CPSC to study and develop safety standards for two durable infant or 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 Advance Notice of Proposed Rulemaking 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 will accelerate rulemaking activities related to cribs.

Goal: In 2010, staff will prepare for Commission consideration a briefing package for draft NPRs for full-size and 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.

Goal: 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.

Accreditation Requirements

Goal: In 2010, staff will prepare for Commission consideration draft final rules for lab accreditation for testing children's products for compliance with the durable infant or toddler products standards for baby bath seats and infant walkers.

6. *Consumer Registration Forms for Durable Infant/Toddler Products*

The CPSIA requires CPSC to issue a rule requiring manufacturers of durable infant and toddler products to issue postage prepaid registration forms that will enable the manufacturer or retailer of the product to contact consumers with recall or other safety information. In June 2009, staff prepared a draft NPR titled, "Requirements for Consumer Registration of Durable Infant or Toddler Products." The proposed rule would require each manufacturer of a durable infant or toddler product to: provide a postage-paid consumer registration form with each product; keep records of consumers who register such products with the manufacturer; and permanently place the manufacture's name and contact information, model name and number, and date of manufacture on each such product.

Goal: In 2010, staff will prepare for Commission consideration a briefing package for a final rule on product registration forms for durable infant or toddler products.

7. *Phthalates*

The CPSIA prohibits any children's toy or child care article from containing specified levels of certain phthalates.

Interpretive Rule for Children's Toy

The Act defines a *children's toy* as "a consumer product designed or intended by the manufacturer for a child 12 years of age or younger for use by the child when the child plays." Each element of the statutory definition must be met in order for an article to be a *children's toy*.

Since the given definition could encompass many consumer products, the Commission faces the challenge of interpreting this definition in a manner that allows industry to clearly identify the products covered by the Act. This project explains various concepts relevant to the interpretation of the scope of products addressed by this legislation.

Goal: In 2010, staff will prepare for commission consideration a briefing package on an interpretive rule regarding the term *children's toy*.

Interpretive Rule for Child Care Article

The Act defines a *child care article* as "a consumer product designed or intended by the manufacturer to facilitate sleep or the feeding of children age 3 and younger, or to help such children with sucking or teething."

Since this definition could encompass many consumer products, the Commission faces the challenge of interpreting this definition in a manner that allows industry to clearly identify the products covered by the Act. This project explains various concepts relevant to the interpretation of the scope of products addressed by the term *child care article*.

Goal: In 2010, staff will prepare for commission consideration a briefing package on an interpretive rule regarding the term *child care article*.

8. *Substantial Product Hazard - 15(j)*

The CPSIA added a new provision to section 15 of the CPSA that allows the Commission to adopt rules defining either the presence or absence of certain types of product characteristics as a defect that constitutes a “substantial product hazard” for an entire class of products. Such rules must be based on a “readily observable” characteristic that has already been addressed by voluntary standards, and there must be substantial compliance with those standards. The importance of such “generic defect” rules for import safety is that they streamline CPSC’s ability to deal with products that are not subject to a mandatory standard. Candidates for consideration include hair dryers and drawstrings.

Goal: In 2010, staff will prepare two briefing packages with proposed recommendations for products to be considered for rulemaking under section 15(j) by the Commission.

9. *All-Terrain Vehicles (ATVs)*

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 U.S. 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 its agreement with the Aberdeen Test Center to conduct similar tests on several adult and transitional size ATVs. This testing began in 2009 and is expected to 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 such as power steering and independent rear suspension.

Goal: In 2010, staff will monitor its agreement with the U.S. Army Aberdeen Test Center and participate in testing, as necessary, to evaluate several adult and transitional size ATVs. The contractor will complete a report on the results of this testing.

Complete Data Analysis and Technical Review Activities

10. 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 accurately in painted films on children's products at the limits required under the CPSIA is currently limited due to the unavailability of standard testing materials. 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 standard testing materials 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 2010, staff will complete a draft status report on the development of a standard reference material and the effectiveness of XRF and other alternative technologies for the measurement of lead.

11. Juvenile Products Standards Comparison

The CPSIA requires the Commission to study and develop safety standards for infant or toddler products. To support this activity, CPSC staff plans to award a contract to compare the specific requirements in each standard and rank the common requirements from least to most stringent.

Goal: In 2010, CPSC staff will develop a statement of work and award a contract for the review of all U.S. and foreign voluntary and mandatory standards for those durable infant or toddler products considered by CPSC staff. The contractor will prepare a report of its review.

12. 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.

Goal: In 2010, staff will work with the contractor to develop a final exposure survey questionnaire, develop the survey's sample (statistical) design, and submit a supporting statement for the survey to the Office of Management and Budget for approval.

13. *Toy Standard Evaluations*

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

Specific Toys, Components, and Risks Evaluation

In 2009, staff, in consultation with stakeholders, began work to evaluate and make recommendations to the Commission to improve requirements of the standard 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 2010, CPSC staff will complete a technical report of its review of ASTM F963 in the six hazard areas.

Toxicological Review

In 2009, CPSC staff awarded a contract to obtain updated toxicity and dose-response information on the seven metals identified in ASTM F963: antimony, arsenic, barium, cadmium, chromium, mercury, and selenium. F963 specifies requirements for solubility of certain metals and metalloids from surface coatings of toys. In 2010, staff will begin to evaluate the information, along with information and data obtained from other sources, to assess the effectiveness of the standard and evaluate the potential health risks of these substances when used in products other than toys, such as children's jewelry. In 2011, staff will develop recommendations for rulemaking, if appropriate.

Goal: In 2010, the contractor will provide a report and staff will write a draft status report of the review of the toxicological data for the seven metals.

14. *Phthalates and Phthalate Alternatives*

In 2009, CPSC began the process of appointing a Chronic Hazard Advisory Panel (CHAP) that will review the potential effects on children's health of all phthalates and phthalate alternatives in children's toys and child care articles. The CHAP will consider the cumulative effects of exposure to multiple phthalates from all sources, including personal care products, and make recommendations to the Commission. Within 18 months of its appointment, the CHAP shall complete an examination of the full range of phthalates used in children's products. Within 180 days of completing its examination, the CHAP shall report to the Commission the results of the examination and make recommendations regarding any phthalates or phthalate alternatives that the panel determines 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 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, the CHAP will be convened.

Goal: In 2010, staff will provide scientific and technical support to the CHAP by completing a draft report of pertinent exposure studies. Staff will also complete one toxicity review initiated in 2009.

Compliance

15. Bans 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 2010, staff will screen 1,000 models of children’s products for compliance with these lead limits.

16. Certification Enforcement

The CPSIA requires that every manufacturer (including an importer) of a product subject to a consumer product safety rule under the CPSA or similar rule, ban, standard, or regulation under any other Act enforced by the Commission and which is imported for consumption or warehousing or distributed in commerce, certify that such product complies with all applicable requirements. For children’s products, manufacturers must certify compliance of the product based on testing by a CPSC recognized third-party conformity assessment body.

Goal: In 2010, staff will enforce certification requirements for each product that is sampled for evaluation of compliance under any 2010 program. Staff will also prepare a retailer policy statement for consideration by the Commission.

17. Tracking Labels Enforcement

The CPSIA requires all children’s products to have a permanent, distinguishing mark on the product and its packaging, to the extent practicable, that will enable –

- the manufacturer to ascertain the location and date of production of the product, cohort information, and any other information determined by the manufacturer to facilitate ascertaining the specific source of the product by reference to those marks; and
- the ultimate purchaser to ascertain the manufacture or private labeler, location and date of production of the product, and cohort information.

Goal: In 2010, staff will enforce tracking label requirements for each children's product that is sampled for evaluation of compliance under any 2010 program.

18. Toy Standard Enforcement

The CPSIA promulgates ASTM F963 as a consumer product safety standard and permits revisions of the standard to become effective subject to review by the Commission.

Goal: In 2010, staff will implement a program for enforcing provisions of the applicable version of the standard.

19. Phthalate Bans Enforcement

The CPSIA prohibits the manufacture/importation, distribution and sale of certain children's products containing specific phthalates in concentrations greater than 0.1 percent.

Goal: In 2010, staff will implement a program for enforcing the phthalate limits applicable to certain children's toys or childcare articles.

20. 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 2010, staff will review (analyze for acceptability) 100 percent of ATV action plans from manufacturers or distributors within 60 days of receipt.

21. ATV Enforcement

The CPSIA made mandatory the ANSI/SVIA -1-2007 standard for 4-wheel all-terrain vehicles equipment configuration and performance requirements. The rule prohibits the manufacturer or distributor from importing into or distributing in commerce any new assembled or unassembled ATV unless the ATV complies with each applicable provision of the standard and the ATV is subject to a Commission approved action plan.

Goal: In 2010, staff will implement a program for enforcing mandatory ATV requirements, including compliance with approved ATV action plans.

Communication/Consumer Information

22. CPSIA Web Site Update

Goal: In 2010, staff will update the Web site to reflect rulemaking activity of the Commission and other similar activities related to the CPSIA.

23. Public or Web-cast Meetings

Goal: In 2010, staff will participate in six meetings (public or via Web-cast) to address the many questions CPSC receives about the CPSIA and allow for an open dialogue with stakeholders. In these meetings, staff will explain sections of the CPSIA of most interest to stakeholders and encourage discussion through question and answer sessions.

24. Ombudsman - Small Business

The CPSIA defined the content level of lead and phthalates allowed in children’s products. 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 2010, the Ombudsman will update the Web page to aid small businesses in complying with the new legislation and CPSC’s enforcement policies, as needed.

