



UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
BETHESDA, MD 20814

MEMORANDUM

Date: February 24, 2012

TO : The Commission

THROUGH: Todd A. Stevenson, Secretary *TAS*
Cheryl A. Falvey, General Counsel *CAF*

FROM : Kenneth R. Hinson, Executive Director *KRH*

SUBJECT : Supplemental Proposed Fiscal Year 2012 Operating Plan

Attached for the Commission's consideration is staff's supplemental proposed FY 2012 Operating Plan. This alternative format mirrors the format of past operating plans used by the agency and is premised on the requirements set forth in the FY 2012 President's Budget to Congress, submitted in February 2011. This supplemental plan includes the full suite of operating performance measures presented in the President's request, adjusted to reflect the final FY 2012 appropriation enacted in December.

As I have discussed with each of you, staff believes that the presentation of the agency's budget and planning documents can be improved; however, we also recognize that there are some legitimate issues that need to be resolved prior to adoption by the Commission of a revised format. Thus, I recommend that the Commission adopt the attached document as a substitute for staff's proposed FY 2012 Operating Plan. In the coming weeks and months, staff will continue to discuss with each of you your ideas for improving the presentation of our budget and planning documents so that we can incorporate a revised format in the near future.

As always, please let me know if you have any questions.



UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION

2012 PERFORMANCE BUDGET (OPERATING PLAN)

CPSC Stands for Safety

February 2012

DRAFT

U.S. CONSUMER PRODUCT SAFETY COMMISSION 2012 PERFORMANCE BUDGET

TABLE OF CONTENTS

	<u>Page</u>
Budget Summary	
2012 Highlights.....	i
Table 1: 2010–2012 Resources by Strategic Goal	1
Approaches to Product Safety	2
Performance Plan by Strategic Goal	
Leadership in Safety (Strategic Goal 1)	8
2012 Resources.....	8
Commitment to Prevention (Strategic Goal 2)	18
2012 Resources.....	18
Rigorous Hazard Identification (Strategic Goal 3)	35
2012 Resources.....	35
Decisive Response (Strategic Goal 4)	48
2012 Resources.....	48
Raising Awareness (Strategic Goal 5)	56
2012 Resources.....	56
Appendix	
Verification and Validation.....	71
Societal Cost Estimation	73
Voluntary Standards Summary 2012	74
Mandatory Standards Summary 2012	75
Acronyms	76

DRAFT

HIGHLIGHTS OF THE 2012 OPERATING PLAN

Congress appropriated \$114,500,000 to the U.S. Consumer Product Safety Commission (CPSC), a decrease of \$288,000, compared to the agency's 2011 appropriation of \$114,788,000. This appropriation supports in part ongoing implementation and enforcement of the Consumer Product Safety Improvement Act (CPSIA), which provides the CPSC with greatly expanded regulatory authorities and mandates to improve consumer product safety, and it directs the Commission to expedite efforts to upgrade and improve information technology (IT) systems in effect on the date of implementation. The Commission's workload also likely will be increased by the passage of H.R. 2715 (now Public Law 112-28), which provides the CPSC with greater authority and discretion in enforcing consumer product safety laws, but also sets new mandates and requirements for the Commission to fulfill. Key expenditures of this operating plan include:

- **Import Surveillance:** The CPSC has expanded import surveillance efforts to reduce the entry of unsafe products at U.S. ports and works directly with the U.S. Department of Homeland Security's Customs and Border Protection (CBP) on several initiatives. CPSC investigators work directly at ports of entry to screen imported consumer products. The CPSC collaborates with CBP at the Commercial Targeting and Analysis Center (CTAC), and it will participate in an additional coordinated national operation designed to optimize the federal government response to product risks at importation. CPSC staff will evaluate a supply-chain enforcement program for use at the ports to prevent entry of unsafe products back into the supply chain. The CPSC will also collaborate with CBP to test a pilot targeting system that will merge data from CBP with CPSC case data to try to identify the highest risk shipments and will continue to provide support to CBP's Automated Commercial Environment, which is an interface connecting CBP, the trade community, and federal government agencies to manage the admissibility of goods entering and exiting the country.
- **Enforcement:** In 2011, staff work started to evolve from developing CPSIA-mandated rules to enforcing those rules through field enforcement programs involving establishment inspections, retail surveillance, and port surveillance. Experience shows that enforcing a new rule takes considerably more resources than enforcing an existing rule. CPSC staff will develop and implement field enforcement programs for at least the following: durable infant or toddler products (registration cards, cribs, toddler beds, bath seats, and baby walkers); the all-terrain vehicle (ATV) rule; certification and third party testing; toy standards; tracking labels for children's products; phthalates; lead; and section 15(j) generic defect rules (hair dryers and children's outerwear).
- **Rulemaking:** While the agency's work will begin to shift more toward enforcement, the Commission still has a significant amount of CPSIA-mandated rulemaking to be completed. This includes creating mandatory standards for durable nursery products, pursuant to Section 104 of the CPSIA, including play yards, swings, bassinets, booster chairs, and more. This mandate will require additional rulemaking activity for years to come. On August 12, 2011, the President signed H.R. 2715 (now Public Law 112-28). P.L. 112-28 provides the CPSC with greater authority and discretion in enforcing consumer product safety laws but also sets new mandates

