

CPSC Meeting Log: Commissioner Boyle Meeting with American Cleaning Institute

CPSC Attendees	Commissioner Mary Boyle Eva Caldera Alison Council
Date of Meeting	October 18, 2022
Date of Log Creation	November 3, 2022
Log Creator	Alison Council

ATTENDEES	AFFILIATION
Melissa Hockstead	ACI
Brian Sansoni	ACI
James Kim	ACI

MEETING NOTES:

Participants discussed: Introduction to ACI, communications efforts surrounding safe cleaning and COVID, laundry detergent pods campaign designed to eliminate ingestions, ACI work on the ASTM Liquid Laundry Pack Safety Committee



american cleaning institute®
www.cleaninginstitute.org

ACI Meeting with CPSC

October 18, 2022

Topic	Lead
Welcome and Introduction of Meeting Participants	All
Overview of American Cleaning Institute (ACI)	M. Hockstad, ACI
Discuss ACI Outreach and Standards Initiatives	B. Sansoni, ACI J. Kim, ACI
CPSC x ACI: Opportunities to Share Messaging on Safe Product Use, Storage?	CPSC Staff
Confirm Next Steps	All
Closing	All



Welcome and Introductions



Melissa Hockstad
President & CEO



James Kim, Ph.D.
Vice President,
Science and
Regulatory Affairs



Brian Sansoni
Sr. Vice President,
Communications,
Outreach and
Membership



Who Is ACI?

- Founded in 1926, based in DC
- 130+ member companies
- Members include:
 - Manufacturers of household, institutional & industrial, healthcare cleaning products
 - Chemical producers (surfactants, fragrance, enzymes, etc.)
 - Finished packaging suppliers
 - Chemical distributors



ACI PURPOSE

Serve the growth and innovation of the U.S. cleaning products industry by advancing the health and quality of life of people and protecting our planet. ACI achieves this through a continuous commitment to sound science and being a credible voice for the cleaning products industry.

Objective 1:
Business

Objective 2:
Science

Objective 3:
Sustainability

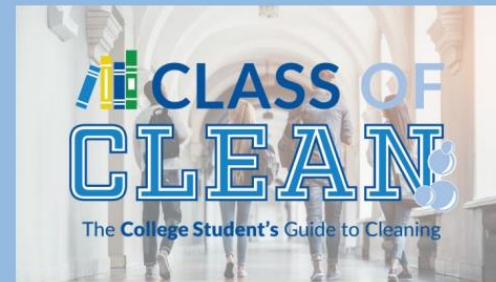
Objective 4:
Communications



Cleaning is Caring: A Programming Umbrella



ACI Toolkits: Proper, Safe Cleaning



ACI Partnerships, Alliances, Collaborations

Expanding the Cleaning is Caring Ecosystem

BUSINESS



HEALTHCARE



EDUCATION



GOVERNMENT



CONSUMER/ MEDIA PLATFORMS



CHILD CARE PROFESSIONALS



SAFETY



ACI Outreach on Packet Safety

- Continuous efforts for 10+ years
- Packets Up! safety campaign supported by detergent makers, ingredient suppliers
- Outreach focus:
 - News media (consumer, lifestyle, safety, etc.)
 - Social media bloggers/influencers (FB, Instagram, TikTok)
 - Trusted stakeholders



The Need

Safety Over Style vs. Style over Safety

- Packets Up and out of sight message continues to be a critical reminder
- As people are finding themselves at home, they are going to online channels for laundry room inspiration
- Platforms like Pinterest and Houzz continue to glorify unsafe product storage practices opting for style over safety
 - Nearly **50%** featured laundry detergent out of their original packaging
- Understanding product safety innovation of LLPs packaging is key as families continue to “take back the home”



