



UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION

2011 PERFORMANCE BUDGET (OPERATING PLAN)

CPSC Stands for Safety

May 2011

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

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HIGHLIGHTS OF THE 2011 OPERATING PLAN

Congress appropriated \$115,018,000 to the U.S. Consumer Product Safety Commission (CPSC), which was decreased by a 0.2 percent rescission to \$114,787,964. This represents a decrease of \$3,412,036 from the agency's 2010 appropriation of \$118,200,000. This appropriation supports ongoing implementation of the Consumer Product Safety Improvement Act (CPSIA), which provides the CPSC with 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 Information Technology (IT) modernization. Key expenditures of this operating plan include:

- **Children's Product Safety Provisions:** Commission staff has worked diligently and successfully to implement almost all of the main provisions of the CPSIA. Rules that have been adopted include new durable infant and toddler product standards to prevent tragedies such as an infant drowning in a defective bath seat or a toddler who is in a poorly designed baby walker being injured when the walker tumbles down a flight of stairs. Product registration cards now accompany many juvenile products, so parents who register their products can receive direct notification of recalls. Tracking labels are included, to the extent practicable, on children's products so that parents can identify who made the products, even long after they throw away the packaging. In 2011, the CPSC staff will prepare draft final rules on toddler beds and bed rails, and draft Notices of Proposed Rulemaking for bedside sleepers, infant slings, and play yards.
- **Safe Sleep Campaign:** Parents across the country expect cribs to be safe for their children, regardless of price or size. Unfortunately, that is not always the case. In the past nine years, there have been at least 32 deaths attributed to drop-side crib failures. Further, the majority of crib deaths are directly linked to the use of soft bedding in cribs. To address these dangers, the CPSC promulgated new mandatory crib safety rules that will prohibit dangerous drop-side cribs from ever being sold again in the United States. In 2011, the CPSC will promote the new crib safety rules, using a variety of dissemination tools, such as press releases, media interviews, social media, and brochures to inform parents, childcare centers, and hotels about the requirements of the new law. A second initiative involves educating parents and caregivers to keep cribs free from suffocation risks presented by soft bedding items, such as comforters and pillows. In 2011, the Commission will distribute and promote its "Safe Sleep for Babies" video through various media, partnerships, and visits to conferences. The CPSC will also warn the public of dangers associated with infant slings, sleep positioners, and baby monitor cords.
- **The Publicly Searchable Database:** On March 11, 2011, the CPSC officially launched a new publicly available consumer product safety information database, which section 212 of the CPSIA mandated. This database, available online at www.SaferProducts.gov and through the Commission's homepage at www.CPSC.gov, is a powerful source of information for consumers, allowing them to determine whether products they already own, or are considering purchasing, are associated with safety hazards or recalls. The SaferProducts.gov site also has an enhanced reporting tool, so that consumers can tell the CPSC about consumer products that cause harm or have the potential to cause harm.
- **New CPSC Website:** As part of the overall IT modernization project, the Commission launched a new updated CPSC.gov home page in December 2010, and currently is in the process of upgrading the entire website. These improvements will allow consumers to search for recalls with greater ease, report safety incidents and injuries, and view videos on how to keep their families safe from product hazards. In addition, the new website will provide industry, and particularly

small businesses, with increased access to resources on how to produce safe products that comply with applicable safety standards.

- **New CPSC Strategic Plan:** Last year, the CPSC launched a comprehensive strategic planning initiative to update the Commission's outdated 2003 Strategic Plan. As a result of this effort, the Commission unanimously approved the agency's new 2011-2016 Strategic Plan, which lays out five key goals and also details programmatic objectives that will allow the CPSC to move closer to becoming the global leader in consumer product safety. This 2011 Operating Plan is the first Operating Plan to be prepared under the new strategic plan.
- **New Office of Education, Global Outreach, and Small Business Ombudsman:** In September 2010 the Commission voted to create a new office to coordinate and provide outreach to various domestic and international stakeholders, including manufacturers, retailers, resellers, small businesses, foreign governments, and consumers. Within this office, the agency has a full-time Small Business Ombudsman, who is dedicated to serving the nation's many small businesses in the area of product safety. In particular, special attention will be given to developing "plain English" information tailored to small businesses and small batch manufacturers so that they can understand and comply with new standards.
- **Import Surveillance:** The CPSC has added technological and human resources to the Import Surveillance Division, which works directly with the U.S. Department of Homeland Security's Customs and Border Protection (CBP) to keep dangerous products out of the United States. The CPSC is also actively involved in supporting the Importer Self-Assessment Product Safety initiative that the CBP is piloting. This initiative is based on a voluntary approach that provides meaningful benefits for importers who demonstrate readiness to assume additional responsibility for managing and monitoring their own product safety compliance. The Commission has also taken steps to increase the CPSC's physical presence at ports of entry, increasing staff stationed at ports of entry from 3 in 2008 to 19 as of March 2011. The CPSC's long-term goal is to continue to increase staff at ports, which will increase product screening and detection of hazards.
- **Rapid Response to New Hazards:** The Commission has increased its efforts to provide a rapid response to new and emerging hazards. One example is the CPSC's efforts to stop the use of toxic metals in children's products, because there was information that some foreign manufacturers might be substituting cadmium or other toxic metals due to the lead limits placed on children's products. The Chairman sent a swift and strong message to Asian manufacturers and regulators that the CPSC would not allow an influx of products with cadmium (similar to the problem with lead a few years ago) into the United States. In addition, the CPSC has taken aggressive action to police the market for children's products that may contain harmful levels of cadmium, and released a guidance document providing Acceptable Daily Intake limits for cadmium. In addition, the agency operates rapid media response programs for pool and spa drowning and ATV related fatalities to provide pertinent safety information to local communities that have lost a community member in a drowning or ATV incident.

TABLE 1
2009 TO 2011 RESOURCES BY STRATEGIC GOAL
(DOLLARS IN THOUSANDS)

	<u>2009 Actual</u>		<u>2010 Actual</u>		<u>2011 Plan</u>	
	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>	<u>FTEs</u>	<u>Amount</u>
LEADERSHIP IN SAFETY						
Goal 1: Leadership in Safety.....	57	\$10,657	71	\$14,541	70	\$13,222
COMMITMENT TO PREVENTION						
Goal 2: Commitment to Prevention	91	\$19,956	93	\$24,052	104	\$23,180
RIGOROUS HAZARD IDENTIFICATION						
Goal 3: Rigorous Hazard Identification	84	\$28,626	93	\$32,141	121	\$33,692
DECISIVE RESPONSE						
Goal 4: Decisive Response	165	\$26,764	191	\$33,178	207	\$34,760
RAISING AWARENESS						
Goal 5: Raising Awareness.....	<u>38</u>	<u>\$11,345</u>	<u>40</u>	<u>\$11,972</u>	<u>38</u>	<u>\$8,936</u>
TOTAL ANNUAL APPROPRIATION FUND	435	\$97,348	488	\$115,884	540	\$113,790
Lab Modernization.....			--	\$3,877	--	\$2,123
Pool and Spa Safety Act Grant ¹			==	==	==	\$3,000
TOTAL COMMISSION AVAILABILITY.....	<u>435</u>	<u>\$97,348</u>	<u>488</u>	<u>\$119,761</u>	<u>540</u>	<u>\$118,913</u>

¹ Includes \$2 million funded in 2010 expiring in 2011 and \$1 million expiring in 2012.

APPROACHES TO PRODUCT SAFETY

The CPSC is an independent federal regulatory agency that was created in 1972 by the Consumer Product Safety Act. In addition to the Consumer Product Safety Act and the more recent Consumer Product Safety Improvement Act of 2008 (CPSIA), the CPSC administers six other laws: the Federal Hazardous Substances Act, the Flammable Fabrics Act, the Poison Prevention Packaging Act, the Refrigerator Safety Act, the Virginia Graeme Baker Pool and Spa Safety Act, and the Children's Gasoline Burn Prevention Act.

HOW THE CPSC REDUCES HAZARDS

The CPSC uses a number of strategies to reduce the risks associated with hazardous consumer products. These strategies include:

(a) completing new rules to implement the CPSIA and other statutes; (b) conducting activities to ensure the safety of imported products; (c) undertaking enforcement activities to ensure compliance with the new requirements of the CPSIA and the requirements of the six other statutes; (d) participating in the voluntary standards process or developing mandatory safety standards; (e) initiating compliance activities, such as recalls, corrective actions, and enforcement of existing regulations; and (f) alerting the public to safety hazards and advising 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.

1. *Consumer Product Safety Improvement Act*

The CPSC has worked diligently on implementing the 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. The CPSC has been issuing rules at an unprecedented pace.

The CPSC has completed numerous rules and related rulemaking activities or official Commission actions, such as limiting lead in children's products, requiring warning labeling for toy and game advertisements, developing laboratory accreditation and third-party testing requirements, and issuing guidance documents for lead containing paint and certain childcare and children's products containing phthalates. The Commission staff is also actively engaged in many other CPSIA-related activities.

2. *Import Safety*

The United States imports many consumer products, especially toys and other children's items. About 42 percent of all imported consumer products come from China. Most of the CPSC's recent product recalls have been imported products. The CPSC is addressing the potential risk associated with imported products through an Import Safety Initiative based on three key principles: (1) assuring that 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.

In 2008, the CPSC implemented an Import Safety Initiative, including the establishment of a new Import Surveillance Division to manage enforcement activities at the ports. High-volume locations are staffed with port investigators dedicated exclusively to import compliance. The port investigators also work closely with other field investigators located near ports of entry where permanent CPSC import staff are not assigned. These investigators call on the talents of compliance officers, attorneys, and support staff to assist in border enforcement. More sampling, detention, and interdiction of unsafe products will result from this increased enforcement presence.

3. Safety Standards

The CPSC's statutory authority requires it to rely on voluntary standards to build safety into consumer products if the Commission determines that compliance with a voluntary standard is likely to result in the elimination or adequate reduction of the risk of injury identified and that there will be substantial compliance with the voluntary standard. Voluntary standards for consumer products are developed based on consensus within voluntary Standards Development Organizations (SDOs) that are comprised of industry, government, and consumer representatives. While the CPSC has no direct regulatory authority to enforce adherence to these voluntary standards, many industry partners try to comply with the standards because they represent an agreement among industry and other SDO members. When CPSC staff members identify the need for a voluntary standard, they submit a recommendation to an SDO based on consumer product incident data and analysis of that data. Typically, an SDO will organize a group, which then performs a technical assessment and prepares a draft standard for public comment. During this comment period, CPSC staff provides expert advice, technical assistance, and clarifying analyses. After evaluating and incorporating public comment received on the proposal, the group developing the standard's provisions votes on the final voluntary standard (the CPSC does not vote on the standard). Once the voluntary standard is approved, it usually becomes the recognized norm for that industry group and product type.

Mandatory standards are federal rules set by statute or regulation that define the required standards consumer products must meet. Mandatory standards may take the form of performance standards that consumer products must meet or warnings they must display to be imported, distributed, or sold in the United States. The CPSC may set a mandatory standard when it determines that compliance with a voluntary standard would not eliminate or adequately reduce a risk of injury, or finds that it is unlikely that there will be

substantial compliance with a voluntary standard.¹ The Commission may also promulgate a mandatory ban of a hazardous product when it determines that no feasible voluntary or mandatory standard would adequately protect the public from an unreasonable risk of injury. If the CPSC determines that a mandatory standard or ban is necessary, the Commission uses a highly participatory process to create the standard or ban by soliciting comments from consumers, industry groups, government partners, and any other interested stakeholders. When a mandatory standard is promulgated by the CPSC, it applies across the entire chain of distribution, including manufacturers, distributors, and retailers. Mandatory standards and bans are enforceable by the CPSC, allowing the agency to stop products at the ports that do not meet federal requirements and, in addition, seek civil or criminal penalties for violation of the mandatory standard or ban.

4. Compliance

The CPSC also reduces hazards through compliance activities. Compliance staff identifies defective products through its own investigations, or can learn about potential product defects from many other sources, including consumer reports to the CPSC hotline and website. In addition, firms are required legally to report to the Commission any potential product hazards or violations of standards. In 2005, staff developed a *Retailer Reporting Model* that enables companies to report potential hazards or violations more efficiently. Seven companies, including several of the nation's largest retailers, now follow the model.

When a recall is necessary, compliance staff undertakes negotiations with the responsible firm to seek a voluntary recall, whenever possible. In 2010, CPSC staff completed 427 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 knowingly fail to report as required, the CPSC can seek civil penalties. In 2010, the CPSC negotiated out-of-court settlements from five companies that voluntarily agreed to pay \$1.85 million in civil penalties to the U.S. Treasury. In addition, one federal court settlement resulted in a civil penalty of \$2.05 million to the U.S. Treasury. This total is expected to increase in the future because the CPSIA amended the CPSA to increase the amount of civil penalties that the CPSC may impose.

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 of the procedural steps in the process. Because defective products present a risk of injury or death,

¹ CPSIA requires the promulgation of mandatory standards for some products with existing voluntary standards such as durable infant and toddler products, children's toys, and ATVs. For a complete list, please refer to the CPSIA at <http://www.cpsc.gov/cpsia.pdf>.

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 more than 95 percent of the time, the recall process begins within 20 days of a firm's report to the CPSC.

5. Education, Global Outreach, and Small Business Ombudsman

In 2010, the Commission created the Office of Education, Global Outreach, and Small Business Ombudsman. The Office will coordinate with and provide education and outreach activities to various domestic and international stakeholders, including manufacturers, retailers, resellers, small businesses, foreign governments, and consumers. The need for the office was highlighted during the CPSC's recent strategic planning process, which identified gaps in the Commission's current structure to address certain additional functions needed to meet the agency's new strategic goals. There are a number of benefits that result from establishing the new office. Manufacturers will now have a single source for manufacturer-related safety information, which will facilitate the transfer of knowledge to industry and ultimately create safer products through better educated manufacturers. Retailers and resellers will benefit from the new office through the development of improved systems for informing them of product recalls and other important safety information. Small businesses will have a full time individual in the new office dedicated to responding to their concerns and charged with developing information and guidance specifically tailored to small batch manufacturers. The new office will also work with foreign governments and regulatory bodies to enable these organizations to increase their capacity to develop product surveillance strategies, product testing methods, and voluntary and mandatory product safety standards. Finally, the new office will work closely with the CPSC's Office of Information and Public Affairs, which is responsible for outreach to consumers, to provide education and outreach-related subject matter and expertise to other stakeholders.

6. Consumer Information

The 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, and listservs. The CPSC also alerts the public through various electronic venues, such as:

- the CPSC's websites (www.CPSC.gov, www.recalls.gov, www.ATVsafety.gov, www.PoolSafely.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 (www.cpsc.gov/cgibin/javascripts/widgetrss.html);
- social media sites ([YouTube](#), [Twitter](#), [Flickr](#)); and
- other outreach activities, such as the Neighborhood Safety Network (NSN).

The Neighborhood Safety Network (NSN) is a grassroots outreach program that provides timely lifesaving information to more than 3,000 organizations and individuals who, in turn, share CPSC safety posters and news alerts with underserved consumers who otherwise might be unlikely to hear or receive information from the CPSC. To make the NSN program even more effective and useful for grassroots safety organizations, the CPSC developed an online toolkit, which allows communities to promote safety by downloading a variety of free publications, posters, checklists, and tools to create their own programs 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. The CPSC will continue to update this site with new programs and will continue to promote the initiative among the members of the NSN.