and requirements that the Commission must fulfill. The new law requires the CPSC, among other things, to complete a mandatory safety standard for ATVs and assess third party testing requirements for children's products to determine how the costs of such testing can be reduced and still ensure compliance with safety standards. Public Law 112-28 also requires the CPSC to implement or recommend cost-saving measures to Congress regarding third party testing requirements. The statute also requires the CPSC to consider alternative methods for small batch manufacturers to ensure compliance with any applicable consumer product safety rule or regulation or grant them exemptions from third party testing, if alternatives do not exist or are not economically practicable (subject to limitations in Public Law 112-28).

- **Information Technology:** The CPSIA directs the CPSC to expedite efforts to upgrade and improve information technology systems. The IT infrastructure update and renewal is improving the CPSC's efficiency, by connecting stove-piped data systems, reducing manual processing, and eliminating redundant and inefficient steps involved in coding and information sharing with businesses. The public facing consumer product safety information database required by the CPSIA and launched in March 2011 enables consumers to determine quickly whether products they already own or are considering buying are associated with safety hazards or recalls and allows them to play a crucial role in safety by reporting potential hazards. The CPSC's website, www.CPSC.gov, also is being enhanced to improve public access to important safety information through more rapid publication of the CPSC's many existing education and information-sharing campaigns and links to the CPSC's social media sites, recall widgets, information centers, and extensive information on the CPSIA.
- **Office of Education, Global Outreach, and Small Business Ombudsman:** In September 2010, the Commission created a new office to coordinate and provide outreach to various domestic and international stakeholders, including manufacturers, retailers, resellers, small businesses, and foreign governments. Manufacturers now have a single source within the Commission for manufacturer-related safety information, and retailers and resellers benefit from improved systems informing them of product recalls and other safety information. Small businesses have a full-time ombudsman in the new office, dedicated to responding to their concerns. For example, the ombudsman is charged with developing information and guidance tailored specifically to small batch manufacturers. The agency includes an East Asia Pacific Regional office, located at the U.S. Embassy in Beijing, to promote compliance with U.S. product safety requirements among East Asian (especially Chinese) exporters and to coordinate with product safety regulators in the region. The CPSC also works with foreign governments and regulatory organizations to try to help them improve their product surveillance strategies, product testing methods, and voluntary and mandatory product safety standards. The Commission sponsored a North America Consumer Product Safety Summit for product safety leaders in Mexico, Canada, and the United States in September 2011. The Summit provided opportunities to discuss trilateral initiatives and shared visions for enhanced consumer product safety cooperation. In 2012, the CPSC will conduct an extended training exchange with a foreign regulatory partner agency, serve in leadership positions in international consumer product organizations, and facilitate training for industry stakeholders and consumer product safety regulators in foreign countries.
- **Connecting with Consumers:** The CPSC will continue to communicate with millions of consumers in 2012. Staff will continue to use various social media platforms (OnSafety blog,

Twitter, YouTube, Flickr, Widgets, and Phone Apps), in addition to traditional communication tools, such as print, radio and broadcast interviews, news releases, and videos to secure hundreds of millions of impressions of CPSC safety messages related to different types of products. Staff will use targeted outreach campaigns on priority hazards to reach vulnerable communities with minority outreach tours to cities, as well as campaigns on pool and spa safety and “safe sleep for babies.”