#StoreNotDecor

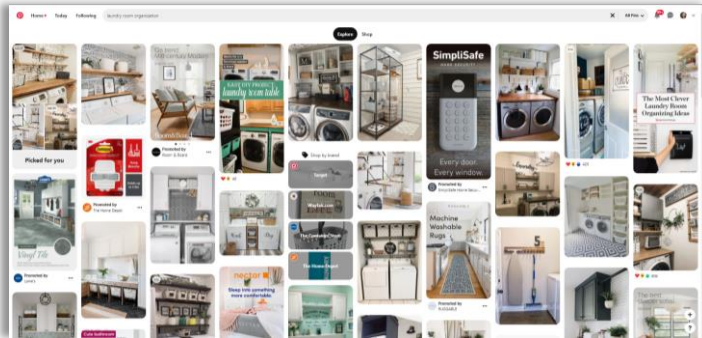


WHY PINTEREST?

- 320 Million Monthly Active Users
- Longest Life Span of Any Social Platform
- It's a Visual Search Engine, Not Social Network

THE ISSUE:

- **Half of all images** related to laundry room organization include LLPs **stored out of their original containers** further spreading the dangerous style over safety trend
- Since Pinterest posts have a much longer life cycle than other social networks and are without any editorial context, there is a **knowledge gap for the millions** who come to the platform seeking solutions to their laundry room needs



HOW IT WORKS:

- Create a campaign hashtag with strong call-to-action, drawing attention to the number of posts on Pinterest that feature unsafe cleaning product practices, especially in the laundry room

#StoreNotDecor

- Weave into planned content with PU influencers; encourage their followers to save laundry images and call out the unsafe trends seen so often on social media

OUTCOMES:

- Draw attention to hazard of visual appeal over safety concerns on one of the largest social platforms
- Pen letter to Pinterest executive committee/board of directors highlighting the role they play in promoting images
 - Explore co-authors to strengthen position (influencers, like-minded orgs., affinity groups, etc.)
- Promote letter through media outreach



#PinSafety: Direct Communications with Pinterest

- In 2021, ACI and its members developed an engaging letter highlighting insights from Store Not Décor influencer activations to call out unsafe laundry storage trends.
- Initial Outreach (January 2022): ACI mailed letter directly to Pinterest executive committee
- Follow Up (February/March 2022): ACI conducted outreach to additional contacts through email communication to seek support with next steps




AMERICAN CLEANING INSTITUTE
Packets Up & Store, Not Décor



Dear Pinterest Executive Committee,

On behalf of the American Cleaning Institute (ACI), the trade association representing the \$59 billion cleaning products industry, we are reaching out to direct your attention to visuals on Pinterest and other social media platforms that put children and people with cognitive disabilities at risk. Taking liquid laundry packets and cleaning products out of their original packaging and storing them in clear containers for laundry room aesthetic increases the potential for accidental poisoning exposures. Our hope is that you will read the following, recognize the risk to children and vulnerable adults, and collaborate with our organization to reach a solution to educate on the harmful effects of the following visuals:

Pandemic & Poison Exposures

With hundreds of millions spending more time at home during the pandemic, a surge in décor trends, interior design projects and remodeling inspired emerged. Unfortunately, with the pandemic also drove an increased opportunity for an online exposure to home products among young children. In fact, in 2021, there was a 10% increase in exposures to cleaning products among children compared to the same period in 2019 (American Association of Poison Control Centers).

Taking liquid laundry packets and cleaning products out of their original packaging and storing them in clear containers for laundry room aesthetic increases the potential for accidental poisoning exposures.

Store, Not Décor

As people began to redecorate their homes during the pandemic, a surge in décor trends, interior design projects and remodeling inspired emerged. Unfortunately, with the pandemic also drove an increased opportunity for an online exposure to home products among young children. In fact, in 2021, there was a 10% increase in exposures to cleaning products among children compared to the same period in 2019 (American Association of Poison Control Centers).