**2010 ANNUAL GOALS FOR IMPROVING PRODUCT SAFETY:
IMPLEMENTING THE NEW LEGISLATION**

TITLE II - CONSUMER PRODUCT SAFETY

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Prepare Candidates for Rulemaking							
1. Prepare guidelines on content requirements in recall notices (sec. 214)	Goal Actual	**	**	**	**	1 1	1
Review and Oversight							
2. Make determination of foreign government agencies’ eligibility to receive information (sec. 207)	Goal Actual	**	**	**	**	1 0	1
3. Provide notification to states within one business day (sec. 207)	Goal Actual	**	**	**	**	95% 100%	95%
4. Coordinate with state attorneys general on litigation (sec. 218)	Goal Actual	**	**	**	**	1 1	1
Risk Management System and Information Technology Modernization							
5. Consumer Product Safety Risk Management System (milestones) (sec. 212)	Goal Actual	**	**	**	**	3 3	6
6. Use Web-based applications to improve communication with businesses	Goal Actual	1 1	1 0	1 0	0 0	1 0	1
7. Improve access and transfer of information with other government organizations	Goal Actual	1 1	1 1	1 1	1 1	1 0	1
8. Improve internal efficiency and effectiveness	Goal Actual	1 3	1 6	1 0	1 1	1 1	2

** No goal established. Legislation not yet in place: while no goals were established because of the passage date, work on CPSIA activities began in late FY 2008.

Prepare Candidates for Rulemaking

1. Guidelines on Content Requirements in Recall Notices

The CPSIA requires that CPSC issue guidelines concerning the specific content of information listed in a mandatory recall notice unless the Commission determines certain items are unnecessary or inappropriate. In March 2009, the Commission issued an NPR titled, “Guidelines and Requirements for Mandatory Recall Notices” that would establish guidelines and requirements for recall notices ordered by the Commission or by a United States District Court under the Consumer Product Safety Act.

Goal: In 2010, staff will prepare for Commission consideration a briefing package for a final rule on guidelines and requirements for mandatory recall notices.

Review and Oversight

2. 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 be maintained in confidence and used only for official law enforcement or consumer protection purposes.

Goal: In 2010, staff will develop for Commission consideration a draft internal policy on sharing information with foreign governments.

3. 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 2010, staff will notify state health departments or designated agencies of such actions within one business day 95 percent of the time.

4. 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 2010, 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

5. Risk Management System

Under the CPSIA, Congress mandates the CPSC 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 a formal 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: In 2010, staff will (1) complete the first phase of the CPSRMS, completing at least 80 percent of development

iterations scheduled with a planned launch date for the public portal of March 2011; (2) design the new system by completing use cases, taxonomy, data dictionary, and logical data modeling; (3) prepare for Commission consideration a briefing package for rulemaking related to the public database; (4) hold workshops to solicit public opinion on topics related to the public database; (5) develop a new design for www.cpsc.gov; and (6) develop a business case for IT infrastructure.

6. *Communication with Businesses*

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

Goal: In 2010, staff will develop, as a component of the Risk Management System, an automated system that will provide for a more efficient and secure way for industry to respond to consumer product related incidents and find publicly available information about consumer product related incidents.

7. *Communication with Government*

In 2004, the Homeland Security Presidential Directive 12 (HSPD-12) mandated the implementation of a common identification standard for federal employees and contractors. Its purpose is to enhance security, increase government efficiency, reduce identity fraud, and protect personal privacy by establishing a mandatory, government-wide standard for secure and reliable forms of identification issued by the federal government to its employees and contractors. CPSC is using the General Services Administration shared services provider contract to meet the HSPD-12 deadlines.

Goal: In 2010, staff will complete implementation of HSPD-12.

8. *Internal Efficiency and Effectiveness (IEE)*

This initiative brings commercial best practices to key government operations, particularly information security, supply chain management, human capital management, financial management and document workflow. 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. Additionally, the PMO will ensure compliance with the Capital Planning and Investment Control requirements, including the development and submission of the Office of Management and Budget (OMB) Exhibit 300 to justify IT investments and OMB Exhibit 53 to provide budget estimates.

Goal: In 2010, the PMO will establish and enforce standard processes and documentation requirements for major IT projects. In addition, staff will (1) complete an operational analysis of the

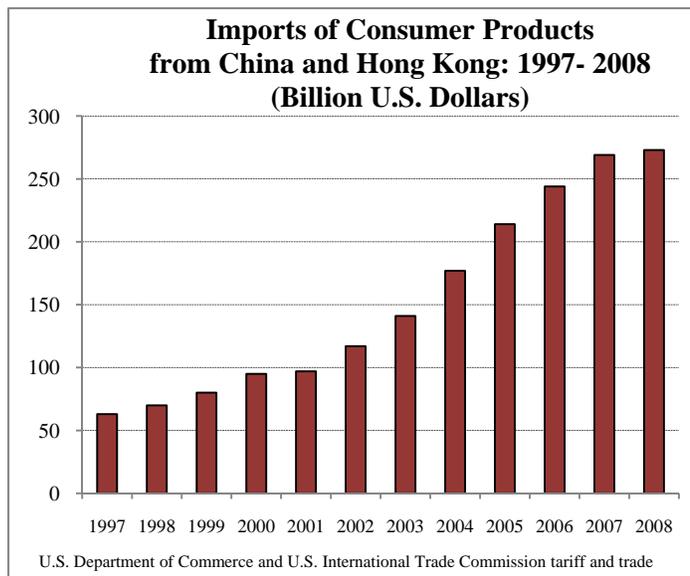
IT infrastructure with supporting business case and OMB Exhibit 300 and (2) complete an operational analysis of the suite of legacy applications with supporting business case and OMB Exhibit 300. These will be significantly smaller business cases in terms of dollars and business case complexity and will likely not include developing an alternative analysis.



IMPORT SAFETY INITIATIVE²

In 2007, product recalls were at their highest level in 10 years. Of the 473 recalls, 82 percent involved imported products, mostly from China. 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 is a strong federal presence in the import arena.

Currently, approximately 85 percent of U.S. product recalls are of imported products with the majority manufactured in China. The value of U.S. 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 U.S. imports of consumer products from China and Hong Kong more than quadrupled.



The 2008 CPSC appropriation funded 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 compliance officers, research analysts, attorneys, and support staff to stop violative or defective products from entering the U.S. In 2009, CPSC expanded the import surveillance division by increasing staffing at U.S. ports to 14 FTEs. CPSC is planning further expansion for 2010.

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 U.S. 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 U.S.–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, with a staff person (assisted by a foreign national hire) located in China to facilitate safety efforts with one of the largest exporters of consumer products to the U.S.

² Resources for this effort are included in the major program, *Reducing Product Hazards to Children and Families*, which this activity supports.

2010 ANNUAL IMPORT SAFETY GOALS

IMPORTS FROM CHINA

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Dialogue and Initiatives with the Chinese Government							
1. Participate in biennial U.S.–China Consumer Product Safety Summit	Goal	**	**	**	NA	1	NA
	Actual	1	NA	1	NA	1	
2. Develop or continue implementation of cooperative work plans in product areas, as appropriate	Goal	**	2	4	4	6	6
	Actual		2	4	4	6	
3. Review and update China program plan	Goal	**	1	1	1	1	1
	Actual		1	1	1	1	
4. Conduct periodic review with Chinese regulatory officials to exchange information about significant recalls and/or other product safety issues	Goal	**	**	**	12	12	12
	Actual				12	12	
5. Establish a regional Product Safety Office in Beijing, China	Goal	**	**	**	**	1	1
	Actual					1	
Working with the Private Sector							
6. Conduct outreach/training events for U.S. importers of Chinese products	Goal	**	**	**	2	3	3
	Actual				3	10	

** No goal established. NA: Not applicable – no summit planned.

Dialogue and Initiatives with the Chinese Government

1. Biennial U.S.–China Consumer 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 held in Washington, D.C. 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. In 2011, CPSC will participate in the fourth biennial U.S.–China Consumer Product Safety Summit.

Goal: There is no summit planned for 2010.

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 2010, 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 2010, 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 2010, 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 U.S. Embassy in Beijing and hired a Product Safety Specialist to work in China. This enables CPSC to promote compliance with U.S. product safety requirements among Asian (especially Chinese) exporters and to coordinate with product safety regulators in the region. U.S. imports of consumer products from China comprise a large portion of all U.S. imports of consumer products, with other Asian countries accounting for a growing share.

Goal: In 2010, CPSC will coordinate with the U.S. State Department and the People's Republic of China's Foreign Ministry to gain approval for a new diplomatic position, a Regional Product Safety Officer, at the U.S. Embassy in Beijing, China.

Working with the Private Sector

6. Outreach/Training Events for U.S. Importers

In order to maximize U.S. importers' cooperation with U.S. product compliance efforts, it is essential to convey sufficient understanding of the U.S. regulatory environment as it applies to imports. Outreach/training events that explain U.S. 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 2010, staff will conduct three outreach/training events for U.S. importers.

2010 ANNUAL IMPORT SAFETY GOALS

IMPORTS FROM ALL COUNTRIES

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Surveillance and Enforcement Activities							
1. Expand the Import Surveillance Division and conduct the following import safety improvement activities:	Goal	**	**	**	1	1	1
	Actual				1	1	
a) Screen products at the ports (number of models)	Goal	**	**	**	**	**	2,000
	Actual						
b) Update Commission's import enforcement policy and procedure guide	Goal	**	**	**	**	**	1
	Actual						
c) Cross-train other federal agencies' staff to identify hazardous imported products	Goal	**	**	**	4	6	6
	Actual				6	6	
2. Work with GSA to improve facilities for the test/evaluation of import samples	Goal	**	**	**	1	1	1
	Actual				1	1	
3. Develop measures of import safety success (Risk Assessment Methodology)	Goal	**	**	**	1	1	1
	Actual				1	0	
Dialogue and Initiatives with Foreign Entities							
4. Conduct outreach/training events for foreign [†] government officials	Goal	**	**	**	3	3	3
	Actual			2	3	3	
5. Conduct outreach/training events for foreign [†] manufacturers	Goal	**	**	**	2	3	3
	Actual				3	3	
6. Improve product safety coordination with Canada and Mexico	Goal	**	**	**	**	**	1
	Actual						
7. Coordinate with other countries on toy safety regulations and standards	Goal	**	**	**	**	**	1
	Actual						
Communication/Consumer Information							
8. Consumer outreach for imports (million)	Goal	**	**	**	450	200	350
	Actual		125	966	185	530	
9. Conduct public information efforts/partnerships	Goal	**	**	**	2	2	2
	Actual				2	2	

** No goal established.

[†] Before 2009, these goals were for Chinese officials or manufacturers.