DRAFT

TABLE 1
2010 TO 2012 RESOURCES BY STRATEGIC GOAL
(DOLLARS IN THOUSANDS)

	<u>2010</u> <u>Actual</u>	<u>2011</u> <u>Actual</u>	<u>2012</u> <u>Plan*</u>
Strategic Goals:			
Leadership in Safety	\$14,541	\$14,444	\$12,585
Commitment to Prevention	\$24,052	\$24,333	\$23,064
Rigorous Hazard Identification	\$32,141	\$35,790	\$30,015
Decisive Response	\$33,178	\$28,590	\$40,294
Raising Awareness	\$11,972	\$10,096	\$8,542
Subtotal	\$115,844	\$113,253	\$114,500
Relocation Funds:			
Lab Modernization	\$3,877	\$2,120	\$0
Total All Funds	\$119,761	\$115,373	\$114,500
Personnel Summary:			
Full-Time Equivalent	488	542	548

* The \$114.5 million includes \$114 million in one-year funds and \$500,000 from two-year funds for the Virginia Graeme Baker Pool and Spa Safety Act Grant program. In 2012, the CPSC also has \$998,000 available for VGB grants carried over from the 2011 appropriation.

APPROACHES TO PRODUCT SAFETY

The CPSC is an independent federal regulatory agency, created in 1972 by the Consumer Product Safety Act (CPSA). In addition to the CPSA, as amended by the Consumer Product Safety Improvement Act of 2008 (CPSIA), and H.R. 2715, now Public Law 112-28, the CPSC also administers other laws, such as the Federal Hazardous Substances Act, the Flammable Fabrics Act, the Child Safety Protection 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.

The CPSC has jurisdiction over thousands of types of consumer products used in and around the home, outdoors, in the workplace, and in schools, from children's toys to portable gas generators and toasters. While the Commission's regulatory purview is quite broad, a number of product categories fall outside the CPSC's jurisdiction.¹

As globalization and technological advances expand the range of products on the market, the risks and opportunities associated with these advancements make the challenge of overseeing and regulating the thousands of product types all the more complex. Some challenges include monitoring the growth of global supply chains that assemble products across a vast web of interconnected geographies; identifying product hazards among the hundreds of thousands of products entering U.S. ports in shipping containers; and effectively disseminating vital product safety information to the public.

Through the CPSIA, Congress provided the CPSC with important new authorities that are helping the agency address those challenges. This legislation empowers the agency at U.S. ports; directs that longstanding voluntary standards be turned into mandatory standards for various children's products; increases civil penalty amounts and enhances the CPSC's criminal penalty authorities; requires testing and certification of children's products; establishes one of the lowest lead limits in the world for children's products; and it spurred the creation of the CPSC's first foreign office in Beijing, China. Public Law 112-28 provides clarification on lead limits for children's products, as well as the application of third party testing requirements for small batch manufacturers and for certain specific products, and more. The Commission has already issued *Federal Register* notices to effectuate mandates in Public Law 112-28.

In order to achieve its mission of protecting the public against unreasonable risks of injury from consumer products through education, safety standards activities, regulation, and enforcement, the CPSC uses a number of approaches that are captured under five strategic goals: (1) to provide leadership in safety; (2) to reinforce a commitment to prevention; (3) to engage in rigorous hazard identification; (4) to provide a decisive response to identified product hazards; and (5) to raise awareness of safety issues and CPSC capabilities.

LEADERSHIP IN SAFETY

The CPSC will be at the forefront of advancing the agenda for consumer product safety. The value of U.S. imports under the CPSC's jurisdiction has skyrocketed in recent years, with imports from China—including those from Hong Kong—more than quadrupling from 1997 to 2010. Moreover, four out of every five consumer product recalls involve imported products, making imports a critical area of focus for the CPSC.

¹ Product categories regulated by other federal agencies include: automobiles and boats; alcohol, tobacco, and firearms; food and drugs; pesticides; cosmetics; and medical devices.

Product safety can suffer in countries where domestic regulation is not effective and quality control systems are lacking. The CPSC uses its authority to encourage importers to ensure that their suppliers implement practices necessary to develop safe products. The CPSC also provides training and guidance to foreign manufacturers to help them meet U.S. product safety requirements, and it works toward harmonizing global consumer product standards. One of the ways the CPSC is reducing the number of unsafe imported products entering the U.S. marketplace is by strengthening bilateral and multilateral relationships with foreign regulators and manufacturers.

By establishing a clearly defined leadership agenda that lays out the CPSC's priorities for addressing consumer product safety hazards and mobilizing stakeholders, the Commission can target its limited resources and collaborate with domestic and international partners to improve product safety.