The Commission continually strives to improve the CPSC’s website, consumer Hotline, National Injury Information Clearinghouse, and publications distribution capability to serve the public better. The CPSC’s website has grown rapidly from about 20 million visits in 2006, to 53.6 million visits in 2010. In 2010, the CPSC made available for the first time a widget, a Web-based tool that third parties can feature on their Web pages that displays brief summaries of the latest CPSC safety information. The presence of the CPSC widget on other organizations’ Web pages accounted for an additional 42.8 million views of the CPSC’s safety information. The CPSC posts recalls and press releases in a format that allows blogs, TV stations, and other media to obtain information from the CPSC’s website and, in seconds, have the information posted on their websites. A strong Web presence is a key component of successfully achieving the CPSC’s safety mission. While the CPSC website, www.CPSC.gov, was enhanced recently to widen and speed public access to important safety information, it is in need of a complete revision, which is long overdue and coincides with the full implementation of the Consumer Product Safety Improvement Act. The redesign, to be launched in the fall of 2011, will enhance the user experience, improve the search functionality, and streamline the content management and posting process. CPSC.gov will complement and coordinate with the separately maintained public database portal (www.SaferProducts.gov), which went live in March 2011.

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.

Supported by the Virginia Graeme Baker Pool and Spa Safety Act of 2008, the CPSC has initiated a national “Pool Safely” information and education program designed to reduce drowning

and entrapment deaths and near-drowning injuries. The multifaceted initiative includes major training and education efforts along with press events, partnerships, outreach, and advertising programs. Six contractors are currently delivering information nationwide via seminars, live and online training, webinars, and material dissemination. This information focuses on reducing drain entrapments by updating pool and spa drain covers and related circulation systems to comply with safety standards and ensuring proper maintenance. Millions of consumers are being reached through print, television, and outdoor PSAs, including billboards, transit signage, and online media placements of Pool Safely messages. The PoolSafely.gov website reaches a variety of audiences including parents and children, state regulators, and pool owners and operators with useful safety information. A Rapid Response program follows up with drowning prevention messages to media in areas where incidents have occurred.

How CPSC IDENTIFIES HAZARDS

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

7. 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 the CPSC's system. Annually NEISS supplies more than 400,000 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-related injury data while continuing to collect product injury data with CPSC funds.

8. Product-Related Deaths

The 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, and New York City. The Medical Examiners and Coroners Alert Project (MECAP) collects and reviews approximately 5,500 additional reports from participating medical examiners and coroners throughout the country. Staff also collects and reviews about 6,600 news clips and 24,000 other reports of product-related injuries and deaths from consumers, lawyers, physicians, fire departments, and others.

9. Risk Management System/ Public Database/ Early Warning System

The Consumer Product Safety Risk Management System (CPSRMS) is changing the way the 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 searchable database using certain criteria for public reporting. 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 enhance the CPSC’s capability to monitor the safety of products.

The Commission released the first version of the public database on March 11, 2011. This new database dramatically changes the way the CPSC interacts with the public, industry, and other government agencies. It allows a greater exchange of information by all parties and provides benefits to the CPSC, as well as to Commission stakeholders. The database also increases the transparency of the CPSC’s data and its efforts to detect hazardous products.

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/playpens). A multidisciplinary team of subject-matter experts (SMEs) evaluates and characterizes the hazard scenarios and failure modes of product-associated incidents. An electronic database captures the hazard scenarios, failure modes, and investigative status.

In 2009, a prototype system was developed and deployed to replace the existing electronic database. The prototype automates data extraction processes and provides enhanced electronic collaboration for the EWS team. In 2010, staff continued to apply the EWS processes and procedures for products found in the sleeping environments of children. Staff used the information in the EWS pilot to characterize hazard scenarios and severity in support of the development of crib and bassinet regulations. In 2010, staff also collaborated with IT contractors to define use cases and evaluate the proposed design. In 2011, Phase 1 of CPSRMS will be released to production with EWS functionality

incorporated, plus enhanced search, alerts, data manipulation, probability-based matching of incident reports, and expanded product categories. In 2012, staff will establish a baseline of reported incidents for nursery products using the CPSRMS framework.

10. Emerging Hazards

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

Emerging hazards work involves professionals from across the 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 associated with a product's use and removing hazardous products from the marketplace.

As the CPSC receives reports of consumer product-related incidents, CPSC analysts identify the product involved and determine if an injury or fatality has occurred related to the use of the product. Analysts conduct data searches to determine the number and type of similar reports previously received by the 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 understand better how the injuries occurred, identify the consumer product involved, and obtain other information relevant to the investigation.

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

LEADERSHIP IN SAFETY

STRATEGIC GOAL 1: Take a leadership role in identifying and addressing the most pressing domestic and international consumer product safety priorities and mobilizing action by our partners.

The CPSC will be at the forefront of advancing the agenda for consumer product safety. Working with key global and domestic stakeholders, the CPSC will mitigate the most pressing product safety hazards by effectively determining the actions necessary to address these priorities and clearly establishing accountability for progress.

2009–2011 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)						
Goal	2009 Actual		2010 Actual		2011 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Leadership in Safety	57	\$10,657	71	\$14,541	70	\$13,222

As international trade expands and supply chains become more global—making available an ever-growing number of consumer products that feature an increasingly wide spectrum of technologies and materials—the potential for new safety hazards will continue to grow. Regulatory agencies, standards organizations, and consumer and industry groups worldwide are increasingly working together to address consumer product safety, while managing their own diverse challenges and priorities.

- In 2009, more than 36.5 million people in the United States sought medical attention for injuries related to consumer products.
- Over the past five years, the CPSC handled an average of 480 product recalls annually, involving 130 million recalled items from around the world.
- In the United States, there are approximately 700 active standards organizations, and more than 300 additional organizations are active internationally.

Objective 1.1: Determine the most critical consumer product hazards and issues to define the Commission's annual priorities consistent with the agency's regulatory requirements.

Annual goals for this objective are under development.

Objective 1.2: Create and strengthen partnerships with domestic and international stakeholders aimed at improving product safety throughout the supply chain.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>International Cooperation</i>							
1. Review and update international cooperation business plans	Goal	**	**	**	**	**	8
	Actual						
2. Participate in biennial United States-China Product Safety Summit	Goal	**	**	NA	1	NA	1
	Actual	NA	1	NA	1	NA	
3. Establish a regional Product Safety Office in Beijing, China	Goal	**	**	**	1	1	1
	Actual				1	0	

** No goal established.

NA Not applicable – no summit planned.

1. Business Plans for International Engagement

Increasingly, international cooperation is the means by which U.S. consumers are protected from hazardous and noncompliant consumer products, because a product that cannot be sold legally anywhere in the world, is much less likely to be manufactured. The Commission works with partners in the Western Hemisphere, especially Canada and Mexico; with the European Union at both the central and member-state levels; with key supplier countries, particularly China; and with the emerging exporting countries in East Asia.

With developed consumer markets, the focus is on cooperation with government product safety agencies on requirements and common concerns about conformity assurance from supplier countries. This occurs on a bilateral basis and in international venues, such as the International Consumer Product Safety Caucus (ICPSC), the International Consumer Product Health and Safety Organization (ICPHSO), and the Organization for Economic Cooperation and Development (OECD). With supplier countries, the emphasis is on outreach and capacity building to ensure that manufactured products meet U.S. safety requirements. This includes cooperation with national product safety authorities and in-country training for suppliers, working with other partners whenever possible. The CPSC also provides English and foreign language text, video, and interactive training for foreign suppliers via Web-based materials.

Staff prepares updated annual business/program plans to prioritize and manage the agency's international activities consistent with the Commission's stated priorities. Each business/program plan is updated with specific objectives aimed at successful engagement in one area of the international program. Staff reports annually to the Commission on the activities undertaken in each program area, explaining how those efforts support the Commission's agenda.

Goal: In 2011, staff will perform its annual review and update its business plans and various program plans. Staff will review and update the:

- annual International and Intergovernmental Affairs business plan;
- North America program plan;
- Beijing Regional Office program plan;
- China program plan;
- East Asia-Pacific program plan;
- Developed markets and OECD cooperation plan;
- Europe program plan; and
- Internet foreign language plan.

2. Biennial United States-China Product Safety Summit

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

Goal: In 2011 staff will plan and arrange the upcoming FY 2012 meeting. The CPSC will participate in the fourth biennial United States-China Product Safety Summit to be held in Washington, D.C., in October 2011.

3. CPSC East Asia-Pacific Regional Office

In 2009, the CPSC established its first overseas office, located at the United States Embassy in Beijing, and hired a Product Safety Specialist to work in China. This enables the CPSC to promote compliance with United States product safety requirements among Asian (especially Chinese) exporters and to coordinate with product safety regulators in the region. 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. In 2010, the CPSC coordinated with the U.S. State Department and the People’s Republic of China’s Foreign Ministry to gain approval from the Foreign Ministry for a new diplomatic position, the Regional Product Safety Officer.

Goal: In 2011, the CPSC will hire a Regional Product Safety Officer based in Beijing.

Objective 1.3: Collaborate with partners, ranging from state and federal authorities, colleges and universities, and other stakeholders to expand the CPSC’s effectiveness and reach.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>Working with the States</i>							
4. Grants to the states: pool and spa safety	Goal	**	**	**	1	1	1
	Actual				0	1	
5. State partners: host state caucus training sessions	Goal	**	1	1	D [†]	1	1
	Actual	0	1	1		1	

** No goal established.
 † This goal was deferred.

4. Grants to States: Pool and Spa Safety

The CPSC’s 2009 and 2010 appropriations included \$2 million (for a total of \$4 million) to implement a state grant program, mandated by the Virginia Graeme Baker Pool and Spa Safety Act (VGB), to provide funding to eligible states for pool and spa safety training and enforcement. The 2009 funds remained available for obligation until September 30, 2010, and the 2010 funds remain available until September 30, 2011. In 2010, the CPSC entered

into an agreement with the Centers for Disease Control and Prevention (CDC) to administer the grant program. Staff, in conjunction with the CDC, began the process of establishing the grant program, which included determining eligibility criteria for grant applicants, establishing application submission and evaluation criteria, and publishing an announcement about the grant program. No states applied for grants, and no grants were awarded. In this process of establishing the grant program, staff learned that no states were eligible to apply for grants in 2010 and discovered that none would likely to be eligible in 2011. Furthermore, staff learned that some states address pool safety through local legislation, while others address it through building code requirements. The 2011 appropriation includes \$1 million for the grant program, with eligibility now expanded to include localities and with funds available for expenditure through September 30, 2012.

Goal: In 2011, staff will prepare a report describing the grant program activities that were carried out in 2010.

5. State Partners: Training for State Designees

State and local officials work with the CPSC on cooperative activities that complement those performed by CPSC field staff; states accomplish these activities with little or no cost to the 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 to learn the latest information about consumer product safety.

Goal: In 2011, in Chicago, IL, CPSC staff will host a state and local training caucus for state designees.

Objective 1.4: Work toward harmonizing global consumer product standards or developing similar mechanisms to enhance product safety.

Annual goals for this objective are under development.

Objective 1.5: Promote and recognize innovation and advancements in consumer product safety.

Annual goals for this objective are under development.

Objective 1.6: Attract, retain, and collaborate with leading experts to address consumer product hazards.

The CPSC competes with other agencies to attract and retain highly skilled technical specialists, such as toxicologists, engineers, and mathematical statisticians, by making maximum use of available resource management tools, including those listed below. Annual goals for collaborating with leading experts are under development.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Hiring Reform							
6. Implement the use of streamlined, plain language vacancy announcements	Goal Actual	**	**	**	**	1 1	1
7. Reduce recruitment time using OPM's End-to-End hiring process	Goal Actual	**	**	**	**	100 92	90
8. Develop and implement action items identified through the manager survey on the hiring process	Goal Actual	**	**	**	**	1 1	1
9. Conduct online survey and focus groups for all new employees on the hiring process	Goal Actual	** 1	** 2	** 1	1 1	2 2	2
10. Percentage of vacancies that meet the standard of applicants receiving at least four notifications	Goal Actual	**	**	**	**	4 4	85% [#]
Employee Wellness and Satisfaction							
11. Conduct focus groups on the Employment Viewpoint Survey	Goal Actual	**	**	**	**	6 0	6
12. Develop and implement action plan with improvements identified through the Employment Viewpoint Survey	Goal Actual	**	**	**	**	1 0	1
13. Conduct onsite wellness activities	Goal Actual	**	**	**	**	3 8	10
Equal Employment Opportunity and Affirmative Employment							
14. Target recruitment efforts to organizations serving underrepresented populations	Goal Actual	12 14	8 11	10 15	11 14	14 16	20
15. Conduct training sessions for managers and employees in EEO/AEP responsibilities	Goal Actual	3 4	3 6	5 7	5 7	5 8	5
16. Promote representation of underrepresented groups and individuals with disabilities	Goal Actual	5 10	5 6	5 6	5 8	6 10	10

** No goal established.

Due to change in the method of measuring this goal, data for 2011 are not comparable to data for 2010.

Hiring Reform

6. Streamlined, Plain Language Vacancy Announcements

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

Goal: In 2011, staff will use streamlined, plain language announcements for all publicly advertised vacancies.

7. Reduce Recruitment Time

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

changed aspects of the hiring process, addressed barriers encountered, and reduced the recruitment time to 92 days to approach the 80-day target set by the OPM.

Goal: In 2011, staff will continue to streamline the recruitment process and reduce the recruitment time to an average of 90 days for competitive examining (open to all U.S. citizens) hiring actions.

8. *Hiring Management Involvement*

In 2009, staff surveyed managers to determine their satisfaction with the Commission's hiring process, specifically their involvement in the process. Managers responded that the application and hiring process require streamlining to reduce the time between vacancy posting to duty entry. Additionally, managers suggested advertising for positions beyond USAJobs postings. Specifically, they wanted to advertise in targeted communities and create recruitment handouts for job fairs. In 2010, staff developed and initiated a hiring reform plan that addressed barriers to management involvement in the hiring process. The plan includes a new process for requesting extensions to the hiring certificates, an automated process that alerts managers to the posting of each vacancy and to the closing date so that candidate interviews can be scheduled efficiently and an automated review process to certify candidates.

Goal: In 2011, staff will change the action plan developed in 2010 to increase manager involvement in hiring.

9. *New Employee Focus Groups*

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

In 2009, new employees in the focus groups asked that the orientation package be available to allow forms to be completed and submitted electronically. They also requested additional time for new employee orientation ("onboarding"), which occurs on the first day of work. In 2010, staff contracted for a new entry-on-duty system that automates the applicant intake process and allows employees to review orientation materials electronically. Once new employees complete their forms, the system surveys them about the process automatically.

Goal: In 2011, staff will conduct two focus groups on the recruitment and orientation processes for new employees to assess the new changes and determine whether the plan requires additional changes.

10. *Four-point Status Update Notifications*

In 2010, the CPSC implemented a new version of the online application system. The new system provides a real-time applicant status update at each point of the vacancy process. Through the use of email alerts and status updates online, staff updated

applicants on the status of their applications at four points during the application process.

Goal: In 2011, staff will meet the standard for vacancies of applicants receiving at least four notifications 85 percent of the time.

Employee Wellness and Satisfaction

11. Employee Viewpoint Survey – Focus Groups

Each year, staff conducts an Employee Viewpoint Survey to monitor employee satisfaction and make improvements to address concerns, as necessary. Staff assesses survey results annually, and staff conducts focus groups to understand employee responses. In 2010, staff contracted with the OPM to conduct six focus groups of employees and supervisors to gather additional information on the results of the Employee Viewpoint Survey.

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

12. Employee Viewpoint Survey – Action Plan

Since 2009, each year staff has been required to identify 10 items on the Employee Viewpoint Survey where the CPSC scored lower than the government-wide average. In 2009 and 2010, staff identified items where satisfaction was statistically significantly lower than in the previous year survey.