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AMERICAN CLEANING INSTITUTE • Packets Up & Store, Not Décor

A TikTok activation with popular Money Shorts uncovered a desire for increased safety message when it comes to storage, earning 93k+ views and 8.3k+ engagements.

#StoreNotDécor has been used nearly 2,000 times across social media.

The Power of Pinterest's Influence for Pinners' Safety

Pinterest has an enormous online influence, inspiring and driving creativity throughout all facets of life.

367 Million+ monthly active users worldwide

nearly **9 in 10** weekly pinners use Pinterest for inspiration in their path to purchase.

80% of U.S. moms are on Pinterest.

Our Ask

As ACI, we acknowledge that reports members for Ceres, Esso, Ulster and Pinterest. Our mission is to educate on the risks associated with the use of clear containers for laundry packets and cleaning products. We have also conducted extensive resources to consumer safety education, but we need your help in making the online space of home storage be safe.

We would like to play a leading role in making our members safe. As one of the largest social media platforms, we ask you to help us in our efforts to reduce the frequency of unintended exposures. Here's how:

- Tap photos that promote unsafe storage practices
- Share safety best practices with your users

Join us in our #PACKETSUP efforts to ensure and protect the safety of our members from unintended exposure packets. We look forward to your response and wish to see it displayed on our site. We'll be together to promote safe storage of our members' home cleaning products.

Melissa Hockaday
President & CEO
American Cleaning Institute



For more information, visit www.PacketsUp.com

Packets Up! Partnership & Alliances



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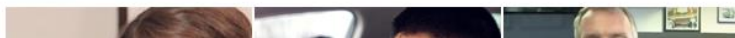
Top Tips to Keep Kids Safe

April 5, 2022

[3 Tips to Keep Kids Safe Around Cleaning Products](#)



[Read the blog](#)



Tips to Keep Kids Safe Around Cleaning Products

1

Store cleaning products out of children's reach and sight.



2



Keep cleaning products in their original containers and read product labels.



3

Save the Poison Help number in your phone and post it visibly at home:
1-800-222-1222



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Baby Safety Month Radio Media Tour: ACI/Safe Kids

On September 12, Brian Sansoni, SVP Communications, Outreach & Membership at ACI, and Torine Creppy, president of Safe Kids Worldwide, joined forces through a dedicated Radio Media Tour timed to Baby Safety Month to bring awareness to unsafe storage trends in the laundry room and throughout the home, saturating local markets with key messages.



Baby Safety Month (September) RMT Results

- Completed **18 joint radio interviews** that were a mix of live and taped segments
- Resulted in **184 broadcasts** on **178 stations** across the country
- Reached an audience of **12M+ local listeners**
- Secured **two** nationally syndicated interviews

“If you are designing or working with a designer for a new laundry room or where you clean a lot, design with safety in mind.” – **Brian Sansoni on the Bill Martinez Live Show**



“We want to protect and prevent these preventable injuries too. We want you to take a break from work and take a step back to observe the home through a child’s eye.”- **Torine Creppy on the Dr. Daliah Show**



ASTM F3159-15: Standard Safety Specification for Liquid Laundry Packets

- Voluntary standard approved September 15, 2015
- LLP Detergent Packet Requirements
- Packaging Requirements
- **Renewed in 2022**



CPSC x ACI: Sharing Safety Messages

- What are easy, efficient ways we can share cleaning product safety messages w/CPSC communications staff?
- How can we be a resource for the agency on cleaning product safety research?



How to Find Us

CCI SmartBrief

News and information on the cleaning products industry

www.smartbrief.com/cleaning



www.pinterest.com/americancleaninginstitute/



[@CleanInstitute](https://twitter.com/CleanInstitute)



[@americancleaninginstitute](https://www.instagram.com/americancleaninginstitute)



<https://www.linkedin.com/company/american-cleaning-institute/>



[@AmericanCleaningInstitute](https://www.facebook.com/AmericanCleaningInstitute)



How to Reach Us



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Thank you!