*Education, Global
Outreach, and Small
Business Ombudsman*

In 2010, the Commission created the Office of Education, Global Outreach, and Small Business Ombudsman. The office coordinates with, and provides education and outreach activities to, various domestic and international stakeholders, including manufacturers, retailers, resellers, small businesses, and foreign governments. The office will collaborate closely with institutions of higher learning in order to facilitate the elimination of gaps in knowledge regarding supply chain integrity and thus, reduce recalls. Manufacturers now have a single source within the Commission for manufacturer-related safety information. The existence of this office facilitates the transfer of knowledge to industry, and ultimately, the office will contribute to creating safer products through better-educated manufacturers. Retailers and resellers benefit from the new office through the development of improved systems for informing them of product recalls and other important safety information. This office also works with foreign governments and regulatory bodies to help them increase their capacity to develop product surveillance strategies, product testing methods, and voluntary and mandatory product safety standards.

Small businesses have a full-time ombudsman in the new office, dedicated to responding to their concerns. For example, the ombudsman is charged with developing information and guidance tailored specifically to small batch manufacturers. The ombudsman works diligently to develop partnerships with associations and alliances that represent small manufacturers, sole proprietorships, and handcrafters. The ombudsman also raises concerns of the small business community within the agency and seeks solutions.

**COMMITMENT TO
PREVENTION**

Preventing hazardous products from entering the marketplace is one of the most effective ways the CPSC can protect consumers. The CPSC does this by promoting the production of safe products through the development and implementation of safety standards.

Voluntary Standards

The statutes the CPSC administers require it to rely on voluntary standards to build safety into consumer products if the Commission determines that

compliance with a voluntary standard would eliminate or adequately reduce the identified risk of injury and it is likely that there will be substantial compliance with such voluntary standard. Voluntary standards for consumer products are developed based on consensus within voluntary Standards Development Organizations (SDOs), which are comprised of industry, government, and consumer representatives. 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 based on consumer product incident data, analysis of those data, and engineering reports, they submit a recommendation to an SDO. 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 comments 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

Mandatory standards are federal rules set by statute or regulation that define the requirements consumer products must meet. Mandatory standards typically take the form of performance requirements that consumer products must meet or warnings they must display in order 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.² 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. This allows the agency to stop products at the ports that do not meet federal requirements. In addition, it allows the CPSC to seek civil or criminal penalties for violations of the mandatory standards or bans.

To facilitate the development of safer products, the CPSC trains industry stakeholders about the CPSC's regulatory requirements and hazard identification best practices and provides incentives to manufacturers and importers to implement preventive actions that could result in safer consumer products. The CPSC also encourages foreign product safety regulators and foreign manufacturers to take action to reduce the production

²The 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 www.CPSC.gov/cpsia.pdf.

of unsafe consumer products that may enter the U.S. market.

RIGOROUS HAZARD IDENTIFICATION

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 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.

Product-Related Injuries and Deaths

Each year, the CPSC collects information about product-related injuries treated in hospital emergency rooms through its 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. Several foreign governments have modeled their national injury data collection systems on the CPSC's system.

The CPSC also collects mortality data. Each year, CPSC staff purchases, reviews, and processes about 8,000 death certificates from all 50 states and the District of Columbia, covering unintentional product-related deaths. The Medical Examiners and Coroners Alert Project (MECAP) collects and reviews approximately 4,500 additional reports from participating medical examiners and coroners throughout the country. Staff also collects and reviews about 6,000 news clips and 24,000 other reports of product-related injuries and deaths from consumers, lawyers, physicians, fire departments, and others.

Staff routinely reviews and analyzes this large volume of data to identify patterns and trends reflective of a potential emerging hazard. If 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.

The CPSC must determine quickly and accurately which hazards represent the greatest risks to consumer safety. Using a systematic approach, the CPSC aims to enhance the quality of crucial product hazard data and reduce the time it takes to identify trends. It does this by improving collection and assessment of hazard data, expanding import surveillance efforts, scanning the marketplace regularly, and increasing the surveillance of used consumer products and consumer products offered for resale.

The CPSC is changing the way it 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 expedite efforts to upgrade and improve its IT systems in effect on the date of implementation. In response to that mandate, the Commission is developing a single, integrated Web-based environment, which will augment the CPSC's capability to monitor the safety of products. The new system also improves

the way the CPSC interacts with the business community, by using secure, electronic communication, rather than traditional methods, such as postal mail.