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

13. Onsite Wellness Activities

In 2010, staff conducted eight different wellness activities, including flu shots, Weight Watchers meetings, blood pressure screenings, stress screenings, seminars on men's and women's health issues, glucose screening, and all-employee access to a health and wellness online resource center.

Goal: In 2011, staff will conduct at least 10 onsite wellness activities.

Equal Employment Opportunity and Affirmative Employment

14. Target Recruitment

The CPSC will reach out to underrepresented populations in our recruitment efforts through a variety of means, including outreach to colleges and universities, job fairs, networking, and any other available means. Our goal is to ensure that potential applicants are aware of CPSC job opportunities in an effort to increase the diversity of our applicant pools.

Goal: In 2011, staff will target 20 recruitment efforts to organizations serving underrepresented populations.

15. EEO/AEP Training

Managers, supervisors, and employees should receive training annually on their EEO responsibilities to ensure that everyone is aware of current laws, regulations, policies, and practices regarding discrimination. Under our affirmative employment activities, we train employees to be more effective in their current positions, as well as more competitive for advancement.

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

16. Promote Representation

We promote representation of underrepresented groups and individuals with disabilities (including disabled veterans) to attract and retain a workforce reflective of our nation's diversity. Our goal is to dispel perceptions and stereotypes that may lead to prejudice and discrimination, by providing opportunities to build effective work relationships and by promoting education and cultural awareness.

Goal: In 2011, staff will promote representation of underrepresented groups and individuals with disabilities with at least 10 initiatives. Examples of these new initiatives are mentoring programs, a summer volunteer program, employee training programs, and disability and diversity awareness programs.

COMMITMENT TO PREVENTION

STRATEGIC GOAL 2: Engage public and private sector stakeholders to build safety into consumer products.

The CPSC will protect consumers by promoting the production of safe products and the development and implementation of safety standards. This will enable industry compliance with safety standards at various stages of consumer product development and distribution. By encouraging industry leaders and foreign safety agencies to focus on safety early in the global supply chain, the CPSC will help prevent hazards from entering consumer markets.

2009–2011 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)						
Goal	2009 Actual		2010 Actual		2011 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Commitment to Prevention	91	\$19,956	93	\$24,052	104	\$23,180

As the number of products available to U.S. consumers has grown, many of those products now come directly from trading partners outside of the country. The challenge is the majority of consumer product hazards and safety defects arise in very early stages of the supply chain, including product design and selection and use of raw materials. Additionally, given the range of products domestic and international regulatory agencies face, enforcement activities alone are unlikely to preclude preventable product hazards from occurring.

- In 2010, the CPSC screened more than 7,000 import samples at U.S. ports of entry.
- In 2010, the CPSC collected more than 1,700 import samples for testing in CPSC laboratories.
- From 1998 to 2007, consumer products imported into the United States from China (including Hong Kong) nearly quadrupled, constituting about 42 percent of all imported consumer goods.²

Objective 2.1: Minimize hazardous defects early in the manufacturing process through increased participation in voluntary standards activities.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Voluntary Standards Activities							
1. Present recommendations to voluntary standards or code organizations	Goal	1	3	4	1	0	1
	Actual	0	0	7	1	0	
2. Complete data analysis and technical review activities	Goal	*	*	*	*	*	6
	Actual						
3. Support voluntary standards and code revisions	Goal	66	63	72	39	60	60
	Actual	63	66	74	39	60	
Nanotechnology Initiative							
4. Complete data analysis and technical review activities related to application of nanotechnology in consumer products	Goal	**	**	**	**	**	10
	Actual						

* Due to a new way of categorizing our work, data prior to 2011 are not comparable to the 2011 data.

** No goal established.

² Government Accountability Office (GAO), *Better Information and Planning Would Strengthen CPSC's Oversight of Imported Products*, GAO 09-803, August, 2009.

Voluntary Standards Activities

1. Prepare and present one recommendation to voluntary standards or code organizations.

Clothes Dryer Indicators

The United States Fire Administration reports that lack of maintenance, followed by mechanical or electrical failures, are the top two factors contributing to ignition of clothes dryer fires in residential buildings. 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 manufacturer suggested maintenance—showed that such indicators may help prevent some fire incidents. In 2010, staff drafted a report to classify conditions for which an indicator on electric and gas clothes dryers may be desirable, including technical requirements for such indicators.

Goal: In 2011, staff will: (1) finalize the draft report; and (2) develop and submit proposals for voluntary standards on the use of indicators for electric clothes dryers, as warranted.

2. Complete six data analysis, collection, or technical review activities.

CO Alarms

In 2006, there were an estimated 180 unintentional nonfire carbon monoxide (CO) poisoning deaths associated with consumer products under the CPSC's jurisdiction, with 71 percent of these deaths occurring in a home. Because only approximately 50 percent of households have CO alarms, many of these fatalities might have been prevented had a CO alarm been in use.

In 2004, staff recommended changes to the Underwriters Laboratories (UL) standard for CO alarms (UL 2034), including end-of-life signaling and provisions for rapid buildup in CO levels. These changes became requirements in UL 2034, effective August 2009.

Goal: In 2011, staff will: (1) produce a draft report that analyzes household usage of CO alarms, and (2) write a memorandum that describes the domestic market for CO alarms.

Cooktops

Cooktops account for the largest percentage of fires associated with products under the CPSC's jurisdiction. Most of the losses are associated with range and oven fires.

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

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

Goal: In 2011, the contractor will provide a draft report on the testing of experimental control systems to detect and prevent food ignition on a cooktop. The contractor will provide a final report in 2012.

Enhanced Smoke Alarms

Currently, most residential smoke alarms operate on photoelectric, ionization, or a combination of these sensors, to detect fire conditions. Recent research conducted by UL and the National Fire Protection Research Foundation (<http://www.nfpa.org/assets/files/PDF/Research/SmokeCharacterization.pdf>) has demonstrated the need for the development of an improved smoke alarm, which will be 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 project is intended to identify promising new types of sensors that can overcome inherent limitations in existing sensors, improve reliability and utility of residential smoke alarms, and demonstrate technology that manufacturers can commercialize and national codes and standards can incorporate.

In 2009, the CPSC entered into an interagency agreement (IAG) with the United States Fire Administration (USFA). The USFA, with technical input from the CPSC, awarded a contract to identify appropriate smoke sensors and alarm sounding devices for application in improved smoke alarms. In 2010, the contractor identified potential target sensor combinations for improved fire detection with reduced false alarm susceptibility. CPSC staff modified the IAG with the USFA to provide funding for the development of prototype, third generation (3G) smoke alarms.

Goal: In 2011, the contractor will provide a final report on the development of candidate sensors for 3G smoke alarms.

Smoke Alarm Performance /Kitchen Fires

Smoke alarms are on the front line of kitchen fire safety. Cooking fires that occur when food is left unattended can grow rapidly; thus, early detection of the hazard from working smoke alarms is critical. Unfortunately, smoke alarms are susceptible to nuisance alarms from cooking aerosols and are subject to intentional power disconnection or alarm removal. This project will collect information on kitchen fire hazards development, smoke alarm response characteristics to these fires, and nuisance aerosol exposure, as well as evaluate the performance of new detection technologies that may improve response times.

In 2010, the CPSC established an IAG with the National Institute of Standards and Technology (NIST) to conduct the 2011 study. In 2011, testing will be conducted with common cooking fire/nuisance/nearby combustible and other scenarios, in bench- and full-scale, to evaluate smoke alarm performance.

Goal: In 2011, NIST will complete bench-scale testing and provide a draft report to CPSC staff on the test results.

Trampoline Falls

Trampoline injuries from falls off the products have been consistent over the past 10 years, despite voluntary standard development and improvement. In 2010, the CPSC awarded a contract to develop a questionnaire for data collection on trampoline-related incidents.

Goal: In 2011, staff will begin a NEISS-based special study to determine the factors associated with trampoline-related injuries.

Vented Gas Appliances CO Sensors

Gas-fired heating appliances continue to be a leading cause of unintentional carbon monoxide (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 to 2004, staff participated in an industry-led working group to develop test criteria to evaluate the use of gas sensors for this application. At the conclusion of that effort, industry opted not to pursue the use of sensors, due to concerns about their durability and longevity. In 2006, staff initiated a test program to evaluate sensors in gas furnaces. Staff completed the work in 2008. In 2009, staff began drafting a report on the contractor testing performed in 2007 and 2008. In 2010, staff placed the report on the contractor testing into clearance.

Goal: In 2011, staff will finalize the sensor durability and longevity report.

3. *Support the development or revision of voluntary standards and code revisions.*

Voluntary Standards

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

Goal: In 2011, staff will provide support for the revision of the voluntary standards and/or model codes for the following 60 products or codes:

-air cleaners (ozone-generating)	-infant carriers (frame)
- air mattresses, inflatable	-infant carriers (handheld)
-all-terrain vehicles	-infant carriers (soft)
-amusement rides (portable)	-infant gates
-baby monitors	- infant hammocks
-bassinets/cradles	-infant slings
-bath seats	-infant swings
-batteries (button cells)	-infant tubs
-bed rails	-infant walkers
-beds (bunk)	-ladders
-beds (toddler)	-mattresses
-bedside sleepers	-mowers
-bicycles	-National Electrical Code
-blind cords	-phthalates
-booster seats	-playground equipment (home)
-candles	-playground equipment (children under 2 yrs)
-chairs (high)	-playground equipment (public)
-chairs (youth)	-portable generators
-changing tables	-power equipment
-children's metal jewelry	-ranges (tipover)
-cigarette lighters	-recreational off-highway vehicles
-cribs (commercial)	-shopping carts
-cribs (full-size)	-smoke alarms
-cribs (non-full-size/play yards)	-soccer goals
-drywall	-stationary activity centers
-fuel tanks (leakage)	-strollers
-garage doors/gate operators	-swimming pools/spas
-gasoline containers (child resistant closures)	-toys
-headgear (recreational)	-tree stands (hunting)
-infant bedding/accessories	
-infant bouncers	

4. ***Nanotechnology Initiative — Complete 10 activities related to application of nanotechnology in consumer products.***

There is a growing use of compounds or materials that have been produced using nanotechnologies that directly manipulate matter at the atomic level and fabricate materials that could not have been produced in the past. Efforts are under way to identify the potential release of nanoparticles from selected consumer products and to determine the potential health effects from such exposure.

Airborne Nanoparticles from Consumer Products

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

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

Carbon Nanotubes in Sports Equipment and other Selected Products

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

Manufacturers reportedly incorporate carbon nanotubes into sports equipment, such as baseball bats and golf clubs. Nanotubes, cylindrical nanostructures where the tube could be much longer than its nanoscale diameter, provide significant increases in material strength but are very lightweight. Resulting improvements in the power of equipment, such as baseball bats, may result in injuries. In addition, recent studies suggest that carbon nanotubes may have effects on the human body that are similar to asbestos. The extent to which carbon nanotubes may be released from sports equipment during use and misuse scenarios is not known.

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

Enhancement of NLM Household Products Database

The National Library of Medicine (NLM), the National Institutes of Health, and the U.S. Department of Health and Human Services provide information online (householdproducts.nlm.nih.gov) for thousands of consumer products in the Household Products Database. This database provides information on the chemicals contained in brand-name products and the potential health effects of these chemicals to consumers, scientists, and other stakeholders.

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

Exposure and Risk Assessment of Nanomaterials in Consumer

The National Science Foundation (NSF) and the U.S. Environmental Protection Agency (EPA) have funded and

*Products — Centers for
Environmental Implications of
Nanotechnology*

supported the development of two centers for Environmental Implications of Nanotechnology. These university-based centers focus on the environmental and public health implications of nanotechnology and concentrate on the fate and transport of nanomaterials in the environment and exposures to various organisms. They also seek to understand human exposures to nanomaterials, including those released from consumer products. CPSC staff will support investigations at these centers, which use innovative techniques to characterize nanomaterials in selected consumer products and quantify exposures to humans. A project will also synthesize data to develop a risk assessment framework for nanomaterials used in consumer products. This project will involve an interagency agreement among the NSF, the EPA, and the CPSC.

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

Nanomaterials in Aerosol Products

In 2008, the CPSC initiated an Interagency Agreement (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. Aerosol products containing nanoparticles have a wide variety of uses and applications, and there is concern about nanomaterial exposures to human populations in consumer use and occupational settings and the environment. This project will identify new products that have entered the market and specific nanomaterials used in these aerosol products.

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

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

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

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

Nanomaterials in Products and Public Health – Interagency Solicitation

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

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

Nanosilver in Consumer (Children's) Products

There is growing use of compounds or materials that have been produced using nanotechnologies that directly manipulate matter at the atomic level to fabricate materials that could not have been produced in the past.

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

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

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

Nanotechnology Annual Data Update

In March 2006, the Woodrow Wilson International Center for Scholars, located in Washington, D.C., published an inventory of consumer products found on the Internet that were identified by manufacturers as nanotechnology products; these products included: aerosol household chemicals, apparel, and sports equipment. A large number of products that are expected to

contain nanomaterials likely fall under the regulatory authority of the CPSC. Without premarket notification, staff is unaware of the products that contain nanomaterials and the specific nanomaterials incorporated in these products. Staff identifies products that claim, or conceivably contain nanomaterials, and maintains a database with detailed information on these products.

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

Nanotechnology Conference

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

Goal: In 2011, staff will develop a format for a public meeting focusing on the use of nanomaterials in consumer products, as well as a review of the available scientific data on exposures to nanomaterials. The meeting is planned for 2012.

Objective 2.2: Improve the safety of consumer products by issuing mandatory standards, where necessary and consistent with statutory authority, in response to identified product hazards.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Mandatory Standards Activities							
5. Prepare candidates for rulemaking	Goal	8	14	14	29	28	27
	Actual	6	10	10	27	26	
6. Complete data analysis and technical review activities	Goal	*	*	*	*	*	13
	Actual						

* Due to a new way of categorizing our work, data prior to 2011 are not comparable to the 2011 data.

Mandatory Standards Activities

5. Prepare for Commission consideration 27 candidates for rulemaking or other alternatives.

All-Terrain Vehicles

In 2006 the Commission issued a Notice of Proposed Rulemaking (NPR) that would ban three-wheeled all-terrain vehicles (ATVs) and mandate performance, informational, and offer-of-training requirements for youth and adult ATVs. The NPR included Commission instruction to 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 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 from the CPSIA, has since made it a mandatory consumer product safety standard, effective April 13, 2009).

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

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a draft final rule for ATVs.

Bicycle Regulation - Technical Amendments
(2 goals: 1 NPR, 1 final rule)

Manufacturers and importers of products subject to 16 Code of Federal Regulations (CFR) part 1512, Requirements for Bicycles, must certify that their products comply with this standard. Certifications of bicycles designed or intended primarily for children 12 years of age or younger must be based on tests conducted by a third party conformity assessment body whose accreditation has been accepted by the CPSC. Technical amendments are needed that change certain requirements reflecting the development of new technologies, designs, and features in bicycles and clarify certain provisions of testing requirements, which do not apply to specific bicycles or bicycle parts.

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a draft proposed rule for technical amendments to 16 CFR part 1512, Requirements for Bicycles.

Goal: Staff will also prepare a briefing package with a draft final rule for Commission consideration.

Children's Products Containing Lead

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

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a recommendation regarding the technological feasibility of setting the lead content limit of children's products at 100 ppm.

