

LOG OF MEETING

DIRECTORATE FOR ENGINEERING SCIENCES

CPSA (b)(1) Cleared  
6/3/00  
No. Mfrs/PrvtLbrs or  
Products Identified  
Excepted by  
Firms Notified,  
Comments Processed

**SUBJECT:** Children's Sleepwear Consumer Information & Education Campaign

**DATE OF MEETING:** May 31, 2000

**DATE OF LOG ENTRY:** June 5, 2000

**SOURCE OF LOG ENTRY:** Margaret Neily, ESME *MM*

**LOCATION:** CPSC, Room 714

**CPSC ATTENDEES:** See attached list of attendees.

**NON-CPSC ATTENDEES:** See attached list of attendees.

2000 JUN - 7 P 2:47  
CPSC/OFFICE OF  
THE SECRETARY

**SUMMARY OF MEETING:** This meeting with industry representatives was held to review current consumer information & education efforts related to children's sleepwear flammability. The new mandatory labels for tight-fitting sleepwear are beginning to appear in stores; the requirement is effective June 28, 2000.

By June 28, the CPSC staff will complete a VNR and press release for the **news media**, explaining the importance of safe choices for children's sleepwear (flame resistant or tight-fitting identified by the new labels). CPSC staff agreed to make the VNR available to the industry for use in either sales force training or in-store consumer education videos. The staff will also be updating and expanding the "timeless" resource information available to parents on the CPSC web site, also by June 28.

The staff is looking to the manufacturing and retail industries for providing **continued contacts with consumers** to be sure this safety information is promoted to subsequent generations of new parents. Several ideas were discussed, including articles for parent's magazines, web site information, marketing ads highlighting safety issues, and distributing information through pediatricians and expectant parent classes. CPSC staff indicated that the industry would need to purchase necessary mailing lists and pay printing and distribution costs for these last options.

Mr. Lamar and Ms. Howell reported that the American Apparel Manufacturers Association (AAMA) has been focusing on informing their members of compliance obligations under the standard. They will refine an easy-reading fact sheet for manufacturer sales representatives and participate actively in trade shows. They also agreed to rewrite the fact sheet in a form that would be suitable for sharing with consumers, either directly or through pediatricians' offices, hospitals, or other trade associations who reach these audiences. CPSC staff will investigate appropriate trade association contacts.



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The International Mass Retailers Association agreed to consider ways that retail staff could be better trained with accurate information to help consumers make safer sleepwear purchases. High staff turn-over rates and flexible work assignments at retail are challenges to be overcome.

ASTM is planning a training course for manufacturers, retailers, and others based upon a children's sleepwear test method (the same as the federal standard) and related compliance issues.

Consumers Union is planning an article soon that will cover children's sleepwear.

The National Fire Protection Association pushed for commitments from CPSC and the industry representatives to get a program in place for retailers and consumers so that informed purchasing decisions can be made. Mr. O'Neill agreed to work with the group, specifically AAMA, to consider incorporating relevant sleepwear messages in their continuing "Risk Watch" program on consumer safety.