Import Surveillance and Inspection

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. The Import Surveillance Division is now the Office of Import Surveillance and Inspection. High-volume port locations have port investigators dedicated exclusively to ensuring import compliance. CPSC port investigators coordinate enforcement activities at non-colocated ports through the U.S. Customs and Border Protection Commercial Targeting and Analysis Center (CTAC) and non-colocated CPSC field investigators. These investigators call on the talents of CPSC compliance officers, attorneys, and technical staff to assist in border enforcement. More sampling, detention, and interdiction of unsafe products will result from this increased enforcement presence.

DECISIVE RESPONSE

Once hazardous products have been identified, the CPSC will take action to protect consumers, remove the products from the marketplace, and hold violators accountable.

Compliance

The CPSC takes a multifaceted approach to addressing incidents and injuries. Field staff investigates reports of incidents and injuries; conducts inspections of manufacturers, importers, and retailers; and identifies potential regulatory violations and product defects that could harm the public. The CPSC also responds to industry-generated reports, and technical staff determines which possible violations and defects warrant corrective action.

When a recall is necessary, compliance staff negotiates with the responsible firm to seek a voluntary recall, whenever possible. In 2011, CPSC staff completed 412 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. Industry has an opportunity to streamline the recall process by participating in the Fast-Track Recall Program³ to remove hazardous products from the marketplace immediately.

Civil Penalties

When companies knowingly fail to report potentially hazardous products, as required, the CPSC can seek civil penalties. In 2011, the CPSC negotiated out-of-court settlements with 13 companies that agreed voluntarily to pay a combined \$3.26 million in civil penalties to the U.S. Treasury.

³ If a company suspects that a product could be hazardous, the company must report it to the CPSC. The Fast-Track recall program allows the company to propose a plan for a Fast-Track recall. If CPSC staff considers the firm's plan satisfactory—and it finds no other cause for concern in its review—it approves the plan and works with the firm to expedite the recall to begin within 20 days of the initial report to the CPSC. This removes dangerous products from the marketplace faster and saves the CPSC and the company time and money.

RAISING AWARENESS

The CPSC uses a wide array of communication channels and strategies to provide the public with timely and targeted information about safety issues and CPSC capabilities, including an increasing presence on social media. The CPSC posts recalls and press releases in a format that allows blogs, TV stations, and other media to obtain information from www.CPSC.gov 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. Consumers also have the option of logging onto www.SaferProducts.gov or calling the CPSC Hotline to report an incident, ask questions about recalls, or request free safety information. The CPSC conveys safety messages to the public through various information and education campaigns. Some of the ongoing campaigns that staff promoted in 2011 include drowning and drain entrapment prevention, promoting safe sleep environments for babies, and outreach targeted specifically to minority consumers.

Pool and Spa Safety

Supported by the Virginia Graeme Baker Pool and Spa Safety Act of 2007 (VGB Act), the CPSC continues to manage a national *Pool Safely* information and education program, designed to reduce child drownings and near-drowning injuries and maintain a zero fatality rate for drain entrapments. The multifaceted initiative includes grassroots education efforts, along with press events, partnerships, outreach, and advertising programs.

Safe Sleep

To protect the most vulnerable users of consumer products—babies and infants—the CPSC, in 2010, launched the Safe Sleep Campaign to achieve several objectives: seek removal of recalled and dangerous nursery products from homes; encourage parents and consumers to purchase new products that meet mandatory standards; and educate parents and caregivers about the most effective ways to make a nursery safe. On June 28, 2011, new federal safety standards for the manufacture and sale of cribs went into effect. These are the most stringent crib standards in the world. The goal is to ensure that all parents can have full confidence in the safety of their child's crib.

Minority Outreach

The CPSC is committed to gaining a better understanding of whether particular racial or ethnic groups are affected disproportionately by product-related hazards. In 2010, the CPSC organized a minority outreach team that developed materials and participated in community events in several cities. The activities and collaborative partnerships are designed specifically to increase awareness about four critical safety hazards that affect consumers in the home: (1) children's and infants' sleep environments, (2) poisonings, (3) pools and spas, and (4) TV and furniture tip over. The Neighborhood Safety Network (NSN) is a grassroots outreach program that provides timely lifesaving information to more than 3,500 organizations and individuals who, in turn, share CPSC safety posters and news alerts with underserved consumers who otherwise might be unlikely to receive information from the CPSC.