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 noncomplying 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 2010, the CPSC will expand the Import Surveillance Division by increasing the number of staff working at U.S. ports of entry.

a) *Screening of Imported Consumer Products*

Members of the Import Surveillance Division are CPSC's front line in identifying the imported products that violate CPSC enforced 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 2010, staff will screen 2,000 models of imported consumer products at the ports.

b) *Import Enforcement Policy and Procedure Guide*

To ensure consistency in the handling of import surveillance throughout the Commission, it is important to have clear and up-to-date guidance for staff to follow.

Goal: In 2010, staff will revise and update CPSC Guide 2.19, Compliance Procedures – Import Surveillance Procedures and the forms attached to the Guide.

c) *Working with Other Federal Agencies*

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

Goal: In 2010, 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 2010, CPSC staff will work with GSA to review and approve construction drawings.

3. *Risk Assessment Methodology*

As required by the CPSIA, staff will work with Customs and Border Protection (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 2010, CPSC staff will work at the new CBP Commercial Targeting and Analysis Center to learn about the capabilities of CBP systems, and based on knowledge gained, staff will prepare a draft plan describing a prototype risk assessment methodology.

Dialogue and Initiatives with Foreign Entities

4. *Outreach/Training Events for Government Officials*

To maximize foreign government cooperation with U.S. product compliance efforts, it is essential to convey sufficient

understanding of U.S. regulatory requirements. Outreach/training events that present regulatory best practices and relevant experience increase the chances of effective bilateral cooperation.

Goal: In 2010, staff will conduct three outreach/training events for foreign government officials.

5. Outreach/Training Events for Foreign Manufacturers

To maximize foreign manufacturers' cooperation with U.S. product compliance efforts, it is essential to convey sufficient understanding of the U.S. regulatory environment. Staff will conduct outreach or training events that explain U.S. statutory and regulatory requirements and present regulatory best practices and relevant experience to encourage effective cooperation and compliance with federal regulations.

Goal: In 2010, 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 U.S. market. Through increased cooperation, CPSC and its North American partners can reduce consumers' exposure to unsafe products, whether or not those products originate in North America.

Goal: In 2010, staff will prepare a program plan for North American cooperation on consumer product safety.

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.

Goal: 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.

Communication/Consumer Information

8. Consumer Outreach

In 2009, there were 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 2010, 350 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 third U.S.–China Consumer Product Safety Summit, import safety campaigns, and recalls, as well as from downloading e-publications.

9. Conduct two public information efforts/partnerships concerning import safety.

Imported Products

Goal: In 2010, staff will inform consumers about a particular imported consumer product posing a hazard to the public or presenting a potential safety risk by conducting activities such as conducting local and/or national interviews, issuing press releases, using social media, and/or using partnerships.

Port Safety

Goal: In 2010, staff will inform consumers about an enforcement or intervention action at a U.S. or international port by conducting 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.



FIRE HAZARDS

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

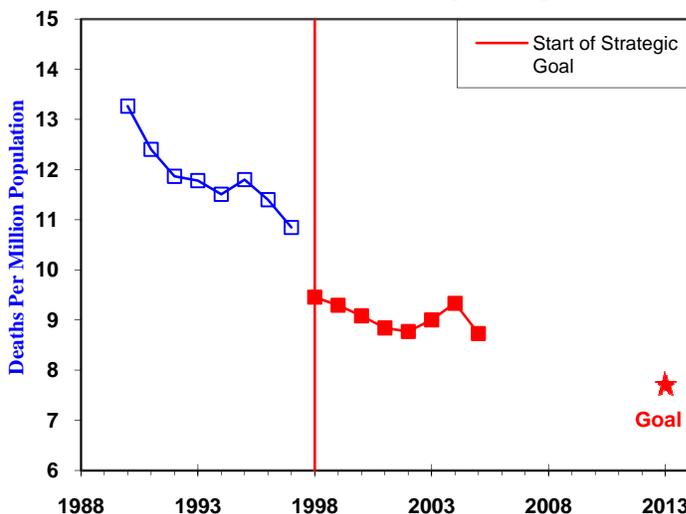
THE HAZARD

This nation’s fire death rate remains high. From 2004 to 2006,³ 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.

CPSC’S PROGRESS Under previous Strategic Plans (1997 and 2000), CPSC sets a target to reduce the rate of fire deaths due to consumer products by 10 percent from 1995 to 2005.⁴ 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.

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



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

³ 2006 is the latest year for which complete data are available; these estimates are based on fires in residential structures that were attended by the fire service.

⁴ The estimates since 1998 are not strictly comparable to those for previous years because of changes in the system for coding fire data.

likely prevent many fire-related deaths. 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 also expects that this technology will have an increasing impact on the number of fires and fire-related deaths associated with home wiring systems.

2010 ANNUAL FIRE-RELATED GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Safety Standards							
1. Prepare candidates for rulemaking	Goal	4	5	8	9	4	2
	Actual	1	4	5	7	3	
2. Present recommendations to voluntary standards or code organizations	Goal	0	1	2	2	1	0
	Actual	0	0	0	3	1	
3. Complete data analysis and technical review activities	Goal	14	12	11	8	2	7
	Actual	10	9	8	5	1	
4. Support voluntary standards and code revisions	Goal	13	11	11	13	3	9
	Actual	17	11	12	13	3	
Compliance							
5. Preliminary determination within 85 business days (unregulated products)	Goal	**	**	66%	70%	70%	70%
	Actual	68%	54%	82%	79%	62%	
6. Corrective action within 60 business days of preliminary determination (unregulated products)	Goal	**	**	80%	82%	80%	80%
	Actual	71%	84%	86%	85%	94%	
7. Corrective action within 35 business days of notice of violation (regulated products)	Goal	**	**	80%	82%	80%	80%
	Actual	60%	89%	76%	96%	89%	
Consumer Information							
8. Consumer outreach* (in millions)	Goal	**	**	125	200	150	150
	Actual	94	185	295	103	117	
9. Conduct public information efforts/partnerships	Goal	6	7	7	6	5	5
	Actual	5	5	8	6	5	

** No goal established.

* 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.

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 2010, CPSC staff will (1) complete development of a standard reference material cigarette ignition source, and complete Phase 1 development of a standard foam substrate for use in the proposed rule, under existing interagency agreements with the National Institute of Standards and Technology; and (2) conduct large scale smolder testing of complying and noncomplying chairs, and conduct small scale mockup testing to confirm the validity of the proposed tests. Staff will prepare reports associated with these efforts and will provide the Commission updates and recommendations for further action.

Ignition Source Update for 16 CFR Part 1632 and 16 CFR Part 1209

The CPSC entered into an agreement with NIST to characterize several vintages of unfiltered cigarettes. From those data, NIST is developing a standard reference material (SRM) cigarette that is consistent with the requirements of 16 CFR Part 1632, Standard for the Flammability of Mattresses and Mattress Pads and 16 CFR Part 1209, Interim Safety Standard for Cellulose Insulation. The updated ignition source may also be used in the smoldering performance test of proposed 16 CFR Part 1634, Standard for the Flammability of Upholstered Furniture. By specifying the SRM cigarette in the regulations, CPSC staff believes that there will be greater consistency in testing for compliance with the regulations. NIST will be responsible for obtaining, certifying, maintaining, and distributing the SRM cigarette. The SRM cigarette will be available for purchase.

Goal: In 2010, staff will prepare a draft NPR (technical amendment) for Commission consideration.

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

No fire hazards voluntary standards recommendations are currently planned for 2010.

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

Children's Sleepwear Test Manual

The federal standards for the flammability of children's sleepwear, 16 CFR Parts 1615 and 1616, were enacted in the 1970s (and amended in 1996) to reduce the unreasonable risk of burn injuries and deaths when children's sleepwear is the first item ignited. With the implementation of third-party certification for children's products required by the CPSIA, publication of a user-friendly laboratory test manual for 16 CFR Parts 1615 and 1616 will help manufacturers comply with the regulations. In 2009, staff completed a draft children's sleepwear laboratory test manual.

Goal: In 2010, staff will finalize the laboratory test manual for the children's sleepwear flammability standards.

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 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. Staff also developed a test plan to compare the ignition propensity of some consumer products commonly involved in smoldering ignition fires such as furniture and 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 documented the methods and analytical results.

Goal: In 2010, staff will complete a draft status report on the evaluation of the RIP cigarette as compared to the conventional cigarette.

Clothes Dryer Indicators

The U.S. 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.

Goal: In 2010, staff will complete a draft report of its review and evaluation on 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. Staff’s review will include a literature search on the use and effectiveness of warning indicators, examination of technologies that could be used to monitor clothes dryer operation, classification of conditions for which an indicator may be desirable, and pending the availability of a candidate design, examinations of the costs and benefits of incorporating a warning indicator into clothes dryer designs.

Cooktops

CPSC staff will continue its previous work to develop requirements for ranges to reduce cooktop fires. 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 cooking fires in the various heating element designs for various cooktop types, i.e., gas, electric coil-type element, and electric smoothtop ranges.

Goal: In 2010, staff will award a contract to design and fabricate experimental control systems to detect and prevent cooktop fires and to test such systems to the Technical Feasibility and Performance Goals developed by the Underwriters Laboratories Inc. Standards Technical Panel for Household Electric Ranges. This work will continue into 2011.

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 U.S. Fire Administration (USFA). USFA, with technical input from CPSC, awarded a contract to identify appropriate sensors for application in improved smoke alarms.

Goal: In 2010, CPSC staff will modify the IAG with USFA regarding the research and development of a third generation smoke alarm. The contractor will construct the prototype smoke alarms. USFA/CPSC and the contractor will design fire test plans to evaluate prototype performance.

Smoke Alarms (Nuisance Alarms)

Nuisance alarms are the leading cause of household occupants disabling their smoke alarms. External nuisance sources can be from cooking, steam, dust, insects, tobacco products, heating equipment, and candles. Factors that determine the rate of nuisance alarms associated with cooking are the type of cooking (e.g., frying), distance to the nuisance source, use of a cooking exhaust fan, air flow direction and rate in the occupancy, and type of smoke alarm. Both types of smoke alarm detection technologies—ionization and photoelectric—are vulnerable to external nuisance sources. A greater understanding of frequency of nuisance alarms is needed to determine the best approach to improve smoke alarms installation for both types of detection technologies.