Component Parts

In 2010, the Commission issued an NPR that set forth the conditions and requirements for the testing of component parts of consumer products, including children's products. These requirements would apply to testing that is used to (1) demonstrate the compliance of a consumer product with all applicable rules, bans, standards and regulations and (2) support issuance of a general conformity certificate under Section 14 (a) of the Consumer Product Safety Act.

Goal: In 2011, staff will review comments on the NPR and prepare and send to the Commission for consideration, a briefing package with a draft final rule addressing the conditions and requirements under which the Commission would allow the certification of consumer products based in whole or in part on testing of component parts or composite parts of consumer products, including children's products.

Durable Infant or Toddler Products

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

Safety Standards for Cribs

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

In November 2008, the Commission issued an Advance Notice of Proposed Rulemaking (ANPR) on cribs to address hardware failures. Staff also began testing and analysis of cribs to evaluate the adequacy of the voluntary standard for hazard scenarios. In 2010, the Commission published a Notice of Proposed Rulemaking (NPR) for full-size and non-full-size cribs.

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a draft final rule—with standards for full-size cribs and for non-full-size cribs.

Safety Standards for Durable Infant or Toddler Products

In September 2009, the Commission issued two NPRs for baby bath seats and infant walkers. In 2010, the Commission published final rules for baby bath seats and infant walkers. In addition, the Commission published NPRs for toddler beds and bassinets.

Goal: In 2011, staff will prepare for Commission consideration, four briefing packages with draft NPRs for Commission consideration for bed rails, bedside sleepers, infant swings, and play yards. Staff will also prepare for Commission consideration, briefing packages with draft final rules on toddler beds and bed rails.

Accreditation Requirements

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

Fireworks

In 2006, an ANPR was published seeking information and comments on the risk of injury associated with noncomplying fireworks, the regulatory alternatives being considered, and other possible ways to address the risks of injury. In 2007, staff reviewed and drafted responses to the comments solicited by the ANPR.

Goal: In 2011, staff will take steps to determine how to proceed with the rulemaking, begun in 2006, on fireworks. Staff will prepare a status report, including addressing the comments received to the ANPR, and making recommendations on what actions to take with regard to the pending rulemaking.

*Labeling of Consumer Products:
Complying with Certification
Requirements;
Certification and Testing*

The CPSIA requires the CPSC to initiate a process by which a manufacturer or private labeler may label a consumer product to indicate compliance with the CPSIA certification requirements. In 2010, the Commission published an NPR for labeling of consumer products.

The CPSIA sets a schedule for the Commission to publish a 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. In 2010, staff prepared, and submitted for Commission consideration, a briefing package for a Notice of Proposed Rulemaking (NPR) for protocols and standards for testing and certification of consumer products and for safeguarding against the exercise of undue influence on a third party conformity assessment body by a manufacturer or private labeler.

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

Goal: In 2011, staff will review comments and prepare and send to the Commission for consideration a briefing package with a draft final rule for protocols and standards for: (1) a reasonable testing program for non-children's products; (2) certification, periodic testing, and the selection of random samples to ensure continued compliance of children's products; and (3) safeguarding against the exercise of undue influence on a third party conformity assessment body by a manufacturer or private labeler.

*NOR Lab Accreditation for
Flammable Fabrics Act (FFA)
Regulations*

The CPSIA directs the CPSC to publish a Notice of Requirements (NOR) for accreditation of third party conformity assessment bodies to assess children's products for conformity with "other children's product safety rules." The CPSIA defines a "children's product safety rule" as a consumer product safety rule under the Consumer Product Safety Act or "similar rule, regulation, standard, or ban under any other Act enforced by the Commission..." The FFA is an Act enforced by the CPSC; consequently, regulations under the FFA may fall within the definition of "children's product safety rule." Each manufacturer subject to a "children's product safety rule" must have products that are manufactured more than 90 days after the Commission has established and published NOR for accreditation tested by a third party conformity assessment body accredited to do so, and must issue a certificate of compliance with the applicable regulations

based on that testing. In 2010, staff prepared four NOR briefing packages for Commission consideration:

- 16 CFR part 1611 Vinyl Plastic Film,
- 16 CFR part 1610 Clothing Textiles,
- 16 CFR part 1630 and 1631 Carpets and Rugs, and
- 16 CFR part 1633 and 1632 Mattresses and Mattress Pads.

Goal: In 2011, staff will prepare a briefing package for the NOR for Lab Accreditation for 16 CFR part 1615 and 1616 Flammability of Children's Sleepwear.

Phthalates

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

Goal: In 2011, issue a Notice of Requirements for the testing and certification of products covered by the phthalates provisions of the CPSIA and review and revise as needed the guidance documents related to those products.

Poison Prevention - Imidazolines

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

Goal: In 2011, staff will update scientific information/incident data and prepare for Commission consideration, a briefing package regarding poison prevention packaging for products containing imidazolines. The briefing package also will respond to petitions for exemption from child-resistant packaging requirements.

Substantial Product Hazard – 15(j) 2 Activities

The CPSIA added a new provision to section 15 of the Consumer Product Safety Act that allows the Commission to adopt rules defining 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 been addressed previously by voluntary standards; in addition, there must be substantial compliance with those standards. Importantly, "generic defect" rules for import safety streamline the CPSC's ability to deal with products that are not subject to a mandatory standard.

In 2010, the Commission issued an NPR for children's outerwear with drawstrings, which staff published in the *Federal Register* on May 17, 2010 (75 FR 27497). In addition, the Commission issued an NPR for hair dryers, which staff also published in the *Federal Register* on May 17, 2010 (75 FR 27504).

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a draft final rule for children's outerwear with drawstrings.

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with a draft final rule for hair dryers.

Table Saws

In 2006, the CPSC granted a petition to proceed with a rulemaking process that could result in a mandatory safety standard for table saws to reduce the risk of blade contact injury, and directed staff to draft an Advance Notice of Proposed Rulemaking (ANPR). The Commission did not vote on the ANPR before it lost its quorum. However, the Commission directed staff to initiate a project to collect additional information on emerging injury-reduction technology to prevent and reduce blade-contact injuries, which has been ongoing. In 2011, the CPSC released an updated study based on data from CPSC's National Electronic Injury Surveillance System (NEISS) that estimated there were 66,900 emergency department treated injuries related to table/bench saw operator blade contact in the United States during the calendar years 2007–2008.

Goal: In 2011, staff will prepare for Commission consideration, a briefing package with an ANPR regarding a performance standard for table saws.

Toy Standard Evaluation (F-963)

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

Goal: In 2011, staff will prepare a Notice of Requirements for the testing and certification of products to ASTM F963.

6. Complete 13 data analysis and technical review activities

All-Terrain Vehicles (ATVs) Child-resistant ignition

The risk to youth who drive adult ATVs is higher than that for youth who drive youth ATVs. This project is a proof-of-concept design for a child-resistant ignition mechanism to prevent a younger child from driving an inappropriate-sized model ATV without the knowledge of a parent or other supervising adult. CPSC staff will collaborate with engineering students to develop a proof-of-concept design for a child-resistant ignition switch for ATVs.

Goal: In 2011, staff will complete a draft summary report documenting the work of students on designs for a child-resistant ignition switch on ATVs.

ATV Occupant Protection Systems

Rollover is a common hazard pattern in ATV incidents. In a 2007 CPSC staff pilot study of approximately 85 youth fatalities on ATVs, 13 percent of the incidents involved overturning as the initial event; 32 percent involved a change in grade, leading to overturning of the ATV and/or ejection of the occupant from the ATV; and 11 percent involved a failure to turn, leading to collision, overturning of the ATV, and/or ejection of the occupant from the ATV.

Staff will conduct a pilot study to evaluate two occupant protection designs for ATVs as viable solutions to address the lack of occupant protection in an ATV in a low-energy rollover event.

Goal: In 2011, staff will develop a preliminary test and evaluation of a passive rollover protective structure and an occupant protection system. Staff will also develop a statement of work for future use in addressing the usability and effectiveness of the occupant protection systems.

Bicycle Injuries

Bicycle hazards account for a large number of consumer product-related injuries and deaths. In 2006, the latest year for which data were available, 926 people were killed in bicycle-related incidents. In 2009, there were 544,470 emergency-department treated bicycle-related injuries, about 4 percent of the 14 million emergency-department treated consumer product-related injuries. In 2011, staff will conduct a special study to determine current bicycle-related hazards. Staff will use the data to evaluate staff-recommended changes to the existing federal bicycle standard (16 CFR 1512), determine the effectiveness of active front and rear illumination, evaluate helmet deterioration, frame durability, and other characteristics.

Goal: In 2011, staff will initiate the design of a special study to collect data on current injury patterns associated with bicycle use.

Cigarette Ignition Risk

The majority of fire deaths are caused by cigarettes igniting soft furnishings. The current CPSC regulation for mattresses and mattress pads and the proposed standard for the flammability of upholstered furniture use a cigarette as the source of ignition. The standard cigarette used by the CPSC in these regulations is an unfiltered, conventional cigarette. All states have adopted fire safety standards to require reduced ignition propensity (RIP) cigarettes. As RIP cigarettes saturate the market, the fire hazards associated with smoldering cigarettes may be changing.

Previous work on this project included measuring the ignition strength of the cigarettes to evaluate performance differences of RIP and conventional cigarettes of the same brands per the voluntary standard. Data from this work were used to develop a test program to examine the effects of RIP cigarettes on ignition behavior of interior furnishings. In 2010, staff awarded a contract for evaluating the ignition propensity of mattresses and mattress pads using RIP and conventional cigarettes as the ignition sources. Staff has also completed a draft status report comparing the burning characteristics of RIP cigarettes to conventional cigarettes.

Goal: In 2011, staff will develop a statement of work for contractor testing to evaluate RIP and conventional cigarettes on mattresses. The contractor will submit a preliminary draft report to CPSC staff providing the results of their evaluations.

Cigarette Lighters (Special Study)

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

Goal: In 2011, a special study methodology will be developed to obtain data on the types of lighters (novelty and non-novelty) involved in fire incidents. Information gathered from this study will be used in the future to evaluate the effectiveness of the current regulation for cigarette lighters.

Drywall

In December 2008, the 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, the CPSC launched an extensive investigation requiring substantial resources. In 2010, the CPSC received more than 3,600 incident reports about health and corrosion symptoms from residents in 38 states, the District of Columbia, Puerto Rico, and American Samoa.

The CPSC continues to investigate long-term corrosion on electrical and fire safety components under contract with other federal laboratories. Initial results of analyses of components exposed to corrosive conditions are expected this year. Through this work, the Commission hopes to fine-tune the Interim Identification Guidance and Interim Remediation Guidance (in conjunction with the U.S. Department of Housing and Urban Development).

Goal: In 2011, staff will prepare four reports on the results of technical studies related to drywall, such as 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.

***Durable Nursery Products
Exposure Survey***

The CPSIA requires the CPSC to 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 standards. To evaluate the current voluntary standards effectively, CPSC staff requires baseline data to measure the potential future impacts of the CPSIA's mandatory requirements or impacts on children's products. An exposure survey will be conducted to gather the baseline data.

In 2009, staff began work on developing a questionnaire and awarded a contract for the first phase of the survey. In 2010, staff, working with the contractor, developed a final exposure survey questionnaire, the survey's sample (statistical) design, and the survey's supporting statements for submission to the Office of Management and Budget (OMB).

Goal: In 2011, staff will submit the survey questionnaire and supporting statements for clearance, which includes the staff preparing for Commission consideration, a draft *Federal Register* notice requesting public comment on this data collection activity.

Phthalates and Phthalate Substitutes

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

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

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

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 carbon monoxide (CO) poisonings associated with portable generators. Staff awarded a contract to take a commercially available generator and modify the engine into a prototype configuration that would reduce CO emissions in the exhaust. Staff also entered into an interagency agreement (IAG) with the National Institute of Standards and Technology (NIST) to model the infiltration of CO in various styles of homes when the user operates the generator (in both the off-the-shelf and prototype configurations) in an attached garage.

From 2007 through 2009, staff monitored the prototype development contract and NIST prototype testing IAG, adding necessary modifications to each. Staff modified the prototype development contract to add automatic shutoff programming into the electronic fuel injection (EFI) controller of the existing low-CO emission prototype generator. Additionally, staff created a second agreement with NIST (“Standard Development IAG”) to develop CO emission performance limits for portable generators that significantly improve predicted survivability, based on results from indoor air quality and health effects modeling.

In 2010, staff received a NIST progress report on CO infiltration into a “test house” with operating generators in the garage. NIST drafted a preliminary report on durability testing of the prototype low CO emission portable generator and provided staff’s initial health analyses of a subset of NIST’s preliminary test house results

Goal: In 2011, NIST will deliver an interim report containing the full complement of test house empirical results. With this, CPSC staff will expand its draft interim report prepared in 2010 with final analyses of the prototype development and durability testing effort and staff’s full health analyses of the empirical results obtained from the test house.

Goal: Also in 2011, staff will draft a preliminary report containing a summary of the findings from the second IAG with NIST for developing life-safety-based, technology-independent, CO performance requirements for portable generators.

Recreational Off-Highway Vehicles

Recreational off-highway vehicles (ROVs) are a relatively new product category with a significant injury rate. In 2009, the Recreational Off-Highway Vehicle Association 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 numbers of deaths and injuries.

In 2010, CPSC staff completed static and dynamic testing of nine ROVs to perform a comparative analysis on the lateral stability and vehicle handling characteristics of this class of vehicles. Additionally, staff performed exploratory pilot study work on test methods to evaluate the occupant protection performance of ROVs. Staff will use this information to develop a draft Notice of Proposed Rulemaking for the Commission to consider.

Goal: In 2011, staff will finalize occupant protection performance methods and conduct testing of a set of ROVs to complete an evaluation program of the occupant protection performance of this class of vehicles.

Surrogate Smoldering Ignition Source

Federal regulations for smoldering ignition of mattresses and mattress pads (16 CFR part 1632) and a proposed rule for upholstered furniture (proposed 16 CFR part 1634) require a standard cigarette ignition source: a conventional, unfiltered cigarette with specific physical characteristics (length, density, and weight). This type of cigarette is no longer produced, and staff developed a standard reference material as a temporary replacement. There is a need to develop a long-term solution so that all stakeholders can seamlessly transition to the next generation of standard ignition source. Past work by CPSC staff indicated that there are alternatives to cigarettes that may be suitable for use as a standard ignition source. In 2010, the CPSC established an IAG with NIST to develop a surrogate ignition source to use in the applicable standards.

Goal: In 2011, to evaluate candidate smoldering ignition sources, NIST will provide a status report on: (1) its literature review; and (2) potential surrogate ignition sources that it has identified for use in existing and proposed regulations.

Upholstered Furniture

Ignitions of upholstered furniture are a leading cause of residential fire deaths among the consumer products under the CPSC's jurisdiction. In 2004, the Commission published an Advance Notice of Proposed Rulemaking 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 and 2010, staff conducted large-scale test of furniture, with and without complying fire barriers; developed a standard reference material (SRM) cigarette ignition source; initiated work to develop SRM flexible foam test materials as specified in the NPR; and performed other technical work to address issues raised in public comments on the NPR.

Goal: In 2011, CPSC staff will: (1) complete development of an SRM foam substrate for use in the NPR, under an interagency agreement with the National Institute of Standards and Technology ; (2) continue other technical research to support the development of the proposed test methods; and (3) continue the work with the California state government on cooperative research activities.