LEADERSHIP IN SAFETY

STRATEGIC GOAL 1: Take a leadership role in identifying and addressing the most pressing 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.

2010–2012 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)			
Goal	2010 Actual Amount	2011 Actual Amount	2012 Plan Amount
Leadership in Safety	\$14,541	\$14,444	\$12,585

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 working together to address consumer product safety, and manage 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 5 years, the CPSC handled an average of 480 product recalls annually, which involved 130 million recalled items from around the world.
- In the United States, there are approximately 700 active standards organizations, and internationally, there are more than 300 active additional organizations.

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.

CPSC staff has been working to develop a risk-based methodology for identifying and prioritizing hazards to guide the Commission's work on addressing consumer product hazards. A pilot methodology has been developed and is being vetted among CPSC experts. Staff will continue to refine the methodology and test it in 2012. Pending successful development of the methodology, annual goals will be developed for Objective 1.1.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
International Cooperation							
1. Review and update international cooperation business plans*	Goal	**	**	**	**	8	6
	Actual					8	
2. Organize and support CPSC participation in bilateral and trilateral safety summits	Goal	**	NA	1	NA	1	2
	Actual	1	NA	1	NA	1	
3. Hold leadership positions in international organizations	Goal	**	**	**	**	**	1
	Actual						
4. Conduct training exchanges with foreign regulatory partners	Goal	**	**	**	**	**	1
	Actual						

* Beginning in 2012, some program plans are combined, so 2012 data are not comparable to prior years' data.

** No goal established.

International Cooperation

1. Plans for International Engagement

International cooperation increasingly 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 (with both the central administration in Brussels and with its individual national governments); and with key supplier countries (particularly China and the emerging exporting countries in East Asia).

For countries characterized by consumer markets, the CPSC focuses 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—an informal global organization of regulators dealing with select policy topics of emerging interest); the International Consumer Product Health & Safety Organization (ICPHSO—the largest and most active broad-based, professional, multistakeholder organization dealing with consumer product safety issues); and the Organization for Economic Cooperation and Development (OECD—an international organization promoting economic and social development). For supplier countries, the CPSC's 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, in-country training for suppliers, and 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.

CPSC staff has developed international program plans to prioritize and manage the agency's international activities consistent with the Commission's stated priorities. Each program plan will be

updated with specific objectives aimed at successful engagement in one area of the international program. CPSC staff will report to the Commission on the activities undertaken in each program area, explaining how those efforts support the Commission's agenda.

Goal: In 2012, CPSC staff will perform an annual review of, and update its various program plans, and report outcomes to the Commission. CPSC staff will review and update the:

- Western Hemisphere program plan;
- Beijing Regional Office program plan;
- China program plan;
- East Asia-Pacific program plan;
- Europe and International Organizations program plan; and
- Internet Foreign Language plan.

2. Bilateral and Trilateral Safety Summits

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 the time, the CPSC and AQSIQ signed an Action Plan on Consumer Product Safety and agreed to hold a Safety Summit every two years.

In November 2007, the CPSC partnered with the European Commission (EC) for a first ever series of joint training seminars with AQSIQ for Chinese consumer product manufacturers. The partnership led to a Trilateral Summit hosted by the EC in November 2008. AQSIQ hosted the second Trilateral Summit in October 2010 and the parties agreed to meet in the United States for the third Trilateral Summit during 2012.

Goal: In 2012, staff will organize and support CPSC participation in Bilateral and Trilateral Safety Summits.

3. Leadership Positions in International Organizations

As globalization of goods and services continues to expand, economies increasingly turn to cooperative forums as a vehicle for regulatory convergence, information sharing, and resolution of shared challenges. The CPSC holds an active vice chair position in the Working Party on Consumer Product Safety under the Committee on Consumer Policy, a Standing Committee of the OECD. CPSC staff also serves as co-lead on focus projects within the ICPSC. The ICPHSO hosts two major meetings each year and has a growing international membership.

Goal: In 2012, CPSC representatives will serve in leadership positions in the OECD Working Party on Consumer Product Safety and the ICPSC. CPSC staff will also assist the ICPHSO in programming global product safety issues into its biannual meetings.