Goal: In 2010, staff will conduct a literature review of nuisance alarms associated with cooking and conduct testing to evaluate the frequency of nuisance alarms based on technology type and distance from the main cooking appliance in a kitchen. A draft report of this work will be completed.

Surrogate Smoldering Ignition Source

Federal regulations for smoldering ignition of mattresses and mattress pads (16 CFR 1632) and cellulosic insulation (16 CFR 1209) and an NPR for upholstered furniture specify 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.

Goal: 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. Staff may also conduct some limited testing of potential surrogate materials during FY10 to build on the 2003 test program data and further assess the new standard cigarette being developed by NIST under another CPSC effort.

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 2010, staff will support the revision of the voluntary standards and/or model codes with respect to fire hazards for the following nine products or codes:

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

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 2010, 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 2010, 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 2010, 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, interviews, 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 print were generated by CPSC live or taped interviews, audio news releases, public service announcements, press releases, and on-line information.

Goal: In 2010, 150 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 Web publication downloads.

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

Fireworks Safety

Goal: In 2010, 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 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 2010, 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

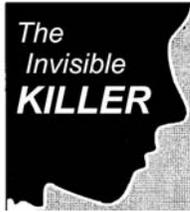
Goal: In 2010, for the winter holiday season, CPSC will reissue its annual news release to warn consumers about the fire risk from defective decorative holiday light strings and from natural trees and will provide tips on the safe use of candles and fireplaces. Staff will also conduct activities such as recording a Podcast or posting a video on YouTube.

Home Heating

Goal: In 2010, at the beginning of the home heating season, staff will warn about fire hazards from home heating equipment, especially space heaters by conducting activities such as issuing a news release, an audio news release, or a Podcast message, or will post messages on social media platforms.

Smoke Alarms

Goal: In 2010, 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 or 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, to promote new developments in technology as identified by CPSC experts 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 2004-2006,⁵ 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 diagnosis. 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,⁶ 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

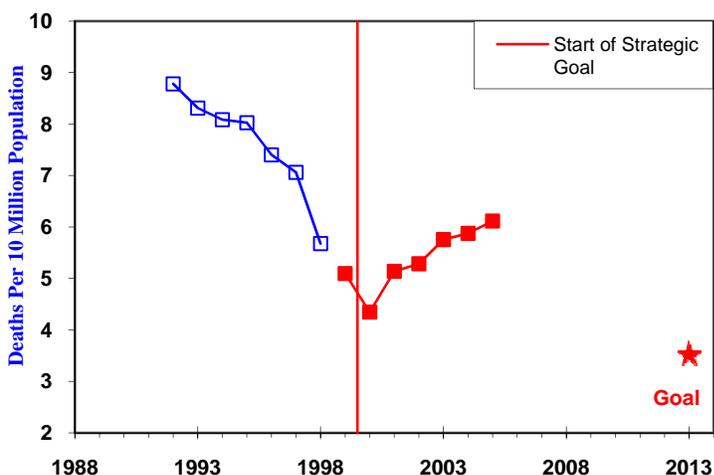
⁵ 2006 is the latest year for which death data are available. CPSC continues to receive reports of CO poisoning deaths for previous years, so these estimates may change in future reports.

⁶ 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.

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.

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



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 supporting a portable generator rulemaking activity, public outreach activities, and monitoring voluntary standards, are designed to address this increase.

2010 ANNUAL CARBON MONOXIDE-RELATED GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Safety Standards							
1. Prepare candidates for rulemaking	Goal	**	**	1	1	1	1
	Actual	0	1	1	1	1	1
2. Complete data analysis and technical review activities	Goal	3	3	2	1	1	1
	Actual	1	2	1	1	0	
3. Support voluntary standards and codes revisions	Goal	3	3	3	3	D [†]	2
	Actual	3	3	3	3		
Consumer Information							
4. Consumer outreach* (in millions)	Goal	**	**	20.0	25.0	15.0	8.0
	Actual	5.2	14.6	26.0	1.0	4.0	
5. Conduct public information efforts/partnerships	Goal	2	3	4	4	4	5
	Actual	2	2	4	4	4	

** No goal established.

[†] This goal was deferred.

* 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.

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 has reduced 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 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.

Goal: In 2010, staff will draft a preliminary report containing staff’s health assessment of the CO concentrations measured in NIST’s test house with generators, in both off-the-shelf and prototype configurations, operated in an attached garage. CPSC staff will also draft an interim report on the results provided in the contractor’s final report for the development and durability testing of the prototype low CO emission portable generator.

2. Complete one testing, data collection, hazard analysis, or technical review activities.

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. To address industry concerns, in 2006, staff initiated a test program to

evaluate sensors in a gas furnace. Staff completed this work in 2008. In 2009, staff began drafting its report of test results.

Goal: In 2010, staff will complete a draft report of test results associated with longevity/durability tests of sensors within a gas furnace.

3. Support voluntary standards and/or 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 2010, staff will support the revision of the voluntary standards and/or model codes for the following two products or codes:

-CO alarms -portable generators

Consumer Information

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

4. *Consumer Outreach*

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. CPSC has been successful in increasing the number of views of CO safety messages. However, the number of views dropped in 2008 and 2009 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.

Goal: In 2010, consumers will receive 8 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 2010, CPSC staff will remind consumers to change the batteries in their CO alarms at least once every year through activities, such as using partnerships, issuing posters, issuing news releases, or recording podcasts. Staff will use communication tools, such as a Podcast, blog entry, YouTube, Twitter, or the Web site 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. Advocacy for both CO alarm use and CO awareness may also be supported through the formation of a CO safety coalition consisting of federal, state, and local governments, fire departments, health care providers, and low-income housing programs.

Goal: In 2010, CPSC will work with partners (state, local, and non-profit) to develop contest rules and judging criteria. Staff will also publicize the contest to generate school interest in contest participation.

Home Heating

Goal: In 2010, 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, through activities such as 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 2010, staff will promote generator safety using at least one communication tool such as a news release, a video, a Podcast, YouTube, Twitter, cell phone text messages, or safety materials to help reduce generator related deaths and poisonings.

Natural Disaster Preparedness

Goal: In 2010, prior to and in the aftermath of hurricanes, tornadoes, floods, and/or blizzards, 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.

CHILDREN'S AND OTHER HAZARDS

THE HAZARDS

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 and suffocation hazards related to 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 toxic household chemicals; and various hazards with infant products such as old or improperly maintained cribs, high chairs, and strollers.

The recently enacted CPSIA (see CPSIA section) and Virginia Graeme Baker Pool and Spa Safety Act (PSSA) legislations 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 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, home furnishings, and a new emerging hazard, imported drywall.

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, unintentional⁷ ingestion of drugs and hazardous household products was associated with an annual average of 29 deaths to children under age 5. In 2007, more than an estimated 78,000 children under age 5 were treated in hospital emergency rooms for unintentional ingestion of drugs and hazardous household products.

Household and Recreation Hazards



Household and recreation hazards are found throughout the nation's homes and affect many family activities. CPSC's work in this area 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 2004,⁸ 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 U.S. 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.

⁷ Unintentional ingestions are those not supervised or administered by an adult.

⁸ 2004 is the latest year for which complete electrocution-related fatality data are available.

2010 ANNUAL CHILDREN'S AND OTHER HAZARDS RELATED GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Safety Standards							
1. Prepare candidates for rulemaking	Goal	3	3	5	4	2 [†]	3 [†]
	Actual	0	1	4	2	2	
2. Complete data analysis and technical review activities	Goal	21	21	22	17	11	25
	Actual	21	15	17	15	10	
3. Support voluntary standards and code revisions	Goal	51	52	49	56	36	49
	Actual	54	49	51	58	36	
Compliance							
4. Corrective action within 60 business days of preliminary determination (unregulated products)	Goal	**	**	80%	82%	80%	80%
	Actual	78%	93%	89%	91%	91%	
5. Corrective action within 35 business days of notice of violation (regulated products)	Goal	**	**	85%	88%	80%	80%
	Actual	95%	91%	96%	96%	96%	
6. Enforce the Virginia Graeme Baker Pool and Spa Safety Act	Goal	**	**	**	**	1	1
	Actual					1	
7. Enforce the Children's Gasoline Burn Prevention Act	Goal	**	**	**	**	**	1
	Actual						
Consumer Information							
8. Consumer outreach* (in millions)	Goal	**	**	125	450	300	375
	Actual	87	284	978	334	550	
9. Conduct public information efforts/partnerships	Goal	10	8	7	9	10	10
	Actual	7	9	9	9	10	
Minority Outreach Program							
10. Conduct minority outreach tour	Goal	**	**	**	**	**	5
	Actual						
11. Grassroots initiative	Goal	**	**	**	**	**	1
	Actual						
12. Neighborhood Safety Network membership	Goal	**	**	**	**	**	7,500
	Actual					5,600	
13. Conduct awareness campaign (in millions)	Goal	**	**	**	**	**	5
	Actual						
Virginia Graeme Baker Pool and Spa Safety Act - Education and Outreach							
14. Conduct nationwide campaign	Goal	**	**	**	**	**	1
	Actual						
15. Consumer outreach (in millions)	Goal	**	**	**	**	60	90
	Actual					80	
16. Promote industry and consumer awareness	Goal	**	**	**	**	**	1
	Actual						
17. Target outreach aimed towards high risk families and communities	Goal	**	**	**	**	**	1
	Actual						
18. Web site development	Goal	**	**	**	**	**	1
	Actual						
19. Develop training programs for pool inspections	Goal	**	**	**	**	**	1
	Actual						
20. Rapid response initiative	Goal	**	**	**	**	**	90%
	Actual						

[†] Refer to the CPSIA section for additional rulemaking activities related to children's and other hazards.

** No goal established.

* 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.

Safety Standards

1. Prepare for Commission consideration three candidates for rulemaking or other alternatives.

The CPSIA covers children's hazards, which are further described in the CPSIA section from page 8. See page 60 for work on imported drywall.