Objective 2.3: Facilitate the development of safer products by training industry stakeholders on the CPSC's regulatory requirements and hazard identification best practices.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>Provide Guidance to Industry Stakeholders</i>							
7. ATV action plan guidance review within 60 days (CPSIA sec. 232)	Goal	**	**	**	100%	100%	100%
	Actual				100%	100%	
8. Small business guidance using Web page update	Goal	**	**	**	3	1	1
	Actual				3	1	
9. Industry guidance documents	Goal	5	5	5	10	6	6
	Actual	8	5	6	11	10	

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>Provide Training and Outreach to Industry and other Stakeholders</i>							
10. Conduct outreach or training events for U.S. importers of Chinese products	Goal	**	**	2	3	3	6
	Actual			3	10	8	
11. Cross-train other federal agencies' staff to identify hazardous imported products	Goal	**	**	4	6	6	6
	Actual			6	6	9	
12. Training programs for pool inspections	Goal	**	**	**	**	1	1
	Actual					1	

** No goal established.

Provide Guidance to Industry Stakeholders

7. ATV Action Plan Guidance (CPSIA)

The CPSIA requires CPSC staff to review and approve all-terrain vehicle (ATV) action plans (Letters of Undertaking), which are written plans that describe the actions that a manufacturer or distributor agrees to undertake to promote ATV safety. In addition, staff analyzes ATV action plans to determine completeness, acceptability, and compliance with statutory requirements.

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

8. Small Business Guidance (Ombudsman)

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

Goal: In 2011, CPSC staff will update the guidance and frequently asked questions on the CPSC website and provide plain language explanations of certain Commission actions to aid small businesses in complying with the new legislation and the CPSC's enforcement policies.

9. Industry Guidance for CPSC Regulations

The CPSIA greatly expanded the CPSC's authority to regulate safety in consumer products. Staff is developing guidance to facilitate industry transition to the new legislation.

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

Provide Training and Outreach to Industry and Other Stakeholders

10. Outreach or Training Events for United States Importers

To increase U.S. importers' cooperation with U.S. product compliance efforts, it is essential to convey sufficient understanding of the United States' regulatory environment as it applies to imports. Outreach or training events that explain United States statutory and regulatory requirements and present useful techniques, regulatory best practices, and relevant experience, increase the chances of effective cooperation and compliance.

Goal: In 2011, staff will conduct six outreach or training events for U.S. importers.

11. *Cross-Train Other Federal Agencies*

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

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

12. *Pool and Spa Training Programs for Pool Inspectors*

Goal: In 2011, the CPSC will implement training and education programs through three, separate 1-year contracts awarded in 2010. The training programs include materials for specific stakeholder group(s), for instance, a training program for state and local health officials to learn how to conduct proper inspections of public pools and spas and training and maintenance programs for pool operators, service providers, lifeguards, and industry representatives. The training programs will be a combination of live events, webinars, and prepared educational training video programs that address issues related to drowning and entrapment prevention and the Virginia Graeme Baker Pool and Spa Safety Act.

Objective 2.4: Develop programs that provide incentives for manufacturers and importers to implement preventive actions that enable the safety of their products.

Annual goals for this objective are under development.

Objective 2.5: Engage foreign product safety regulators and foreign manufacturers to reduce the production of unsafe consumer products that may enter the U.S. market.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>International Training</i>							
13. Conduct outreach or training events for foreign manufacturers	Goal	**	**	2	3	3	3
	Actual			3	3	3	
14. Conduct outreach or training events for foreign government regulators	Goal	**	**	3	3	3	3
	Actual		2	3	3	3	

** No goal established.

International Training

13. *Outreach or Training Events for Foreign Manufacturers*

To boost 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 experiences to encourage effective cooperation and compliance with federal regulations.

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

14. *Outreach or Training Events for Foreign Government Regulators*

To foster foreign government cooperation with U.S. product compliance efforts, it is essential to convey sufficient understanding of U.S. regulatory requirements. Outreach or

training events that present regulatory best practices and relevant experience increase the chances of effective bilateral cooperation.

Goal: In 2011, staff will conduct three outreach or training events for foreign government regulators.

RIGOROUS HAZARD IDENTIFICATION

STRATEGIC GOAL 3: Ensure timely and accurate detection of consumer product safety risks to inform agency priorities.

The CPSC must quickly and accurately determine which hazards represent the greatest risks to consumer safety. Using a systematic and transparent framework, based in science, to assess and track hazard data in a consistent manner, the CPSC will proactively detect safety threats for the thousands of product types under its jurisdiction. Using reliable data, the CPSC will continuously identify hazards that represent the greatest addressable risks to guide the agency's efforts and resources.

2009–2011 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)						
Goal	2010 Actual		2010 Actual		2011 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Rigorous Hazard Identification	84	\$28,626	93	\$32,141	121	\$33,692

Information on injuries, deaths, and other consumer product safety incidents comes from a wide range of sources, including consumers and consumer groups, hospitals and clinics, and industry. This diversity of information providers makes it challenging to monitor, standardize, and compare safety data to track known hazards and to identify new ones. The CPSIA-mandated public database (www.SaferProducts.gov) will create new opportunities and challenges for data management, as will the growing need to collect data about the used/resale markets for consumer products.³

- Each year, the CPSC collects more than 360,000 National Electronic Injury Surveillance System (NEISS) reports, 8,000 death certificates, and more than 23,000 manufacturer and retailer reports on product safety concerns.
- In 2010, the CPSC received about 23,000 incident reports from the www.CPSC.gov website and the Hotline.
- The CPSC receives numerous formal congressional inquiries each year, as well as hundreds of other consumer, media, and federal and state inquiries related to product hazards.

Objective 3.1: Improve the quality and comprehensiveness of crucial product hazard data.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Public Database and the Risk Management System (CPSIA)							
1. Consumer Product Safety Risk Management System milestones (CPSIA sec. 212)	Goal	**	**	**	3	6	4
	Actual				3	6	
Data Analyses of Product Hazards							
2. Improving toy-related incident identification	Goal	**	**	**	**	1	1
	Actual					1	
3. Economic impact of CPSC work	Goal	**	**	**	**	1	1
	Actual					1	
4. Conduct Brain Injury Study	Goal	**	**	**	**	1	1
	Actual					1	

³ The public database was officially launched on March 11, 2011.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Data Collection of Product Hazards							
5. Capture product-related cases reported by hospitals	Goal	90%	90%	90%	90%	90%	90%
	Actual	91%	91%	91%	88%	90%	
6. Evaluate, train, and audit hospitals in NEISS sample	Goal	95%	95%	95%	98%	98%	98%
	Actual	100%	99%	100%	100%	100%	
7. Sustain the number of incident reports collected from medical examiners and coroners	Goal	4,160	3,900	4,500	4,500	4,500	4,500
	Actual	4,843	4,724	4,606	4,358	5,524	
8. Collect incident reports from news clips	Goal	8,100	7,300	7,800	7,200	7,200	6,000
	Actual	8,634	8,612	7,402	7,528	6,598	
9. Mail incident information for verification to submitters within 2 business days	Goal	**	**	**	**	**	95%
	Actual						
10. Provide manufacturers with investigation reports within 25 business days	Goal	**	**	**	**	**	95%
	Actual						
11. Ensure proper coding/redaction of reports within 1 business day	Goal	**	**	**	**	**	95%
	Actual						
12. Notify manufacturers within 5 business days	Goal	**	**	**	**	**	95%
	Actual						
13. Review/refer manufacturer comments within 1 business day	Goal	**	**	**	**	**	95%
	Actual						
14. Process business registration requests for SaferProducts.gov within 2 business days	Goal	**	**	**	**	**	80%
	Actual						
Data Collection Focused on Minorities							
15. Leverage other federal collection efforts	Goal	**	**	**	**	1	50 [#]
	Actual					1	
16. Collect race and ethnicity data (percent of questionnaires that contain demographic questions)	Goal	**	**	**	**	80%	90%
	Actual					90%	

** No goal established.

Measurement changed from reviewing data systems (2010) to contacting individual states (2011). Therefore, data from 2010 will not be comparable to data from 2011.

Public Database and the Risk Management System (CPSIA)

1. Risk Management System

Under the CPSIA, the CPSC was mandated by Congress to establish and maintain a publicly available database on the safety of consumer products. The CPSIA mandates that the database be searchable and accessible through the website 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 consolidate the CPSC's siloed systems into a single, integrated Web-based environment to accommodate a searchable database for consumers, enhance the efficiency and effectiveness of CPSC staff consumer product safety work, and enable more rapid dissemination of information.

In 2009, staff submitted an implementation plan to Congress, established a Project Management Office, and completed a detailed spending plan that identifies specific deliverables and resource requirements (both funding and FTEs) for the entire project's life cycle. In 2010, staff completed the development of the first phase of the public database.

The public database will allow consumers to report hazardous

products and permit manufacturers to comment on those reports. The initial release of the public portal, which occurred on March 11, 2011, provides the public with a searchable database of product incident data.

Goal: In 2011, staff will provide enhanced capabilities to CPRMS to allow integrative data sharing tools for industry and other government partners.

Goal: In 2011, staff will provide enhanced capabilities within CPRMS for incident and case management, workload and workflow management, and data analysis and reporting services.

Goal: In 2011, staff will enhance the features for the Early Warning System project.

Goal: In 2011, staff will complete a requirements analysis, alternatives analysis, and planning activities for the Import Surveillance Risk Assessment Methodology project using data provided by the U.S. Customs and Border Protection's International Trade Data System.

Data Analyses of Product Hazards

2. *Improving Toy-Related Incident Identification*

In 2008, staff began activities to classify incidents involving "Toys, Not Elsewhere Classified" in the CPSC epidemiology databases. In 2009, staff initiated a toy surveillance project to monitor all incoming reports associated with toy product codes. In 2010, staff implemented a new toy coding system and initiated a NEISS-based special study to gather information that is more detailed on the unclassified toys

Goal: In 2011, staff will conclude analysis of data for this special study to gather detailed information about improvements to toy classifications. Staff will complete a report of the analysis.

3. *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 ensure that methodological approaches and models are current and adequate for use by the CPSC.

In 2010, staff completed training in specialized software and initiated data collection to develop an Input-Output model of the U.S. economy. This model will measure the impact of CPSC actions by allowing for the estimation of the change in Gross Domestic Product (GDP) due to the reduction in injuries to consumers.

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

4. *Brain Injury Study*

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

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

Data Collection of Product Hazards**5. *Capturing Product-Related Cases***

Each year, staff collects information about product-related injuries treated in hospital emergency rooms through the National Electronic Injury Surveillance System (NEISS). A high reporting percentage is necessary to ensure the integrity of the injury estimates developed by CPSC staff. Remedial action would be implemented in any hospital that is missing significant numbers of reportable cases.

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

6. *Monitoring Hospitals*

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

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

7. *Medical Examiners and Coroners 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 incidents and provide some detail on how the incident occurred.

Goal: In 2011, staff will obtain 4,500 medical examiners and coroners reports.

8. *News Clips*

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

Goal: In 2011, staff will obtain 6,000 incident reports from news clips. It has been more difficult to obtain news clippings recently because fewer news clipping services are in business.

9. *Submitter Verification Requests*

The CPSC contacts submitters to request verification of incident information. For reports of harm (Reports) submitted through CPSC's consumer Hotline, the Internet (prior to January 24, 2011), and by mail, submitters are also asked their preferences regarding publication of the reports in CPSC's public database and release of contact information to the manufacturer. Requests for verification are mailed to consumers within two business days after clerical coding is completed.

Goal: In 2011, staff will mail incident report verification requests within two business days 95 percent of the time.

10. *Manufacturer IDI Mailing*

Investigation reports from CPSC's field staff are sent to manufacturers whose products are named in these reports. Manufacturer responses are also provided electronically to staff for review.

Goal: In 2011, staff will provide completed investigation reports to manufacturers on identified products within 25 business days of receiving the reports 95 percent of the time.

11. *Clerical Coding*

The CPSC receives Reports via SaferProducts.gov, the Hotline, email, fax, or postal mail. CPSC staff must code additional data for reports received via SaferProducts.gov and the Hotline and redact personally identifiable information from narrative fields. Reports received by email, fax, or postal mail must be fully coded and entered into CPSC's database. Eligible sources are those that may qualify for posting on SaferProducts.gov and do not include death certificates, news clips, retailer reports, or manufacturer reports.

Goal: In 2011, staff will complete clerical coding of all reports from eligible sources by 1 business day following receipt 95 percent of the time.

12. *Manufacturer Notifications*

One of the requirements prior to publishing a Report in CPSC's public database is that we notify the manufacturer, importer, or private labeler of the report and allow it the opportunity to provide comments to be published together with the report.

Goal: In 2011, staff will send notifications to manufacturers named in all eligible reports within five business days (after the report is determined to be eligible for the database) 95 percent of the time.

13. *Review Manufacturer Comments and Claims*

During the 10 business days between notification and publication or following publication, manufacturers, importers, and private labelers may submit comments, claims of materially inaccurate information, or claims of confidential information. The

Clearinghouse is responsible for the initial review of these comments and claims as well as processing claims related to the misidentification of the notified company. Claims other than those with a misidentified manufacturer are referred to the Office of the Secretary for processing.

Goal: In 2011, staff will review or refer all comments and claims within 1 business day 95 percent of the time.

14. *Process Registration Requests for SaferProducts.gov Business Accounts*

Businesses may request an account on SaferProducts.gov so that they may receive notifications electronically and review reports online, allowing them more time to review, verify, and respond to Reports prior to publication. The Clearinghouse validates and approves or denies account requests.

Goal: In 2011, staff will complete processing or send validation letters to registrants within 2 business days 80 percent of the time.

Data Collection Focused on Minorities

The GAO completed a study assessing disparities in the risk and incidence of preventable injuries and deaths among certain racial minority children. Based on recommendations in the GAO report, the CPSC is undertaking a number of activities to supplement or improve the data that are collected by the National Electronic Injury Surveillance System (NEISS).

15. *Leverage Other Federal Data Collection Efforts*

A GAO report issued in 2009, which focused on better data collection for minorities, recommended that the CPSC leverage other federal injury data collection efforts, such as those of the Maternal and Child Health Bureau (MCHB) Child Death Review Case Reporting Systems of the U.S. Department of Health and Human Services. Through data user agreements, this system collects information from individual state child death review teams. In 2010, CPSC staff reviewed the MCHB child death systems and found limited data available in consumer product-related deaths.

Goal: In 2011, CPSC will contact each state to encourage them to report their findings directly to the CPSC.

16. *Race and Ethnicity Data Collection*

Annually, CPSC staff conducts up to 1,000 follow-up telephone interviews with injured persons treated in NEISS hospitals. Staff develops standardized questionnaires to collect additional information of interest to CPSC analysts that is not found on the NEISS record. In 2010, 90 percent of completed NEISS questionnaires included a core set of demographic questions on race and ethnicity.

Goal: In 2011, 90 percent of NEISS questionnaires collected by CPSC staff will include the core demographic questions.