4. Enhance Partnerships with Foreign Regulatory Partners through Training Exchanges

Extended training exchanges of 1 month to 3 months' duration with selected CPSC partner agencies in foreign jurisdictions can cement regulatory cooperation and facilitate exchanges of

expertise to the benefit of U.S. consumers. Extended training for developing country officials can help ensure that CPSC requirements are met in situations in which it is their governments' policy to enforce U.S. product safety requirements on their U.S.-bound exports. Extended training also can help partner agencies understand CPSC procedures and policies better, with a potential for adoption and impact on consumer products made in their jurisdictions.

Expert training exchanges with more experienced partner agencies also have the potential to convey useful expertise in both directions, through expertise on specific subjects and sharing of alternative methodologies. Costs for training exchanges with foreign agencies would be borne by the CPSC only in cases where the potential exists for significant benefits to U.S. consumers.

Each year, CPSC staff will engage in extended training exchanges with foreign partner agencies, at CPSC facilities or abroad, based on a schedule determined during the previous year. The schedule will take into account priorities and resource availability, and a committee of senior agency staff will review the schedule.

Goal: In 2012, CPSC staff will conduct one extended training exchange with a foreign regulatory partner agency.

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		2007	2008	2009	2010	2011	2012
Partnerships							
5. Grants to the states: pool and spa safety	Goal	**	**	1	1	1	2
	Actual			0	1	1	
6. Partner with state and federal authorities, colleges and universities, and other stakeholders	Goal	**	**	**	**	**	4
	Actual						
7. State partners: training for state designees	Goal	1	1	D [†]	1	1	1
	Actual	1	1		1	1	

** No goal established.

D[†] This goal was deferred.

Partnerships

5. Grants to the States: Pool and Spa Safety

In 2010, the CPSC entered into an agreement with the Centers for Disease Control and Prevention (CDC) to administer the grant program mandated by the Virginia Graeme Baker Pool and Spa Safety Act of 2007 (VGB Act). A Funding Opportunity Announcement (FOA) for use of the 2009 funds was published in March 2010, but no states applied for a grant, and no grants were awarded. Staff learned that no states were eligible to apply for grants and discovered that no states were likely to be eligible in 2011 because some states address pool safety through local legislation while others address it through building code requirements. The 2011 appropriation for CPSC changed the eligibility requirements to allow *political subdivisions* of states, as

well as states, to apply for grants. The 2012 appropriation for CPSC changed the eligibility requirements further by making them applicable only to pools constructed after June 23, 2012.

Goal: In 2012, CPSC staff will prepare a status report describing its activities related to the VGB grant program.

Goal: In 2012, under the provisions of an interagency agreement, the CPSC will assist the CDC's National Center for Injury Prevention and Control in developing a funding opportunity announcement about the grant program established by sections 1405 and 1406 of the Virginia Graeme Baker Pool and Spa Safety Act.

6. Partnerships with State and Federal Authorities, Colleges and Universities, and Other Stakeholders

CPSC staff partners with U.S. and foreign stakeholders whenever interests and priorities coincide and resource and legal/ethical constraints permit. For example, the CPSC has conducted outreach to foreign jurisdictions in partnership with the U.S. Trade Development Agency, the American National Standards Institute, and Johns Hopkins University. The CPSC also regularly provides speakers to appropriate industry association events in the United States and abroad, saving the agency the expense of organizing stand-alone training seminars.

Goal: In 2012, the CPSC will collaborate with at least two other federal agencies in training and capacity-building work with foreign jurisdictions, with scheduling and topics based on trends and priorities identified during 2011 and 2012.

Goal: In 2012, the CPSC will collaborate with at least one university in training and capacity-building work with foreign jurisdictions, with scheduling and topics based on trends and priorities identified during 2011 and 2012.

Goal: In 2012, the CPSC will partner with at least one foreign jurisdiction in training and capacity-building work in another target jurisdiction, with scheduling and topics based on trends and priorities identified during 2011 and 2012.

7. State Partners: Training for State Designees

State and local officials work with the CPSC on cooperative activities that complement those activities 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 to discuss product safety issues affecting 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 have an opportunity to learn the latest information about consumer product safety. The CPSC uses webinars as another means to train officials.