Poison Prevention

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 2010, staff will prepare a briefing package for Commission consideration regarding a petition for exemption from PPPA requirements.

Recreational Off-Highway 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 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 methods to prevent occupant ejection. Staff will use this information in the development of a draft Notice of Proposed Rulemaking for Commission consideration in the future.

Goal: In 2010, staff will draft a report of technical work conducted to identify contributing factors that lead to ROV rollover and occupant ejection.

Sensitizers

Previous staff work in response to the latex petition identified the need to update the regulatory definition of "strong sensitizer" due to recent scientific advances and the United Nations Globally Harmonized System mandate. Beginning in 2004, staff prepared questions for a group of outside scientific experts to address this topic. In 2008, staff developed a recommendation regarding CPSC's definition to address scientific advances and new risk assessment methods currently under development by federal agencies.

Goal: In 2010, staff will prepare a briefing package regarding the regulatory definition of "strong sensitizer" for Commission consideration.

2. Complete 25 testing, data collection, hazard analysis, or technical review activities to evaluate the need for, or adequacy of, safety standards.

See page 60 for work on imported drywall.

ATV Annual Data Update

Goal: In 2010, 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.

*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 2010, staff will complete at least two risk assessments, technical review activities, or guidance documents related to chemical toxicity.

Consumer Opinion Forum

The CPSC Web site provides a venue to solicit information from consumers who volunteer to respond to staff questions about interactions with consumer products. Such information can be useful for framing questions for scientific surveys, for providing information for future studies, or for providing anecdotal behavioral data regarding foreseeable use of products. In 2009, staff completed an analysis of the Ground Fault Circuit Interrupter (GFCI) questionnaires and drafted a report of the survey results. Staff also prepared a new survey related to clothes dryer maintenance. CPSC has cleared this survey for public dissemination and staff will launch the survey in 2010.

Goal: In 2010, staff will finalize its report on the results of the survey for GFCI receptacles. Staff will also complete an analysis of the results of the survey for clothes dryer maintenance and draft a report of the results.

Electrocution Annual Data Update

Goal: In 2010, staff will prepare its annual report of electrocutions associated with consumer products.

Globally Harmonized System

In 2007, staff compared selected portions of the Federal Hazardous Substances Act (FHSA) regulatory requirements to the Globally Harmonized System (GHS) for classification and labeling. This comparison identified some of the technical differences between the FHSA and the GHS. A preliminary legal feasibility assessment was also conducted to assess whether changes would be needed to the FHSA should certain provisions of the GHS be adopted and implemented. Staff needed a more complete technical comparison. In 2008, staff initiated a contract to complete a side-by-side comparison of the FHSA and the GHS. The contractor completed a report in 2009.

Goal: In 2010, staff will develop recommendations or options regarding the implementation of the GHS for Commission consideration.

Indoor Air Quality Database

CPSC staff expects the number and frequency of health-related calls involving indoor air quality (IAQ) to increase in the future because of the heightened concern generated from consumer issues such as drywall and formaldehyde that are currently receiving public attention. Staff uses a variety of databases to monitor adverse effects to consumers from products. The databases cover a wide variety of reports associated with consumer products across the United States, including death certificates, emergency room visits, medical examiner reports, newspaper articles, and consumer complaints. The purpose of the project is to determine if current incident databases available to CPSC (federal, state, local, or tribal) are adequate to capture IAQ-related health issues. Project participants will probe databases and provide an assessment (1) of what IAQ information is currently available; (2) on whether IAQ-related information is of use in assessing health-based issues associated with indoor air quality; and (3) of database input or output factors/parameters that would be useful or might be added for improving the capture of indoor air quality-related issues.

Goal: In 2010, staff will review CPSC's and other databases for incidence data associated with health issues and indoor air quality, and write a draft report commenting on database adequacy to address indoor air quality issues.

Interagency Coordination

The purpose of this activity is to coordinate chemical hazard activities with other agencies, participate in international harmonization activities, and improve the scientific basis of agency risk assessments. In addition, the Commission is obligated by the Interagency Coordinating Committee on the Validation of Alternative Methods (ICCVAM) Authorization Act to respond to each test method validated by ICCVAM.

Goal: In 2010, staff will review a request for a validated test method that is an alternative to animal testing. Staff will complete a briefing package for Commission consideration, along with staff's recommendation regarding acceptance of the test method.

Nanotechnology Annual Data Update (Consumer Product Database)

In March 2006, the Woodrow Wilson International Center for Scholars published an inventory of consumer products found on the Internet which 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 will 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: Beginning in 2010, staff will produce an annual report on the commercialization of nanomaterials and the consumer products that contain nanomaterials.

Nanotechnology - Nanomaterials in Aerosol Products

In 2008, CPSC initiated an interagency agreement (IAG) 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 nanoparticles. CPSC provided funding for the product and the construction of a generation system and test chamber; NIOSH provided the expertise and staff time to conduct this project. Since the project has been successful at identifying nanomaterials in the product, the next step is to evaluate the acute bioactivity of these particles.

Goal: In 2010, under an IAG between CPSC and NIOSH, NIOSH will conduct testing to determine the exposure impact of a bathroom spray that contains engineered nanomaterials. NIOSH will provide at least an interim status report on their evaluation of the particulate aerosol generated during use of an antimicrobial spray product containing titanium dioxide nanoparticles.

Nanotechnology - Nanosilver in Consumer (Children's) Products

There is a growing use of compounds or materials that have been produced using technologies 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, 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 were highly variable precluding generalization of these studies to other consumer products. This project is an interagency cooperative effort involving NIOSH, the U.S. Environmental Protection Agency (EPA), and CPSC staff. This work will continue in 2011.

Goal: In 2010, staff will enter into new or modified IAGs with NIOSH and EPA. Staff will complete a literature search and will use it to develop experimental procedures to quantify releases and consumer exposure to nanosilver from treated products. Special emphasis will be placed on exposures to young children.

Nursery Equipment Annual Update

Goal: In 2010, staff will prepare its annual report of nursery product-related injuries and deaths to children under the age of 5.

Pediatric Poisonings (2 activities)

CPSC staff estimates that there are about 30 deaths per year from unintentional pediatric poisonings. This is down from over 200 in the 1970s, but this figure has been stable for the past ten years. Furthermore, this is an acknowledged over-count due to lack of specificity in the National Center for Health Statistics data used for the report. A detailed analysis of the data could provide a more accurate death count.

Goal: In 2010, staff will conduct an in-depth review of deaths addressable by PPPA regulation to determine death and injury counts that are more accurate and to look for addressable hazard patterns by completing a draft report on the number of unintentional pediatric poisoning deaths and injuries, including information on the hazard scenarios.

Goal: In 2010, staff will prepare its annual report on unintentional pediatric poisonings.

Pool and Spa Safety

CPSC's 2009 appropriation includes \$2 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, with funds remaining available for obligation until September 30, 2010. In 2010, CPSC entered into an agreement with the Centers for Disease Control and Prevention (CDC) to administer the grant program. Staff 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.

Goal: In 2010, under the provisions of an interagency agreement, the CPSC will assist CDC's National Center for Injury Prevention and Control in completing a funding opportunity announcement about the grant program. CDC will implement the grant for CPSC, including the awarding of grants to eligible states.

Pool and Spa Safety Act Baseline Evaluation

The Virginia Graeme Baker Pool and Spa Safety Act provides for a grant program to provide funds to qualifying states trying to prevent pool submersion and entrapment incidents. According to the Act, funds are to be awarded in a manner designed to provide the maximum benefit from the state's program in terms of protecting children. CPSC staff will conduct a nationwide longitudinal evaluation of the programs that states employ and multiple local effectiveness studies. A contract was planned in 2009 to begin gathering baseline data for such a study. Staff will promote the innovations and practices of the best programs with other states in the years after the analysis is completed.

Pool Submersion Annual Data Update

Goal: In 2010, CPSC staff will award and monitor the contract for the longitudinal study. The contractor will submit a report of progress on developing and administering the study.

Goal: In 2010, staff will update its annual report on pool submersion incidents involving children age 5 and under.

Portable Pool Protection

CPSC staff is aware of the growing numbers of submersion fatalities and injuries associated with portable pools. A persistent challenge encountered with portable pools is designing effective submersion prevention systems that are matched appropriately to the assembly and installation restrictions.

Goal: In 2010, staff will design and build small-scale and/or full-sized models of innovative submersion protection systems for portable pools that may be used for demonstration purposes.

ROV/MUV/ATV Data Collection Refinement

Annual estimates of injuries and deaths related to recreational off-highway vehicles (ROVs) or multi-purpose off-highway utility vehicles (MUVs) cannot be calculated with data collected to date. At present, the derivation of fatalities and injury estimates for ROVs from CPSC staff's databases is complicated because staff codes ROVs as utility vehicles, which includes a number of vehicles that are not considered ROVs by the Recreational Off-Highway Vehicle Association (ROHVA). As compared to ROVs, these MUVs may have very different designs and uses. Since ROVs are often referred to as "ATVs" or "Quads" by the press, the police, and the public, as well as by medical personnel, ROV-related injuries and fatalities may be coded as "ATVs" in CPSC staff's databases, particularly in incidents where the product manufacturer and model are not reported. In 2010, staff will begin a special study to determine how ATVs, ROVs, and MUVs are currently coded within CPSC's NEISS databases. Staff will also create a plan for future identification and coding of the data, including development of new product codes, involving these three classes of vehicles. This project is likely to continue into 2011.

Goal: In 2010, CPSC staff will complete the survey instrument, which is in the final phase of the design process for the special study and will implement the telephone survey.

Sleep Environment Hazards

Staff will identify common hazards in an infant's sleep environment such as hazardous gaps and soft sleeping surfaces. Staff will also describe the injury patterns and develop recommendations to address them.

Goal: In 2010, staff will prepare a draft report presenting the results of the staff's review and describing strategies that will help consumers recognize sleeping environment hazards.