Objective 3.2: Reduce the time it takes to identify hazard trends by improving the collection and assessment of hazard data.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Technology Development							
17. Study the measurement of lead in paint through x-ray fluorescence and alternative technologies (CPSIA sec. 101)	Goal Actual	**	**	**	1 1	1 1	1
Information Technology Improvements for Data Collection							
18. Use Web-based applications to improve communication with businesses: expand business portal	Goal Actual	**	1 0	0 0	1 0	1 1	1
19. Improve access and transfer of information with other government organizations: automate risk assessment	Goal Actual	**	1 1	1 1	1 0	1 0	1
20. Improve internal efficiency and effectiveness: convert an IT project to provide for efficiencies	Goal Actual	1 6	1 0	1 1	1 1	2 0	1
21. Early Warning System (EWS): integrate EWS pilot system into the Consumer Product Safety Risk Management System	Goal Actual	**	**	1 1	1 1	1 1	1
Efficiency of Data Collection							
22. Complete headquarters telephone investigations in less than 45 business days	Goal Actual	90% 100%	90% 99%	90% 99%	98% 99%	98% 100%	98%
23. Complete fire investigations as onsite or other in less than 45 business days	Goal Actual	** 95%	95% 98%	95% 98%	95% 98%	95% 98%	95%
24. Complete nonfire investigations as onsite or other in less than 45 business days	Goal Actual	** 93%	93% 96%	93% 95%	93% 97%	93% 95%	93%
25. Process incident reports within 8 working hours	Goal Actual	95% 100%	100% 100%	95% 100%	99% 100%	98% 100%	98%
26. Respond to voicemail messages the next business day	Goal Actual	85% 89%	85% 99%	95% 100%	98% 99%	98% 54%	98%

** No goal established.

Technology Development Scan

17. 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 posted a report online that concluded that the ability of XRF to measure lead content in painted films on children's products at the limits required under the CPSIA is currently limited due to the unavailability of standard reference materials (SRM). The report also stated that CPSC staff would continue to study the feasibility of using XRF technology for analyzing painted films on children's products as SRMs and standard analytical methods become available. The CPSIA requires periodic review and specifically, an ongoing effort to study and encourage further development of alternative methods for measuring lead in paint and other surface coatings that can effectively, precisely, and reliably detect lead levels at or below the level specified in the legislation or any lower level established by regulation. In 2010, staff prepared 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.

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

Information Technology Improvements for Data Collection

18. Communication with Businesses

The CPSC has initiatives to reduce the burden on businesses by adopting processes that dramatically reduce redundant data collection, providing one-stop streamlined support for businesses, and enabling digital communications with businesses. This work will provide businesses with a modern, electronic method to communicate with Commission staff for activities like Section 15 reporting and 6(c) commenting. Today, these two activities occur by batch U.S. Postal mail from the Commission, with responses returned the same way.

Goal: In 2011, CPSC staff will complete planning activities, including a requirements analysis, design, and development plans to expand its business portal to provide businesses with an automated and secure way to exchange data with the Commission.

19. Communication with Government

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

Goal: In 2011, CPSC staff will complete planning activities, including a business case, alternatives analysis, and acquisition plan to automate the implementation of the Risk Assessment Methodology, to identify products imported into the United States that are most likely to violate consumer product safety statutes and regulations enforced by the Commission. This includes planning for automated interfaces with Customs and Border Protection's automated systems.

20. Communication within the CPSC: Internal Efficiency and Effectiveness (IEE)

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

Goal: In 2011, staff will complete the conversion of one IT project to provide for efficiency and effectiveness using PMO best practices.

21. *Early Warning System*

In 2010, staff continued to apply the Early Warning System (EWS) processes and procedures for products found in the sleeping environment of children. Staff used the information in the EWS pilot to characterize hazard scenarios and severity to support developing crib and bassinet regulations. Staff also collaborated with IT contractors to define use cases and evaluate the proposed design of the Phase 1 modules of the Consumer Product Safety Risk Management System (CPSRMS).

Goal: In 2011, staff will develop a plan to migrate the EWS operations from the EWS 1.0 pilot to the EWS 2.0 module inside the CPSRMS system. The substantial expansion of product types covered will be the most dominant feature of this effort.

Efficiency of Data Collection**22. *Efficiency of Telephone Investigations (Headquarters)***

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

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

23. *Efficiency of Onsite and Other Fire Investigations (Field)*

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

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

24. *Efficiency of Onsite and Other Nonfire Investigations (Field)*

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

Goal: In 2011, field staff will complete at least 93 percent of onsite and other nonfire investigations (not including telephone investigations) in fewer than 45 business days.

Hotline Services (1-800-638-2772)**25. *Efficiency of Responding to Incident Reports***

Consumers may make a complaint of an unsafe product or product-related injury through the Hotline. In 2010, Hotline staff recorded 5,546 incident reports. Staff processed these reports (calls and emails) within eight hours of receipt 100 percent of the time. Staff uses these complaints to look for emerging hazards and to support studies of specific product hazards.

Goal: In 2011, the CPSC's Hotline will process product incident reports within eight working hours 98 percent of the time.

26. *Efficiency of Responding to Voicemail Messages*

A new vendor is helping the Hotline maintain high levels of customer satisfaction through administering a performance-based contract for a call and email center that deals directly with the public. Staff evaluates vendor performance and renews the contract only if the performance level meets or exceeds the standards set forth in the contract. This includes maintaining the Hotline's automated message system, maintaining the system for responding to email messages, and preparing reports on consumer usage of these systems. In 2010, the Hotline responded to voicemail messages the next business day only 54 percent of the time. An unexpected 34 percent increase in voicemail messages challenged the new vendor's staffing plan for the contract. New processes and new staffing levels are now in place to speed responses to voicemail messages.

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

Objective 3.3: Establish a transparent, risk-based methodology to consistently identify and prioritize hazards to be addressed.

Annual goals for this objective are under development.

Objective 3.4: Expand import surveillance efforts to reduce entry of unsafe products at U.S. ports.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Import Surveillance							
27. Expand the Import Surveillance Division	Goal	**	**	1	1	1	1
	Actual			1	1	1	
28. Screen children's imported products for lead content and lead paint (CPSIA sec. 101)	Goal	**	**	**	500	1,000	3,500
	Actual				715	5,321	
29. Screen products at the ports (number of models)	Goal	**	**	**	**	2,000	5,000
	Actual					7,088	
30. Risk Assessment Methodology: prepare a report to congress	Goal	**	**	1	1	1	1
	Actual			1	0	0	

** No goal established.

Import Surveillance

27. *Import Surveillance Division Expansion*

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

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

28. *Screen Children's Imported Products for Lead Content and Lead Paint (CPSIA sec. 101)*

Beginning on 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 were banned.

Goal: In 2011, staff will screen 3,500 models of children's products for compliance with the lead content limit.

29. *Screen Imported Consumer Products*

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

Goal: In 2011, CPSC staff will screen 5,000 models of imported consumer products at the ports.

30. *Risk Assessment Methodology (CPSIA)*

As required by the CPSIA, staff will work with Customs and Border Protection to develop a risk assessment methodology (RAM) 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. In 2010, staff awarded a contract for the RAM.

Goal: In 2011, staff will prepare a report for Congress on the RAM, as required by the CPSIA. The report will describe the RAM, results of a limited proof of concept, and resourcing requirements for full-scale implementation.

Objective 3.5: Scan the marketplace regularly to determine whether previously identified significant hazards exist in similar products.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
31. Complete product hazard scans	Goal	9	9	9	11	12	15
	Actual	9	9	9	9	21	

31. *Complete 15 Product Hazard Scans*

ATV Annual Data Update

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

Chemical Toxicity Assessment (2 activities)

Staff addresses a variety of products and hazards related to chemical toxicity 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, chronic hazard guideline updates, indoor air quality, and metals assessment.

	<p>Goal: In 2011, staff will complete at least two risk assessments, technical review activities, or guidance documents.</p>
<i>Carbon Monoxide-Related Annual Updates (2 activities)</i>	<p>Goal: In 2011, staff will prepare its annual report on carbon monoxide (CO) fatalities associated with consumer products.</p> <p>Goal: In 2011, staff will prepare its annual report on CO incidents for generators and engine-driven tools.</p>
<i>Electrocution Annual Data Update</i>	<p>Goal: In 2011, staff will prepare its annual report on electrocutions associated with consumer products.</p>
<i>Fire-Related Annual Updates (2 activities)</i>	<p>Goal: In 2011, staff will prepare its annual report on residential fire losses.</p> <p>Goal: In 2011, staff will prepare its annual report on deaths and injuries associated with fireworks.</p>
<i>Nursery Equipment Annual Update</i>	<p>Goal: In 2011, staff will prepare its annual report of nursery product-related injuries and deaths to children under the age of 5.</p>
<i>Pediatric Poisonings (3 activities)</i>	<p>U.S. child poisoning fatalities have declined substantially since the Poison Prevention Packaging Act became law, from more than 200 in the 1970s, to an estimated annual average of 29 deaths from 2004 to 2006. To maintain this outcome, staff continues to monitor poisoning data and assess the need for child-resistant packaging.</p> <p>Goal: In 2011, staff will prepare its annual report on unintentional pediatric poisonings.</p> <p>Goal: In 2011, staff will complete a report on the number of unintentional pediatric poisoning deaths that occur through alternative delivery systems, such as medical patches.</p> <p>Goal: In 2011, staff will complete a draft analysis of data on battery exposures in children for a <i>Morbidity and Mortality Weekly Report</i> with the Centers for Disease Control and Prevention.</p>
<i>Pool Submersion Annual Data Update</i>	<p>Goal: In 2011, staff will update its annual report on pool submersion incidents involving children less than 5 years of age.</p>
<i>ROV/MUV/ ATV Data Update</i>	<p>Annual estimates of injuries and deaths related to Recreational Off-Highway Vehicles (ROVs) or Multipurpose Off-Highway Utility Vehicles (MUVs) cannot be calculated with data collected to date. Previously, the CPSC's databases were complicated by several factors, including problems related to coding of data and correct referencing of vehicles in incidents where the product manufacturer and model were not reported. In 2010, staff completed design of a survey instrument and initiated the collection of data through telephone surveys for a NEISS-based special study to gather more detailed information on conditions</p>

that could result in death and injury incidents involving ATVs, ROVs, and MUVs. All injuries recorded in NEISS that relate to incidents involving ATVs and utility vehicles that occurred from January 1, 2010 to August 31, 2010 are part of this study.

Goal: In 2011, staff will complete data collection for the NEISS special study and process the data received, including categorization of injuries as ATV-, ROV-, or MUV-related.

Toys Annual Update

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

Objective 3.6: Increase surveillance of used and resale consumer products to identify and remove recalled products and substantial product hazards.

Annual goals for this objective are under development.

DECISIVE RESPONSE

STRATEGIC GOAL 4: Use the CPSC's full range of authorities to quickly remove hazards from the marketplace.

Once hazardous products have been identified, the CPSC will take action to protect consumers, remove the products from the marketplace, and hold violators accountable. To do this, the CPSC will determine the level of risk posed by the product hazard and select the appropriate course of action and commensurate level of resourcing to address the risk.

2009–2011 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)						
Goal	2009 Actual		2010 Actual		2011 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Decisive Response	165	\$26,674	191	\$33,178	207	\$34,760

The longer a hazardous product remains on store shelves and in homes, the greater the potential for that hazard to cause injuries and deaths. Moreover, both industry and consumer groups demand that response and enforcement efforts be predictable and carried out in a consistent manner. The passage of the CPSIA legislation expanded the CPSC's rulemaking and regulatory authorities, but also increased the number of enforcement functions the agency must now carry out.

- More than 500,000 retail firms sell consumer products in the United States.
- The CPSC addresses, on average, 900 violations of consumer product safety rules each year.
- In 2010, the CPSC negotiated \$1.85 million in civil penalties through out-of-court settlements.

Objective 4.1: Expand CPSC's ability to conduct a full range of inspections to monitor for noncompliant and defective products.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>Conduct Inspections and Enforce CPSC Regulations</i>							
1. Enforce new CPSIA rules	Goal	**	**	**	**	5	8
	Actual					5	
2. Enforce the Virginia Graeme Baker Pool and Spa Safety Act	Goal	**	**	**	1	1	1
	Actual				1	1	
3. Enforce the Children's Gasoline Burn Prevention Act	Goal	**	**	**	**	1	1
	Actual					1	
4. Increase the number of establishment inspections by field staff	Goal	**	400	400	400	400	500
	Actual	320	493	463	454	585	

** No goal established.

Conduct Inspections and Enforce CPSC Regulations

1. ***Enforcement Activities (CPSIA)***

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

Goal: In 2011, staff will enforce the following CPSIA rules promulgated in 2009 and 2010 through establishment inspections, retail surveillance, or port surveillance:

- ATV standard and action plan requirements;
- certification and third-party testing requirements;
- product registration card requirements;
- durable infant or toddler products rules;
- advertising rules;
- toy standard requirements;
- tracking labels; and
- phthalate bans.

2. Pool and Spa Safety Act Enforcement

The Virginia Graeme Baker Pool and Spa Safety Act (VGB) requires public pools to be equipped with compliant anti-entrapment-drain covers and, in certain instances, with additional anti-entrapment devices or systems. Starting in 2009, states under contract have worked cooperatively with the CPSC to conduct inspections of pools and spas to verify compliance with the VGB. This has allowed CPSC staff to conduct inspections in other locations, thus leveraging our resources and expanding the reach of our enforcement activities. In addition, to implement the VGB clearly, the Commission staff has provided guidelines, conducted webinars, and disseminated information to states in an effort to educate consumers, pools owners, and operators about the requirements of the VGB.

Goal: In 2011, staff will enforce the VGB by inspecting pools and continuing the enforcement program with cooperating states.

3. 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 requirements for child-resistant closures on portable gasoline containers, as specified in the standard ASTM F2517-05.

Goal: In 2011, staff will implement an enforcement program to monitor compliance with the requirements of the Children's Gasoline Burn Prevention Act.

4. Establishment Inspections

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

Goal: In 2011, field staff will conduct 500 establishment inspections.

Objective 4.2: Use a risk-based methodology to prioritize the CPSC's targeted response to addressable product hazards.

Annual goals for this objective are under development.

Objective 4.3: Increase the effectiveness and speed of stop sales and recalls of noncompliant and defective products.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Efficiency of Recalls and Corrective Actions							
5. Preliminary determination (fire hazards) within 85 business days for unregulated products	Goal	**	66%	70%	70%	70%	70%
	Actual	54%	82%	79%	62%	86%	
6. Corrective action within 35 business days of notice of violation for regulated products							
Corrective action (fire hazards)	Goal	**	80%	82%	80%	80%	80%
	Actual	89%	76%	96%	89%	90%	
Corrective action (children’s and other hazards)	Goal	**	85%	88%	80%	80%	80%
	Actual	91%	96%	96%	96%	88%	
7. Corrective action within 60 business days of notice of violation for unregulated products							
Corrective action (fire hazards)	Goal	**	80%	82%	80%	80%	80%
	Actual	84%	86%	85%	94%	93%	
Corrective action (children’s and other hazards)	Goal	**	80%	82%	80%	80%	80%
	Actual	93%	89%	91%	91%	91%	
8. Initiate a Fast-Track recall within 20 days	Goal	90%	90%	90%	90%	90%	90%
	Actual	98%	95%	96%	93%	95%	
9. Conduct recall checks within 90 days or less	Goal	**	**	**	**	90%	90%
	Actual	99%	99%	100%	100%	100%	
Evaluation of products							
10. Work with GSA to improve facilities for the test/evaluation of import samples	Goal	**	**	1	1	1	1
	Actual			1	1	1	

** No goal established.

Efficiency of Recalls and Corrective Actions

5. Efficiency of Preliminary Determinations (Fire Hazards – Unregulated Products)

Compliance officers open fire-related investigations for unregulated products 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, as well as analysis by the CPSC’s technical experts. The investigation culminates in a staff preliminary determination of whether there is a product defect.

Goal: In 2011, staff will make 70 percent of fire-related “preliminary determinations” for unregulated products within 85 business days from the case opening date.

6. Efficiency of Corrective Actions (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. Often, CPSC experts conduct additional technical analysis. When it is determined that a product violates CPSC standards, a compliance officer sends a letter of advice (LOA) to the manufacturer, importer, or retailer. For violations posing a serious risk of injury, staff will seek a consumer-level recall (unless the sample was collected at a port of entry and no products have been distributed within the United States). For less serious violations, staff may seek a lesser corrective action, such as stopping sale of the violative products and correction of future production.