Spray Foam Insulation

Many homeowners and state and local governments are expected to use insulating products such as spray foams to increase the energy efficiency of their residences and constructed buildings. The purpose of this project is to identify the potential hazards that are associated with the use of spray polyurethane foams under various conditions. Specifically, staff will determine the health effects of the constituents of the foam, the exposure limits for safe use, and will develop educational materials for communicating advice and best practices for minimizing exposure to potentially hazardous compounds.

Goal: In 2010, staff will conduct a review of spray foam products and identify the potential health impacts of these products. CPSC staff will develop guidance documents for consumers in collaboration with the U.S. Environmental Protection Agency, the U.S. Federal Trade Commission, and other federal agencies.

Table Saws (Blade Guards)

Staff has worked with industry to improve protection from table saw blade contact, but there remains the concern that blade guards are inadequate and/or of poor design and can pose a risk for severe injury. In 2007, new blade guard designs became available for consumers. In 2008, staff began an evaluation to assess if the new blade guard designs can reduce blade contact injuries. In 2009, staff completed testing of a new blade guard system and a blade-contact detection/reaction system and prepared a draft report of its evaluation.

Goal: In 2010, staff will finalize the report of its evaluation of blade guard and blade contact detection systems.

Tip-Over Prevention

For 2006, CPSC staff estimates that 42,700 people were treated in U.S. hospital emergency departments for injuries related to instability or tip-over of appliances, furniture, and televisions. The furniture category had the largest number of injuries among the three products. From 2000 to 2006, 87 fatalities were associated with tipping televisions. Approximately 45 percent of estimated injuries for 2006 and 80 percent of reported fatalities for 2000 to 2006 involved children younger than 10 years of age. Staff will identify and evaluate potential strategies to prevent tip-over incidents.

Goal: In 2010, staff will prepare a draft report of the results of a review of incidents involving tip-overs and will make recommendations for addressing tip-over hazards.

Toys Annual Update

Goal: In 2010, staff will prepare its annual update on toy-related deaths and injuries.

Toys Not Elsewhere Classified

In 2008, staff began activities to distinguish incidents involving "Toys, Not Elsewhere Classified" in the CPSC epidemiology databases that were associated with products that could be better classified in an existing or new toy product code from those

reported incidents where the toy product was unknown. 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. This work will continue in 2011.

Goal: In 2010, staff will develop the sample design and questionnaire for a NEISS-based special study to gather more detailed information on the toys involved in incidents that are associated with “Toys, Not Elsewhere Classified.”

3. 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 2010, staff will support the revision of the voluntary standards and/or model codes for the following 49 products:

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

Compliance

4. *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 2010, 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.

5. 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 2010, staff will obtain 80 percent of children's and other hazards corrective actions within 35 business days after the LOA is issued.

6. 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 2010, staff will continue to implement its multi faceted program to enforce the Act. The program includes inspections of drain cover manufacturers as well as pool and spa sites. Contracts for enforcement by state and local authorities will play a key role in the enforcement of the Act.

7. 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 2010, 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:

8. 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 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, and on-line information.

Goal: In 2010, 375 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.

9. Conduct 10 public information efforts to warn the public about other hazards.

Drive to One Million

The "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. The 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. There are nearly 300,000 members currently.

Goal: In 2010, CPSC will aim to reach the one million mark of consumers who have registered to receive CPSC 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, and 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 2010, 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 received about 213,000 visits in 2008.

Goal: In 2010, staff will promote CPSC's multi faceted Web site www.ATVSafety.gov and update it bi-monthly with death and injury data, news items, industry developments, and changes to state laws. Additionally, staff may plan and sponsor an educational roundtable/forum on ATV safety for all organizations interested in promoting safe riding practices. CPSC will utilize social media sites including blogs to promote safe ATV riding and media interviews.

Bicycle/Helmet Safety

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

Goal: In 2010, 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, public service announcements, 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.

Crib Safety

Goal: In 2010, CPSC will conduct a national safe sleep campaign that is aimed at warninig new parents and day care providers about the dangers of placing babies to sleep in recalled, defective, or outdated cribs. CPSC will partner with public and/or private organizations, associations, or foundations. Information and education activities for this effort will include materials such as a new publication, a press release featuring new data, press events, round table meeting, incentive programs, a message to National Safety Network (NSN) members, videos, media interviews, special on-line information center, or the use of social media platforms.

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 2010, 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 2010, 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 updating the on-line poison prevention information center, conducting media interviews, recording a Podcast, or disseminating a safety message to NSN members.

Product Tip-Overs

Goal: In 2010, 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 on YouTube, recording a Podcast, conducting media interviews, or producing a new NSN poster.

Safety Publication Update

Some of CPSC's brochures and product safety alerts (both in print and on the Web site) may depict older products that do not comply with more recent standards, contain outdated epidemiological information, and 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 2010, staff will update three safety publications.

*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 CPSC's Web site, www.cpsc.gov, and the www.recalls.gov Web site for notifying consumers about recalled products.

Goal: In 2010, staff will 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 by utilizing communication tools such as a press event, video news release, social media outreach, NSN safety poster, op-ed, or conference call with media.

Window Covering Safety

Goal: In 2010, CPSC staff will alert consumers about the various dangers with corded loops on window covers and on how to avoid these dangers in homes with young children by developing a new safety alert, blogging and posting a YouTube video, posting messages on Twitter, working with national or local media, or sending a message to NSN members. CPSC will recommend, for the first time, that parents use cordless blinds in any home where there is a young child, in an effort to prevent deaths of children strangled in window covering cords, about 1 death each month.

Minority Outreach Program

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 such as safe sleep for babies, TV/furniture tip-over, and poison and drowning prevention. (See performance goals for Pool and Spa Safety for minority outreach for drowning prevention on page 58.)

10. *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 2010, 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.

11. *Grassroots Initiative*

Staff will step up 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 2010, 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.

12. *Neighborhood Safety Network Membership*

Goal: Staff will increase its membership in the Neighborhood Safety Network from 5,600 to 7,500.

13. *Awareness Campaign*

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

Goal: In 2010, staff will reach 5 million minority consumers through safety messages on television, in newspapers, and through 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 or systems. CPSC is working on achieving high compliance with this new law. This program will be supported with \$8.1 million in funding for education and outreach.

- 14. *Conduct Nationwide Campaign*** The Virginia Graeme Baker Pool and Spa Safety Act requires CPSC to conduct an extensive grassroots nationwide pool and spa safety campaign designed to warn the public, target underserved populations, and educate state and local jurisdictions and the affected industries. In order to conduct this far reaching campaign, CPSC will work with a public relations contractor.
- Goal:** In 2010, CPSC will award a contract to a public relations firm to develop and execute outreach and education programs to support this program.
- 15. *Consumer Outreach*** In 2009, CPSC staff participated in numerous print, TV and radio interviews related to pool and spa safety where more than 80 million TV viewers were reached.
- Goal:** In 2010, 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, visits to www.PoolSafety.gov and e-publications through CPSC's Web site.
- 16. *Industry and Consumer Awareness of Pool and Spa Safety*** **Goal:** In 2010, CPSC staff will develop educational materials for pool manufacturers, pool service companies, pool supply retail outlets, pool owners and operators, and state entities. Additionally, staff will provide educational materials (such as brochures, posters, reproducible education handouts and videos) designed for a national media campaign to promote awareness of pool and spa safety among the general public, including minority and hard to reach populations.
- 17. *Targeted Outreach for Minorities and High Risk Families and Communities*** **Goal:** In 2010, CPSC staff and a contracted Public Relations firm will develop and carry out targeted education activities and host safety events aimed at minorities and high risk families and communities by working with national and regional organizations, associations or companies such as the Home Safety Council, the American Red Cross and YMCAs, whose mission is tied to water safety or drowning prevention.
- 18. *Web Site Development*** CPSC plans to redesign, expand and update its Web site www.PoolSafety.gov. The Web site will host education tool kits, interactive teaching and training videos and other information developed as part of the pool and spa safety information and education campaign. The site will have materials for informing and educating all stakeholders about the Act and compliance with it.
- Goal:** In 2010, CPSC will work with a contractor to redesign www.PoolSafety.gov to include new interactive content.

19. *Training Programs for Pool Inspections*

Goal: In 2010, CPSC will develop a training program consisting of awarding at least twelve contracts to third-party experts to create and deliver a variety of educational and training 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 2010, 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.



IMPORTED DRYWALL

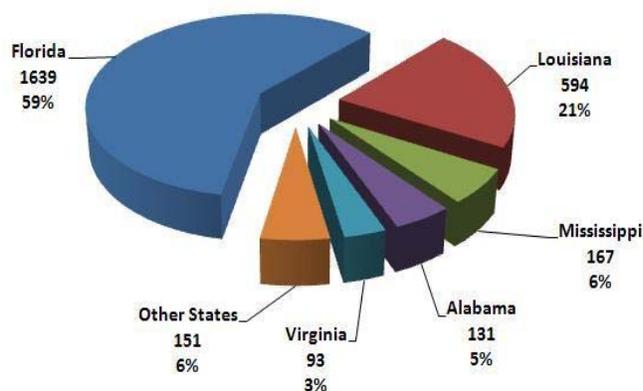
In December 2008, CPSC first received drywall-related complaints from consumers. These complaints included reports of noxious odors; corrosion of metal items inside homes, especially copper air conditioning coils; and short-term health effects generally involving the upper respiratory tract. In response, CPSC launched an extensive investigation requiring substantial resources. Staff continues to analyze incoming information about imported drywall to determine the nexus between the drywall and the reported health and corrosion issues.

As of January 2010, CPSC received more than 2,775 incident reports from residents in 36 states, the District of Columbia, and Puerto Rico about health and corrosion symptoms. CPSC is committed to providing answers and solutions to these homeowners.

CPSC's Accomplishments:

- CPSC has led the coordination of an Interagency Drywall Task Force to investigate possible health and corrosion risks from Chinese drywall with support from the U.S. Environmental Protection Agency, the Centers for Disease Control and Prevention/Agency for Toxic Substances and Disease Registry, the U.S. Department of Housing and Urban Development, and the U.S. Department of Homeland Security.
- CPSC and its federal partners developed an on-line *Drywall Information Center* (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.
- CPSC is working closely with the U.S. Department of Homeland Security to identify shipments of imported drywall. CPSC identified hundreds of thousands of stockpiled boards and notified the warehouses where they are stored of CPSC's ongoing investigation and that the warehouses should notify CPSC if they sell, transfer, or dispose of any drywall from their inventory.