Goal: In 2011, staff will obtain 80 percent of fire-related corrective actions for regulated products within 35 business days after the LOA issues.

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

7. *Efficiency of Corrective Actions (Unregulated Products)*

Each investigation of an unregulated product involving a hazard will culminate in a preliminary determination of whether the product is defective. If the product is determined to be defective, the compliance officer begins negotiating with the responsible company to obtain a voluntary corrective action. For defects that pose a risk of serious injury, the compliance officer seeks a consumer-level recall, which usually involves a free repair or replacement of the product or a refund of the purchase price. For less serious hazards, the corrective action may involve stopping sale of the product and correction of future production.

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

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

8. *Fast-Track Timeliness*

The CPSC's Fast-Track Product Recall program provides advantages to industry and the CPSC. 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, and can benefit from reduced paperwork and legal expenses. The CPSC gains from faster removal of hazardous products from consumers' homes and the marketplace, as well as reduced staff time needed to process recalls.

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

9. *Product Safety Activities (State Partners Program)*

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 recalled products are not available for sale.

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

Evaluation of products

10. Laboratory Modernization Plan

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

Goal: In 2011, staff will work with GSA and the building owner to complete construction and build out of the new laboratory. CPSC staff will occupy the new lab and begin operations by June 2011.

Objective 4.4: Reduce the time it takes to inform consumers and other stakeholders of newly identified hazards and the appropriate actions to take.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Notification to Stakeholders							
11. Provide notification to states within one business day (CPSIA sec. 207)	Goal Actual	**	**	**	95% 100%	95% 99%	95%

** No goal established.

Notification to Stakeholders

11. Efficiency of 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 when the Commission issues a mandatory order under section 15(c) or (d) with respect to any product.

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

Objective 4.5: Hold violators accountable for hazardous consumer products on the market by utilizing enforcement authorities.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Using Enforcement Authorities							
12. Coordinate with state attorneys general on litigation (CPSIA sec. 218)	Goal Actual	**	**	**	1 1	1 1	1

** No goal established.

Using Enforcement Authorities

12. Coordination of Litigation with State Attorneys General (CPSIA)

The CPSIA allows state attorneys general to seek injunctive relief for alleged violations 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. In 2010, CPSC staff collaborated with representatives from approximately 40 state attorneys general offices, participating in monthly conference calls

to discuss issues of mutual concern and to share information pursuant to section 29(f) of the CPSA.

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

RAISING AWARENESS

STRATEGIC GOAL 5: Promote a public understanding of product risks and CPSC capabilities.

The CPSC will use a wide array of communication channels and strategies to provide the public with timely and targeted information about safety issues and CPSC capabilities. This information will empower consumers to make informed choices about the products they purchase and how to safely use them, to be aware of hazardous products in the market, and to act quickly if they own a recalled product. Additionally, the information will make industry aware of the hazards it must address to maintain safe products.

2009–2011 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)						
Goal	2009 Actual		2010 Actual		2011 Plan	
	FTEs	Amount	FTEs	Amount	FTEs	Amount
Raising Awareness	38	\$11,345	40	\$11,972	38	\$8,936

Consumers, advocates, industry, and partner government agencies each desire useful and timely information about product safety issues in order to make informed choices. However, these audiences have different information needs, and each responds best to different methods of communicating information. With the rapid increase in the use of social media and Web-based communications, the options for conveying consumer product safety information continue to grow.

- The CPSC has to make the public aware of hundreds of new product safety issues each year.
- By 2050, the population of the United States is forecasted to reach 438 million, with non-native English speaking immigrants accounting for the majority of that growth.⁴
- The CPSC's website traffic increased nearly 400 percent from 2005 to 2010; its safety blog received, on average, 1,000 views per day in June 2010; its Twitter messages received 6.3 million views in March 2010; and its YouTube Crib Safety video received 4,500 views on its first day of broadcast in June 2010.

Objective 5.1: Increase awareness of CPSC to ensure the public knows where to turn for information on consumer product safety and knows about the enforcement capabilities used to address product dangers.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Outreach							
1. CPSC website visits (in millions)	Goal	18.0	25.0	38.8	40.0	41.0	54.0
	Actual	20.3	32.3	40.5	39.8	53.6	
2. Drive to One Million	Goal	**	**	**	1	1	1
	Actual				1	1	

** No goal established.

⁴ Jeffrey S. Passel and D'Vera Cohn. *U.S. Population Projections: 2005–2050*. Pew Research Center, 11 February 2008.

Outreach

1. Website Visits

The CPSC's website (www.CPSC.gov) was enhanced recently to widen and speed public access to important safety information. The site started out simply, allowing 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 option for the public to make online reports of product hazards and 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.

The number of visits to the website has grown rapidly from about 200,000 visits in 1997 to 53.6 million visits in 2010. Based on a customer feedback survey and a review of the CPSC's website, staff plans to make changes to improve the accessibility of safety information.

Goal: In 2011, the CPSC will have 54 million visits to its website.

2. Drive to One Million

The CPSC's "Drive to One Million" campaign uses several different Commission tools to make the public aware that despite the CPSC's best efforts, there are still many recalled products in the hands of the public. The CPSC's goal is to reach at least one million consumers with recall information through email alerts, the recall phone app, our recall widget, Tweets, Facebook fans, and YouTube views. Consumers can sign up to receive instant notice of recall information at www.CPSC.gov/CPSCList.aspx. There are more than 300,000 recipients of our email alerts and nearly 6,000 followers of the CPSC on Twitter.

Goal: In 2011, the CPSC will reach one million consumers with direct notification of recall announcements via email, electronic feeds, and social and new media platforms, such as YouTube, Twitter, RSS, widget, phone applications, and Facebook. Outreach will continue with stakeholders, such as mainstream media, social media websites, consumer-oriented websites, private sector and special interest supporters, or state and local governments. Marketing of this program will also include promotion of the "Drive to One Million" logo, our recall widget, and the recall phone app.

Objective 5.2: Provide stakeholders with easily accessible, timely, and useful safety information on consumer product hazards.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
CPSC Website Update							
3. Keep the public updated on activities on SaferProducts.gov	Goal	**	**	**	**	1	1
	Actual					1	
4. Use Web-based applications to improve communication with citizens	Goal	1	1	0	0	0	1
	Actual	1	1	0	0	0	

Annual Goals Summary		2006	2007	2008	2009	2010	2011
Outreach Effectiveness							
5. Consumer outreach for imports (in millions) [#]	Goal	**	**	450	200	350	750
	Actual	125	966	185	530	1,828	
6. Consumer outreach for fire hazards (in millions) [#]	Goal	**	125	200	150	150	300
	Actual	185	295	103	117	447	
7. Consumer outreach for CO hazards (in millions) [#]	Goal	**	20	25	15	8	75
	Actual	14.6	26	1	4	67.9	
8. Consumer outreach for children's and other hazards (in millions) [#]	Goal	**	125	450	300	375	750
	Actual	284	978	334	550	1,560	
9. Conduct public information efforts/partnerships	Goal	18	18	21	21	22	24
	Actual	16	21	21	21	22	

** No goal established.

Beginning in 2010, the data include social media and online news media. In 2011, the data also include radio media. Accordingly, they are not directly comparable to the data for prior years.

CPSC Website Update

3. SaferProducts.gov Website Update

SaferProducts.gov is the website that consumers use to report unsafe products and search for product safety information, and manufacturers use to review and comment on incident reports. Some users have requested information on CPSC's rulemaking related to this website.

Goal: In 2011, to support transparency, CPSC staff will update the SaferProducts.gov website to include links to information on any CPSC rulemaking or other similar activities pertaining to consumer use of the public database.

4. Communication with Citizens

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

Goal: In 2011, CPSC staff will complete planning activities, including requirements analysis, design, and development of a plan for a new Customer Relationship Management-style approach to working with both consumers and businesses.

Outreach Effectiveness

5. Reaching Consumers on Import Safety

In 2010, there were about 1.8 billion 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 2009 and 2010, there were a number of recalls of very popular toys and nursery products that drew exceptional media coverage and accounted for the higher number of consumers reached.

Goal: In 2011, 750 million views of the CPSC safety messages will be received by consumers through newspaper stories, radio stories, social media outreach, TV appearances, and video broadcasts related to the United States-China Safety Summit, import safety campaigns, and recalls.

6. *Reaching Consumers on Fire Hazards*

In 2010, about 447 million views of the CPSC safety messages related to fire hazards were received by consumers through TV appearances, video news releases (VNRs) and e-publications available through the CPSC's website. Topics that generated the most coverage included the refrigerator recall, the fireworks safety press conference, and holiday decorating safety. Staff also supplied information for stories on national and local radio, and in national or local newspapers and wire services. These appearances or mentions on radio or in print were generated by live or taped interviews, audio news releases, public service announcements, press releases, and online information.

Goal: In 2011, 300 million views of the CPSC fire safety messages will be received by consumers through communication tools, such as newspaper stories, radio stories, social media, TV appearances and interviews on national television networks, and VNRs to national and local television networks.

7. *Reaching Consumers on Carbon Monoxide (CO) Hazards*

The CPSC has been successful in increasing the number of views of CO safety messages. However, staff saw a drop in 2008 and 2009 views because of the lower number of major tropical storms and hurricanes to strike the United States, thus, decreasing the number of consumers using portable generators in emergencies. In 2010, there was a significant increase in information outreach due to a high profile news story related to proposed federal legislation on CO safety.

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 online information.

Goal: In 2011, there will be 75 million views by consumers of CO safety messages through newspaper stories, radio stories, social media outreach, TV appearances and interviews on national television networks, and video news releases to national and local television networks.

8. *Reaching Consumers on Children's and Other Hazards*

In 2010, about 1.5 billion views of CPSC safety messages related to children's and other hazards, including pool safety, toy safety, and the CPSIA were received by consumers through TV appearances, video news releases (VNRs), and by e-publications through the CPSC's website. The 2010 goal of 375 million was exceeded due to expansion of CPSC's reach via Twitter, YouTube, the OnSafety blog, and online news media, which were not measured in prior years. It was also exceeded due to extensive media coverage and video news release exposure related to the problem drywall investigation and crib, stroller, infant sling, and toy recalls. As a result of the exceptional performance in 2010, the goal for 2011 was increased.

Goal: In 2011, 750 million views of safety messages related to children's and other hazards will be received by consumers through newspaper stories, radio stories, social media outreach, TV appearances and interviews on national television networks, and VNRs shared with national and local television networks.

9. Conduct 24 public information efforts/partnerships

ATV Safety

In 2011, staff will continue its all-terrain vehicle (ATV) safety education program. The Rapid Response program is the cornerstone of ATV education activities. Rapid response focuses on media reports of fatalities involving children and adults as a means of preventing future incidents. In addition, the ATV website averaged about 217,000 visits in 2008 and 2009, delivering safety information.

Goal: In 2011, staff will upgrade Rapid Response materials and use new software to expand response to media areas where ATV fatalities are reported. The multi-faceted website www.ATVSafety.gov will be promoted and updated biweekly with death and injury data, news items, industry developments, and changes to state laws. The CPSC will use social media sites, including blogs, to promote safe ATV riding.

Bicycle/Helmet Safety

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

Goal: In 2011, the CPSC will communicate with the public about the need to wear helmets when riding their bikes and other wheeled toys. Activities will include one or more of the following: a news release, an audio news release, PSAs, reissuance of posters on bike and helmet safety, Tweets, a YouTube video, and/or partnering with agencies, such as the National Highway Traffic Safety Administration.

CCA Pressure Treated Wood

Use of chromated copper arsenate (CCA) pressure-treated wood in outdoor decks and structures could present a significant health hazard.

Goal: In 2011, CPSC staff will raise awareness of the dangers of CCA pressure-treated wood through communication tools, such as news releases, producing and distributing a new safety brochure, media interviews, social media website communications, and safety organization partnerships.

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. The CPSC strongly supports the installation of CO alarms on multiple levels of a home.

Goal: In 2011, through activities, such as partnerships, posters, news releases, or podcasts, the CPSC will continue its CO alarm

messaging in connection with a daylight savings time news release recommending that consumers change the batteries in their smoke and CO alarms at least once every year. Staff will use communication tools, such as blogs, YouTube, Twitter, or the website www.FireSafety.gov, to promote any new developments in technology to make CO alarms even more effective.

CO Poster Project

This is a multiyear project. It will include a contest to be administered and judged by CPSC staff or an outside organization for middle school students to create posters to teach other students and their families about CO poisoning hazards. Staff will post selected posters on the CPSC's website. The CO Safety Coalition consisting of federal, state, and local governments, fire departments, health care providers, and low-income housing programs may also support advocacy for CO alarm use and CO awareness. In 2010, staff developed contest rules and judging criteria. Staff also publicized the contest to generate school interest in contest participation.

Goal: In 2011, the CPSC will work with partners (state, local, and nonprofit) to review and announce a winner of the CO safety awareness poster contest.

Drawstrings in Children's Clothing

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

Goal: In 2011, staff will inform parents of the hidden risks involved with drawstrings through tools, such as news release, media interviews, social media, a video, or a poster for Neighborhood Safety Network members.

Fireworks Safety

Goal: In 2011, the CPSC will conduct a national safety campaign for July 4, to increase public awareness of the dangers associated with legal and illegal fireworks. This campaign will include activities, such as a news conference, a video news release, YouTube, VNR or viral video, Tweets, or a message to the Neighborhood Safety Network. Possible partners could include the U.S. Department of Justice and the U.S. Department of Homeland Security.

Halloween Hazards

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

Holiday Decoration Hazards

Goal: In 2011, for the winter holiday season, the CPSC will reissue its annual news release to warn consumers about the fire risks from defective decorative holiday light strings and natural trees, and will provide tips on the safe use of candles and fireplaces. Staff will also conduct activities, such as posting a viral video on YouTube or other social media platforms, partnering with the Electrical Safety Foundation International, or conducting media interviews.

Home Heating (Fire Hazards)

Goal: In 2011, at the beginning of the home heating season, staff will conduct activities, such as issuing a news release, an audio news release, Tweets, a blog, or collaborating with the U.S. Fire Administration to warn about fire hazards from home heating equipment, especially space heaters.

Home Heating (CO hazards)

Goal: In 2011, to remind the public of the continuing threat of CO in the home, staff will highlight the need for routine maintenance of gas appliances. At the beginning of the home heating season, staff will issue a seasonal warning about CO hazards from home heating equipment. Staff will remind consumers of specific issues, including the need to have a routine furnace checkup. The reminders will be completed through activities, such as using news releases, audio news releases, posting on social media sites, conducting local and national media interviews, and collaborating with the U.S. Fire Administration.

Imported Products

Goal: In 2011, staff will complete activities, such as conducting local and/or national interviews, holding a news conference with foreign regulators, issuing press releases, using social media, and/or partnerships with Customs and Border Protection to inform consumers about:

- (1) particular imported consumer products posing hazards to the public or presenting potential safety risks;
- (2) efforts to improve the safety of imports, through safer design and manufacturing practices; or,
- (3) initiatives at U.S. ports to stop violative products from reaching the hands of consumers.

In-Home Drowning Prevention

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

Goal: In 2011, to prevent drowning of young children, the 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, the CPSC will use communication tools, such as issuing a news release, conducting media interviews, communicating via social media sites, partnering with child safety or water safety organizations, distributing a video, or issuing a poster for NSN members.

Mattress Standard Information and Education Materials

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

Goal: In 2011, staff will promote the mattress standard publication “Sleep Safer: A Fire Resistant Mattress Can Save Your Life,” to address the needs of retailers, consumers, and manufacturers.