Number (and Percentage) of Reports by State



Next Steps:

In November 2009, the Interagency Drywall Task Force reported associations between homes with problem drywall and levels of gases and corrosion of metals in those homes. CPSC will continue its ongoing investigation of corrosion issues related to electrical and fire safety systems as well as continued investigation of emissions from problem drywall. The next phase of the technical investigation will be the development of guidance for identification and remediation of homes with problem drywall. CPSC will work with its federal partner agencies to identify and inform the public of programs for grants for the remediation of homes and for mortgage loan forbearance.

Studies undertaken by the Interagency Drywall Task Force have identified a strong association between homes with problem drywall and the levels of hydrogen sulfide in those homes and corrosion of metals in

those homes. These studies provide the science that enables the Task Force to move ahead to the next phase – to develop both a screening process and effective remediation methods. The Task Force has established an Identification and Remediation Protocol Team of scientists and engineers to design a cost-effective protocol to identify homes with problem drywall. The Protocol Team will also look at remediation protocols, to see what cost-efficient improvements to current remediation practices, if any, may be available, and what guidance should be issued on doing the work safely. The Interagency Task Force is communicating with Congressional leaders and White House officials about the best approaches to design and fund both the identification and remediation efforts.

2010 ANNUAL DRYWALL-RELATED GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Safety Standards							
1. Tracking labels	Goal	**	**	**	**	**	1
	Actual						
2. Support voluntary standards and code revisions	Goal	**	**	**	**	**	1
	Actual						
Complete Data Analysis and Technical Review Activities							
3. Drywall investigation	Goal	**	**	**	**	**	4
	Actual						

** No goal established. While no goals were established, work related to drywall began in late FY2009. At that time, it was too late in the fiscal year to be a part of the published 2009 operating plan.

Safety Standards

1. Tracking Labels for Drywall 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.

Goal: 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.

2. 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 2010, staff will support the revision of the voluntary standards and/or model codes for drywall.

Complete Data Analysis and Technical Review Activities

3. Drywall Investigation

CPSC has led an Interagency Task Force in investigating the nexus between drywall and reported health and safety concerns and has found a strong association between the problem drywall, hydrogen sulfide levels in homes with that drywall, and corrosion in those homes. In 2009, staff began work on the technical studies relating to drywall.

In 2010, in partnership with the Interagency Task Force, CPSC will continue to investigate potential health and safety issues and the chain of commerce for drywall while also working with the Interagency Task Force to develop identification and remediation protocols. Staff will monitor and participate in potential ASTM development of test methods or standards for drywall related to corrosion or health issues. Additionally, staff will work with the Interagency Task Force on options for identification and remediation protocols.

Goal: In 2010, staff will prepare four reports on the results of technical studies relating to drywall such as elemental and chemical analysis, emissions testing in controlled chambers, indoor air testing of affected and control homes, and corrosion and metallurgical analyses of electrical, fuel gas distribution, and fire safety components.

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.

2008-2010 RESOURCES (DOLLARS IN THOUSANDS)					
2008 Actual		2009 Actual		2010 Plan	
FTEs	Amount	FTEs	Amount	FTEs	Amount
82	\$17,447	86	\$25,668	91	\$30,106

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 analyze 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 staff continues collecting 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, and the District of Columbia. 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 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 its constituents. The database also increases the transparency of CPSC data and efforts to detect hazardous products. See page 18 for a discussion of CPSRMS goals.

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 products 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.

2010 ANNUAL DATA COLLECTION AND DATA ANALYSIS GOALS *

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Data Collection Activities							
1. Evaluate, train and audit hospitals in the NEISS sample	Goal	100%	95%	95%	95%	98%	98%
	Actual	99%	100%	99%	100%	100%	
2. Capture product-related cases reported by hospitals	Goal	90%	90%	90%	90%	90%	90%
	Actual	92%	91%	91%	91%	88%	
3. Complete headquarters telephone investigations in less than 45 business days	Goal	90%	90%	90%	90%	98%	98%
	Actual	99%	100%	99%	99%	99%	
4. Complete fire investigations as on-site or other in less than 45 business days	Goal	**	**	95%	95%	95%	95%
	Actual	97%	95%	98%	98%	98%	
5. Complete non-fire investigations as on-site or other in less than 45 business days	Goal	**	**	93%	93%	93%	93%
	Actual	97%	93%	96%	95%	97%	
6. Maintain the number of establishment inspections by field staff	Goal	**	**	400	400	400	400
	Actual	274	320	493	463	454	
7. Sustain the number of incident reports collected from medical examiners/coroners	Goal	3,600	4,160	3,900	4,500	4,500	4,500
	Actual	4,428	4,843	4,724	4,606	4,358	
8. Sustain the number of incident reports collected from news clips	Goal	7,000	8,100	7,300	7,800	7,200	7,200
	Actual	8,766	8,634	8,612	7,402	7,528	
Minority Data Collection							
9. Modify NEISS data collection software	Goal	**	**	**	**	**	1
	Actual						
10. Collect race and ethnicity data	Goal	**	**	**	**	**	80%
	Actual						
11. Analyze pilot questionnaire	Goal	**	**	**	**	**	1
	Actual						
12. Leverage other federal data collection efforts	Goal	**	**	**	**	**	1
	Actual						
Data Analysis Activities							
13. Early Warning System	Goal	**	**	**	1	1	1
	Actual				1	1	
14. Economic impacts of CPSC work	Goal	**	**	**	**	**	1
	Actual						
15. Conduct Brain Injury Study	Goal	**	**	**	**	**	1
	Actual						

* See page 18 for a discussion of Consumer Product Safety Risk Management System goals for 2010.

** No goal established.

Data Collection Activities**Maintain the quality of injury data.****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 2010, staff will conduct at least one evaluation visit at 98 percent of the hospitals in the NEISS sample.

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 2010, NEISS hospitals will report over 90 percent of the product-related cases, as documented by audits in each hospital.

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 2010, 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 2010, 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 2010, 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 2010, field staff will conduct 400 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 2010, 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 2010, staff will obtain 7,200 incident reports from news clips.

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).

9. Software Modification

The NEISS currently collects two variables that capture race and ethnicity. Coders in NEISS hospitals select either White, Black, Other, or Not Stated from a drop down menu and also have the option of adding Asian, Native American, Hispanic, or Unknown in a free text field.

Goal: In 2010, CPSC staff will modify the NEISS data collection software to better align with the Office of Management and Budget standards for maintaining, collecting, and presenting federal data on race and ethnicity.

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.

Goal: In 2010, CPSC will develop and include a core set of demographic questions on race and ethnicity to collect in 80 percent of current and future NEISS questionnaires being conducted.

11. Pilot Questionnaire

A pilot questionnaire has been developed to test the core set of demographic questions used by the U.S. Census. The pilot began in July 2009.

Goal: In 2010, the pilot will continue and staff will analyze the data and write a draft report.

12. Leverage Other Federal Data Collection Efforts

The GAO report recommended that CPSC leverage other federal injury data collection efforts, such as the U.S. Department of Health and Human Services Maternal and Child Health Bureau

(MCHB) Child Death Review Case Reporting Systems. After staff's review in 2010, if CPSC determines the data is of potential use, CPSC will begin to work with each individual state to gain access to the data.

Goal: 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. CPSC shall discuss with MCHB what data can be made available to CPSC and how this data can be accessed.

Data Analysis Activities

13. 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. Improvements to the prototype system will continue in 2010 as part of the Consumer Product Safety Risk Management System project. (See page 19.)

Goal: In 2010, staff will continue to apply the EWS processes and procedures for products found in the sleeping environment of children. Staff will complete memoranda using information in the EWS to characterize hazard scenarios and severity, which will be used to support development of crib and bassinet regulations.

14. 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 through those actions' reduction in injuries to workers and their dependents. These reductions, in turn, reduce labor and fringe benefits costs to employers.

Goal: In 2010, 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.

15. *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, lead poisoning brain injuries to children and submersion brain injuries to children.

Goal: In 2010, the contractor will begin data collection for the Brain Injury Study. The contractor will also provide two status reports on the Brain Injury Study in 2010.

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 outstanding Commission service and management. In the area of service quality, CPSC's focus is on ways to better provide industry service and satisfy 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 2010.

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 businesses. (See page 18.)

2010 ANNUAL INDUSTRY SERVICES GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
1. Initiate a Fast Track recall within 20 days	Goal	95%	90%	90%	90%	90%	90%
	Actual	94%	98%	95%	96%	93%	
2. Provide industry guidance	Goal	5	5	5	5	10	6
	Actual	8	8	5	6	11	

1. *Fast Track Timeliness*

Goal: In 2010, 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 the Commission's authorities to regulate safety in consumer products. Staff is developing guidance to facilitate industry transition to the new legislation.

Goal: In 2010, staff will develop six guidance documents to explain regulations, other policies, or procedures to assist industry in complying with CPSC regulations.

Ombudsman - Small Business

The CPSIA section presented earlier in this document describes this activity. (See page 18.)

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 2010.

THE PROGRAM

In addition to work in 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) 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.

2010 ANNUAL CUSTOMER SATISFACTION GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
CPSC Web Site							
1. CPSC Web site visits (in millions)	Goal	11.0	18.0	25.0	38.8	40.0	41.0
	Actual	13.7	20.3	32.3	40.5	39.8	
Hotline Services (1-800-638-2772)							
2. Respond to voicemail messages the next business day	Goal	85%	85%	85%	95%	98%	98%
	Actual	86%	89%	99%	100%	99%	
3. Process incident reports within 8 working hours	Goal	95%	95%	100%	95%	99%	98%
	Actual	100%	100%	100%	100%	100%	
National Injury Information Clearinghouse							
4. Mail incident information for verification to consumers within 2 business days	Goal	95%	95%	95%	95%	95%	98%
	Actual	95%	100%	98%	97%	97%	
5. Provide manufacturers with verified incidents and investigations within 48 business days	Goal	90%	90%	90%	95%	95%	95%
	Actual	95%	96%	97%	100%	100%	
6. Provide responses to requests within 7 business days*	Goal	95%	95%	95%	80%	80%	80%
	Actual	99%	98%	82%	63%	42%	
State Partners Program							
7. Conduct recall checks within 90 days or less	Goal	**	**	**	**	**	90%
	Actual	95%	99%	99%	100%	100%	
8. Host state caucus training sessions	Goal	**	**	1	1	D [†]	1
	Actual	0	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) 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 2010, staff will have 41 million visits to CPSC's Web site.

Hotline Services (1-800-638-2772)

2. Voicemail

A new vendor will help 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, CPSC evaluates the performance and renew 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, CPSC received 4,619 messages from the public through voicemail.

Goal: In 2010, 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 2010, CPSC's Hotline will process product incident reports within eight working hours 98 percent of the time.

National Injury Information Clearinghouse

4. Consumer Confirmation

The Clearinghouse contacts consumers to request verification of information contained in reports of unsafe products submitted to CPSC through the 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, CPSC sent 15,494 reports to consumers for verification and 97 percent were completed within two business days.

Goal: In 2010, staff will mail incident report verification information to consumers within two business days 98 percent of the time.

5. Manufacturer Mailing

The incidents 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, CPSC 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 2010, 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 2010, staff will provide responses to requests for information within seven 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. *Recall Checks*

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 2010, 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.

Goal: In 2010, CPSC staff will host a state designee meeting.



MANAGEMENT GOALS

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.

Along with the President's hiring reform agenda and Work-Life initiative, the Commission has management related goals in areas such as equal employment opportunity and affirmative employment and strategic planning.

2010 ANNUAL MANAGEMENT RELATED GOALS

Annual Goals Summary		2005	2006	2007	2008	2009	2010
Hiring Reform							
1. Implement the use of streamlined, plain language vacancy announcements	Goal	**	**	**	**	**	1
	Actual						
2. Reduce recruitment time using OPM's End-to-End hiring process	Goal	**	**	**	**	**	100
	Actual						
3. Develop and implement action items identified through the manager survey on the hiring process	Goal	**	**	**	**	**	1
	Actual						
4. Conduct on-line survey and focus groups for all new employees on the hiring process	Goal	**	**	**	**	1	2
	Actual	2	1	2	1	1	
5. Maintain applicant notification standard of at least four notifications	Goal	**	**	**	**	**	4
	Actual						
Employee Wellness and Satisfaction – Work-Life Initiative							
6. Conduct focus groups on the Employee Viewpoint Survey	Goal	**	**	**	**	**	6
	Actual						
7. Develop and implement action plan with improvements identified through the Employee Viewpoint Survey	Goal	**	**	**	**	**	1
	Actual						
8. Conduct on-site wellness activities	Goal	**	**	**	**	**	3
	Actual						
Equal Employment Opportunity and Affirmative Employment							
9. Target recruitment efforts to organizations serving under-represented populations	Goal	12	12	8	10	11	14
	Actual	14	14	11	15	14	
10. Conduct training sessions for managers and employees in EEO/AEP responsibilities	Goal	3	3	3	5	5	5
	Actual	10	4	6	7	7	
11. Accomplish initiatives to promote representation of under-represented groups and individuals with disabilities	Goal	5	5	5	5	5	6
	Actual	13	10	6	6	8	
Strategic Planning							
12. Adopt a new long-range Strategic Plan	Goal	**	**	**	**	**	1
	Actual						

** No goal established.

Hiring Reform

1. Streamlined, Plain Language Vacancy Announcements

In 2009, staff developed and implemented streamlined, plain language vacancy announcements for ten 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 understand easily what is required for the applications.

Goal: In 2010, staff will develop streamlined, plain language announcements for all positions that are open to the public.

2. Recruitment Time Reduction

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.

Goal: In 2010, staff will implement changes to the hiring process, address barriers encountered, and reduce the recruitment time by 15 days to 100 days.

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.

Goal: In 2010, staff will develop an action plan with targets for addressing 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.

Goal: 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.

5. *Four-point Status Update Notifications*

Goal: 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.

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 2010, staff will conduct six focus groups to help better 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.

Goal: In 2010, staff will develop an action plan based on the 2010 Employee Viewpoint Survey and conduct follow-up focus groups.

8. *On-site Wellness Activities*

Goal: In 2010, staff will conduct at least three on-site wellness activities.

Equal Employment Opportunity and Affirmative Employment

9. *Target Recruitment*

Goal: In 2010, staff will target 14 recruitment efforts to organizations serving under-represented populations.

10. *EEO/AEP Training*

Goal: In 2010, staff will conduct five training sessions for CPSC managers and employees about their Equal Employment Opportunity/Affirmative Employment Plan (EEO/AEP) responsibilities.

11. *Promote Representation*

Goal: In 2010, staff will promote representation of Hispanics and individuals with disabilities with at least six initiatives. Examples of these new initiatives are mentoring programs, summer volunteer program, employee training programs, and disability and diversity awareness programs.

Strategic Plan

12. Strategic Plan Revision

CPSC's past strategic plans set quantitative long-range strategic goals. CPSC's second Strategic Plan adopted in September 2003 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.

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

The Commission plans to revise its Strategic Plan in 2010. The revision to the Strategic Plan has been delayed for several reasons. In 2006, OMB recommended a significant expansion of the Commission'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 will be considered in the next plan revision. Finally, 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.

Goal: In 2010, CPSC will present for Commission consideration a new long-range draft Strategic Plan.

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

- 2005: Tracking of fire-related deaths
- 2005: Tracking of fireworks-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

B. Reducing Carbon Monoxide (CO) Poisoning Deaths

- 2005: Tracking of CO 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

C. Assessments of Industry

- 2005: Ombudsman (Carryover from 2004)
- 2007: Fast Track

D. Customer Satisfaction

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

Table A
Schedule of Evaluations

Strategic Goals	Issues	General Scope	Procedures	
			Method	Time
Hazards 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
Customer/Industry Services 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 CPSC verifies and validates the results of its annual performance measurement. Each annual goal was set by targeting or projecting a number of activities to be completed. This at the end of this section is a complete list of performance measures with corresponding databases and verification procedures in Table B. Provided below 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 U.S. 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 the 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 by a computer program.

- *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
Results-Oriented Goals			
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 business 85 days	CCA*	Manager review
Time from PD* to CAP* (Unregulated)	Percent within business 60 days	CCA*	Manager review
Time from LOA* to Corrective Action (Reg.)	Percent within business 35 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
Service Quality/Consumer Satisfaction			
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
Industry Services			
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

The \$800 billion in societal costs 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.

VOLUNTARY STANDARDS SUMMARY

Fire hazards	1	batteries
	2	cabinet heaters/cylinders
	3	candles
	4	cigarette lighters
	5	heaters
	6	mattresses
	7	national electrical code
	8	smoke alarms
	9	sprinklers
CO poisoning hazards	10	CO alarms
	11	portable generators
Children's and other hazards	12	air cleaners (ozone-generating)
	13	amusement rides (portable)
	14	bassinets/cradles
	15	bath seats
	16	bed rails
	17	beds, bunk
	18	beds, toddler
	19	bedside sleepers
	20	bicycles
	21	blind cords
	22	booster seats
	23	chairs, high
	24	chairs, youth
	25	changing tables
	26	child resistant packaging
	27	cribs (commercial)
	28	cribs (full-size)
	29	cribs (nonfull-size/play yards)
	30	drywall
	31	fuel tanks (leakage)
	32	garage doors/gate operators
	33	gasoline containers (child-resistant closures)
	34	headgear (recreational)
	35	infant bedding/accessories
	36	infant bouncers
	37	infant carriers, frame
	38	infant carriers, hand-held
	39	infant carriers, soft
	40	infant gates
	41	infant slings
	42	infant swings
	43	infant tubs
	44	infant walkers
	45	ladders
	46	mowers
	47	off-road vehicles (e.g., ATVs, MUVs, and ROVs)

VOLUNTARY STANDARDS SUMMARY

	48	phthalates
	49	playground equipment, children less than two years old
	50	playground equipment, home
	51	playground equipment, public
	52	power equipment
	53	ranges (tip-over)
	54	scooters (motorized)
	55	shopping carts
	56	soccer goals
	57	stationary activity centers
	58	strollers
	59	swimming pools/spas
	60	toys
	61	tree stands (hunting)

MANDATORY STANDARDS SUMMARY

CPSIA	1	lead content determinations of certain specified products or materials not to exceed the lead limits	
	2	<i>children's product</i> interpretive rule	
	3	third-party testing accreditation requirements: periodic sampling	
	4	third-party testing accreditation requirements: testing of random samples	
	5	third-party testing accreditation requirements: verification that products tested by a conformity assessment body comply with applicable safety rules	
	6	third-party testing accreditation requirements: safeguarding against undue influence on a third-party conformity assessment body	
	7	labeling of consumer products as complying with certification requirements	
	8	safety standards for full-size cribs	
	9	safety standards for nonfull-size cribs	
	10	safety standards for baby bath seats	
	11	safety standards for infant walkers	
	12	safety standards for toddler beds	
	13	safety standards for bassinets	
	14	accreditation requirements for baby bath seats	
	15	accreditation requirements for infant walkers	
	16	product registration forms for durable infant/toddler products	
	17	<i>children's toy</i> interpretive rule	
	18	<i>child care article</i> interpretive rule	
	19	substantial product hazard 15(j), unspecified product	
	20	substantial product hazard 15(j), unspecified product	
	Fire hazards	21	all-terrain vehicles
		22	guidelines and requirements for mandatory recall notices
Carbon monoxide hazards	23	upholstered furniture	
	24	ignition source update for 16 CFR Parts 1632 and Parts 1209	
Children's and other hazards	25	portable generators	
	26	poison prevention	
	27	recreational off-highway vehicles	
	28	sensitizers	
	29	tracking labels for drywall notice of inquiry	

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
CBP	Customs and Border Protection
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
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
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**