Natural Disaster Preparedness

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

Poison Prevention

Goal: In 2011, during National Poison Prevention Week, the 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. The CPSC will carry out activities, such as update the online poison prevention information center, conduct media interviews, record a Podcast, or disseminate a safety message to NSN members. Finally, the CPSC will partner with the Poison Prevention Council and others in the public/private sector to establish a new poison prevention strategy, such as the development of a public service announcement.

Port Safety

Goal: In 2011, staff will conduct activities, such as issuing a news release, participating in a network or local news story, using social media, or collaborating with Customs and Border Protection to inform consumers about an enforcement or intervention action at a United States or international port.

Portable Gas Generators

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

Goal: In 2011, staff will promote generator safety using communication tools, such as a news release, a publication, a video, a blog post, Twitter, or safety materials to help reduce generator-related deaths and poisonings. The CPSC will direct consumers to the agency’s CO Information Center to view generator safety information.

Product Tip-Overs

Goal: In 2011, the CPSC will continue its work to alert parents to the dangers of televisions, heavy furniture, and freestanding ovens that tip over and crush young children. The CPSC will communicate this hazard through one or more of the following communication tools: reissuing a dramatic video news release on

YouTube; conducting media interviews; conducting media response communications following a fatality; releasing new data; or using social media to disseminate prevention messages.

SaferProducts.gov

In 2011, CPSC rolled out the new publicly available database of product safety incidents on SaferProducts.gov. The purpose is to receive reports about incidents of harm or risk of harm involving consumer products. These reports will be visible to other consumers to educate them about safety concerns with products that they own or plan to purchase.

Goal: In 2011, CPSC staff will raise awareness of the publicly accessible product safety database on www.SaferProducts.gov through use of communication tools, such as issuing news releases, participating in events, conducting media interviews, communicating via social media sites, partnering with safety organizations, producing and distributing videos, writing guest blog articles, or issuing a poster for the NSN members.

Safety Publication Update

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

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

Smart Holiday Shopping/Toy Safety

Every holiday season, staff continues efforts to educate parents and caregivers on the appropriate products for appropriate ages. Staff will also continue at that time of year to encourage consumers to be aware of the various websites that will help them identify recalled products. In 2010, CPSC data showed a decline over previous years in toy recalls, toy recalls due to lead violations, and toy-related fatalities. Injuries, however, increased from 2005 to 2009.

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

Smoke Alarms

Goal: In 2011, in a continuing effort to remind consumers that smoke alarms save lives, staff will issue a news release in the spring and the fall to emphasize that consumers need to have and must maintain their smoke alarms. Staff will also contact national

and local media to encourage them to remind consumers to check that their smoke alarms are in working order. Staff will use communication tools, such as media interviews, blogging, YouTube, Twitter, or the website, www.FireSafety.gov, to promote the use of smoke alarms on every level of the home and in every bedroom, as well as any new developments in technology aimed at making smoke alarms even more effective.

Window Covering Cords

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

Goal: In 2011, staff will inform parents of the risks involved with window covering pull cords through communication tools, such as issuing a news release, conducting media interviews, distributing a video, Tweeting, blogging, or issuing a poster for NSN members. Staff will also use these tools to keep consumers and the media informed about progress toward developing a comprehensive standard that reduces the risk of strangulation to children.

Objective 5.3: Deploy targeted outreach campaigns for priority hazards and vulnerable communities.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
<i>Minority Outreach Program</i>							
10. Conduct minority outreach tour	Goal	**	**	**	**	5	6
	Actual					7	
11. Minority outreach (in millions)	Goal	**	**	**	**	5	10 [#]
	Actual					8	
12. Neighborhood Safety Network membership	Goal	**	**	**	**	7,500	5,000
	Actual					3,600	
13. Grassroots initiatives	Goal	**	**	**	**	1	1
	Actual					1	
<i>Virginia Graeme Baker Pool and Spa Safety Act</i>							
14. Consumer outreach (in millions)	Goal	**	**	**	60	90 [#]	200 [#]
	Actual				80	198 [#]	
15. Conduct public information efforts/partnerships	Goal	**	**	**	2	3	5
	Actual				2	3	
16. Website management	Goal	**	**	**	**	1	1
	Actual					1	
17. Rapid Response Initiative: contact local media within 1 business day	Goal	**	**	**	**	90%	90%
	Actual					100%	
<i>Safe Sleep Campaign</i>							
18. Safe sleep for babies video	Goal	**	**	**	**	**	1
	Actual						
19. Crib safety mandatory standard awareness	Goal	**	**	**	**	**	3
	Actual						

Annual Goals Summary		2006	2007	2008	2009	2010	2011
20. Safe sleep environments public information effort	Goal	**	**	**	**	**	1
	Actual						
21. Consumer outreach (in millions)	Goal	**	**	**	**	**	100
	Actual						

** No goal established.

Beginning in 2010, the data include social media and online news media. In 2011, the data also include radio media. Accordingly, they are not directly comparable to the data for prior years.

Minority Outreach Program

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

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 reach thousands of consumers directly, at the events and through follow up with local branches.

Goal: In 2011, staff will visit at least six cities to participate in community events, fairs and conferences that are hosted by organizations, such as the annual National Council of La Raza, in Washington D.C., the National Urban League, in Boston, and the National Association of Black Journalists, in Philadelphia, with a focus on serving minority communities. Staff will conduct outreach activities, such as interactive demonstrations of hazards, and provide handouts of publications and other safety materials.

11. Minority Outreach Awareness Campaign

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

Goal: In 2011, staff will:

- (1) develop a contact list of at least 100 minority-targeted media and grassroots organizations receiving messages for minority audiences;
- (2) extend the reach of CPSC messages into minority audiences by creating and disseminating at least two targeted videos in English and Spanish, translating at least 12 news releases into Spanish, and posting at least three minority-targeted blog entries; and
- (3) reach 10 million minority consumers through: safety messages on television, in newspapers, on the radio, on the Internet, and in social media.

12. Neighborhood Safety Network Membership

In 2010, a robust outreach effort by staff added a significant number of new organizations sharing NSN messages with their members and cleared out many outdated addresses.

Goal: In 2011, working with a contracted firm specializing in community group outreach, CPSC staff will increase membership in the Neighborhood Safety Network to 5,000.

13. Grassroots Initiative

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

Goal: In 2011, CPSC staff will conduct a grassroots education program, sponsored by the Neighborhood Safety Network, which will be aimed at engaging targeted audiences in activities that inform them about safety risks in their home.

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

The Virginia Graeme Baker Pool and Spa Safety Act (VGB), which became effective in December of 2008, addresses the hazards of child drowning and drain entrapment and requires a targeted education campaign that addresses these hazards. The Act also mandates retrofitting the nation's public pools with compliant anti-entrapment drain covers, and in certain instances, with additional anti-entrapment devices/systems. The CPSC is working to achieve high compliance with this new law.

14. Consumer Outreach

Goal: In 2011, 200 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, radio interviews, public service announcements, newspaper and Internet articles, social media outreach, and video news releases,.

15. Public Information and Education Campaign

Goal: In 2011, staff will conduct at least five information and education activities to address child drowning and entrapment in residential and public pools and spas. These activities may include: hosting press events in states that have adopted all or some of the requirements of the VGB; conducting a webinar for key stakeholders; hosting a national press event with campaign partners; using online toolkits on pool and spa safety; disseminating PSAs; or using blogs and other social media to communicate with the pool and spa community.

16. PoolSafely.gov Website Development

Continued development of the www.PoolSafely.gov website will improve its capabilities and facilitate ease of use for all stakeholders, including children. The website will serve the needs of an increasingly diverse online audience, both demographically and technologically.

Goal: In 2011, an interactive game for children and additional content from the CPSC and *Pool Safely* campaign partners will be added to www.PoolSafely.gov.

17. Rapid Response Initiative

In 2009, the CPSC started a daily Rapid Response pool safety initiative to respond to breaking news about drowning or

entrapment incidents and use of the alerts as educational opportunities to inform the media regularly about pool and spa safety and provide them with materials and data for their audiences. In 2010, the public relations contractor that implemented the *Pool Safely* campaign successfully carried out the Rapid Response initiative.

Goal: In 2011, the CPSC’s public relations contractor will make contact with local media within 1 business day of learning of a pool or spa drowning or near drowning, or of an entrapment incident 90 percent of the time.

Safe Sleep Campaign

In 2010, staff initiated the Safe Sleep campaign, to warn new parents and caregivers about the dangers of pillows and soft bedding in a baby’s sleep environment, crib recalls, and to produce and promote educational information surrounding CPSC crib standards.

18. Safe Sleep for Babies

The “Safe Sleep For Babies” video is provided to hospitals, pediatrician’s offices, and websites for parents. The video urges parents to keep soft bedding out of sleep environments, to keep babies on their backs when sleeping, and not to use a recalled crib. The video is produced in a long version and a short version, translated into Spanish, and tailored for minority families. The CPSC worked with Keeping Babies Safe, the American Academy of Pediatrics, and other partners to help distribute the video.

Goal: In 2011, staff will promote the “Safe Sleep for Babies” video, using communication tools, such as new publications, the distribution of the video, press releases, radio interviews, print and online stories, a message to Neighborhood Safety Network (NSN) members, a special information center online, and the use of other social media platforms. Activities will include visits to at least three conferences or Safe Sleep meetings, such as the *Cribs for Kids* conference in Pittsburgh, PA, or partnerships with the U.S. Department of Health and Human Services, the National Institutes of Health, and the Centers for Disease Control and Prevention.

19. Crib Safety Mandatory Standard (3 activities)

Beginning on June 28, 2011, all cribs manufactured and sold (including resale) must comply with new and improved federal safety standards. The new standards, which apply to full-size and non-full-size cribs, prohibit the manufacture or sale of traditional drop-side cribs, strengthen crib slats and mattress supports, improve the quality of hardware, and require more rigorous testing. Furthermore, the new standards will also apply to cribs at childcare centers and places of public accommodation.

Goal: In 2011, staff will promote the new and improved crib safety rule. The CPSC will use communication tools, such as press releases, media interviews, brochures, social media, videos, NSN messages, and partnerships to inform parents, childcare centers, hotels, and motels about requirements of the new law and how to purchase a safe crib.

20. Safe Sleep Environments

CPSC staff conducts information and education activities to warn parents and caregivers of important safety information related to the use of products in the sleeping environment.

Goal: In 2011, staff will warn consumers about the dangers associated with infant slings, sleep positioners, and baby monitor cords, using communication tools, such as press releases, media interviews, social media, videos, and safety alerts.

21. Reaching Consumers on Safe Sleep

CPSC staff promotes and sponsors minority media efforts and electronic information resources.

Goal: In 2011, consumers will view 100 million safety messages related to Safe Sleep information and education activities.

Objective 5.4: Increase access to consumer product safety information for industry and small businesses.

Annual Goals Summary		2006	2007	2008	2009	2010	2011
22. Participate in public or webcast meetings for stakeholders to learn about the CPSIA	Goal	**	**	**	9	6	10
	Actual				12	13	

** No goal established.

22. Public or Webcast Meetings

Goal: In 2011, staff will participate in 10 meetings (public or via webcast) to address the many questions about the CPSIA and engage in open dialogue with stakeholders. In these meetings, staff will explain sections of the CPSIA of most interest to stakeholders. Staff will also encourage discussion through question and answer sessions.

SOCIETAL COST ESTIMATION

The \$900 billion in societal costs in 2008 dollars is the total of three components: the costs of medically attended injuries, the costs of fatalities, and property damage. To estimate medically attended injuries, the CPSC employs the Injury Cost Model (ICM), which uses empirically derived relationships between emergency department injuries reported through 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 *U.S. 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 value of statistical life (VSL) to the number of deaths. CPSC staff used a VSL of \$5.0 million, an estimate that is consistent with the results of research employing the "willingness to pay" methodology.

The estimate for average annual property damage (\$6.7 billion from 2006 data in constant 2008 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

1	air cleaners (ozone-generating)	31	infant bouncers
2	air mattresses, inflatable	32	infant carriers (frame)
3	all-terrain vehicles	33	infant carriers (handheld)
4	amusement rides (portable)	34	infant carriers (soft)
5	baby monitors	35	infant gates
6	bassinets/cradles	36	infant hammocks
7	bath seats	37	infant slings
8	batteries (button cells)	38	infant swings
9	bed rails	39	infant tubs
10	beds (bunk)	40	infant walkers
11	beds (toddler)	41	ladders
12	bedside sleepers	42	mattresses
13	bicycles	43	mowers
14	blind cords	44	National Electrical Code
15	booster seats	45	phthalates
16	candles	46	playground equipment (home)
17	chairs (high)	47	playground equipment (children under 2 yrs)
18	chairs (youth)	48	playground equipment (public)
19	changing tables	49	portable generators
20	children's metal jewelry	50	power equipment
21	cigarette lighters	51	ranges (tipover)
22	cribs (commercial)	52	recreational off-highway vehicles
23	cribs (full-size)	53	shopping carts
24	cribs (non-full-size/play yards)	54	smoke alarms
25	drywall	55	soccer goals
26	fuel tanks (leakage)	56	stationary activity centers
27	garage doors/gate operators	57	strollers
28	gasoline containers (child-resistant closures)	58	swimming pools/spas
29	headgear (recreational)	59	toys
30	infant bedding/accessories	60	tree stands (hunting)

MANDATORY STANDARDS SUMMARY

All-Terrain Vehicles
Bicycle Regulation - Technical Amendments
Children's Products Containing Lead
Component Parts
Durable Infant/Toddler Products: Bed Rails*
Durable Infant/Toddler Products: Bedside Sleepers
Durable Infant/Toddler Products: Full-Size Cribs*
Durable Infant/Toddler Products: Infant Swings
Durable Infant/Toddler Products: Non-full-size Cribs*
Durable Infant/Toddler Products: Play Yards
Durable Infant/Toddler Products: Toddler Beds*
Fireworks
Labeling Requirements: Complying with Certification; Certification and Testing
Laboratory Accreditation Requirements for Flammability of Children's Sleepwear
Phthalates
Poison Prevention - Imidazolines
Substantial Product Hazard – 15(j): Children's Outerwear with Drawstrings
Substantial Product Hazard – 15(j): Hair Dryers
Table Saws
Toy Standard Evaluation (F-963)

* Includes Accreditation Requirements

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	U.S. 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
CPSA	Consumer Product Safety Act
CPSIA	Consumer Product Safety Improvement Act
CPSRMS	Consumer Product Safety Risk Management System
EPA	Environmental Protection Agency
EWS	Early Warning System
FHSA	Federal Hazardous Substances Act
GAO	General Accountability Office
GSA	General Services Administration
IAG	Interagency Agreement
LOA	Letter of Advice
MUV	Multipurpose Off-Highway Utility Vehicles
NEISS	National Electronic Injury Surveillance System
NIOSH	National Institute for Occupational Safety and Health
NIST	National Institute of Standards and Technology
NNI	National Nanotechnology Initiative
NSF	National Science Foundation
NOR	Notice of Requirements
NPR	Notice of Proposed Rulemaking
NSN	Neighborhood Safety Network
OMB	Office of Management and Budget
OPM	Office of Personnel Management
PMO	Project Management Office
PPPA	Poison Prevention Packaging Act
RAM	Risk Assessment Methodology
RIP	Reduced Ignition Propensity
ROHVA	Recreational Off-Highway Vehicle Association
ROV	Recreational Off-Highway Vehicle
SRM	Standard Reference Materials
UL	Underwriters Laboratory
USFA	United States Fire Administration
VGB	Virginia Graeme Baker Pool and Spa Safety Act
VNR	Video News Release
XRF	X-Ray Fluorescence
20XX	Years mentioned refers 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**