Goal: In 2012, CPSC staff will host a state designee meeting or conduct webinars to train state officials.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Harmonizing Global Consumer Product Standards							
8. Lead international alignment initiative	Goal Actual	**	**	**	**	**	1

** No goal established.

8. International Alignment Initiative

CPSC staff has the lead in an international pilot alignment initiative with staff from the central consumer product safety authorities of Australia, Canada, the European Union, and the United States. This is an *ad hoc* group that is not aligned formally with any existing multilateral forum. The participants will seek consensus positions on the hazards to children and potential solutions for three products: corded window coverings, chair-top booster seats, and baby slings. The goal of this initiative is to improve safety by bringing about highly effective and closely aligned safety requirements for these products to reduce injuries and save lives. The consensus positions could be considered and developed for implementation in each jurisdiction, according to its own preferred model, whether through regulation or voluntary standards.

Goal: In 2012, the CPSC will continue its leadership in the international alignment initiative. CPSC staff will prepare a progress report on the activities in support of the alignment initiative.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
9. Chairman's Commendation Circle Award Program	Goal Actual	**	**	**	**	**	1

** No goal established.

9. Chairman's Commendation Circle Award Program

The Chairman's Commendation Circle Award recognizes the accomplishments of people or groups that have made substantial contributions in support of the CPSC mission to reduce product-related deaths and injuries and improve consumer product safety. The award program focuses on individuals in organizations, businesses, state and local government, and other groups. Awards will be presented annually, and nominations will be accepted from members of the public, as well as CPSC employees.

Goal: In 2012, the Chairman's Commendation Circle Award will be awarded to recognize people or groups that qualify by

contributing directly and significantly to reducing deaths, preventing injuries, and improving consumer product safety.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Hiring Reform							
10. Reduce recruitment time, using OPM's End-to-End hiring process (number of days)	Goal	**	**	**	100	90	80
	Actual				92	75	
11. Develop and implement action items identified through the manager survey on the hiring process	Goal	**	**	**	1	1	1
	Actual				1	1	
12. Conduct online survey and focus groups for new employees on the hiring process	Goal	**	**	1	2	2	3
	Actual	2	1	1	2	5	
13. Track the percentage of vacancies that meet the standard of applicants receiving at least four notifications*	Goal	**	**	**	4	85%	90%
	Actual				4	85%	
Employee Wellness and Satisfaction							
14. Conduct focus groups on the Employee Viewpoint Survey	Goal	**	**	**	6	6	6
	Actual				0	6	
15. Develop and implement action plan with improvements identified through the Employee Viewpoint Survey	Goal	**	**	**	1	1	1
	Actual				0	1	
16. Conduct onsite wellness activities	Goal	**	**	**	3	10	25
	Actual				8	26	
Equal Employment Opportunity and Affirmative Employment							
17. Target recruitment efforts to organizations serving underrepresented populations [#]	Goal	#	#	#	#	10%	11%
	Actual	11	10%	9%	7%	19%	
18. Train managers and employees in EEO/AEP responsibilities ^{##}	Goal	3	5	5	5	5%	10%
	Actual	6	7	7	8	9%	
19. Offer diversity programs to the CPSC workforce	Goal	5	5	5	6	10	6
	Actual	6	6	8	10	11	

** No goal established.

* In 2011, the method of reporting changed from counting the number of notifications to percentage of applicants receiving at least four notifications. The data starting from 2011 are not comparable to prior data.

In 2011, the method of reporting changed from number of targeted recruitment efforts to percentage of total recruitment efforts that are targeted to organizations serving underrepresented populations. The "actual" data for 2008–2010 were restated using the new method, although targets for those years cannot be restated. The "actual" data for 2007 cannot be restated.

In 2011, the method of reporting changed from number of training sessions conducted to percentage of employees trained. The goals and actual levels for 2007–2010 cannot be restated.

Hiring Reform

10. Reduce Recruitment Time

In 2009, CPSC staff mapped the hiring process from the time a manager identifies the need for a new hire to the employee's first day on the job, as outlined in the U.S. Office of Personnel Management (OPM's) End-to-End Hiring Plan. The CPSC found the average process to take about 115 days. CPSC staff identified barriers and developed an action plan to reach the government-wide target of 80 days set by OPM. In 2010, CPSC staff initiated changes to the hiring process, addressed barriers encountered, and reduced the recruitment time to 92 days. In 2011, staff reduced the recruitment time further, to an average of 75 days for competitive examining hiring actions.

Goal: In 2012, CPSC staff will continue to implement changes to streamline the recruitment process and maintain a recruitment time of an average of 80 days or less for competitive examining hiring actions.

11. Hiring Manager Involvement

In 2009, CPSC staff surveyed managers to gather feedback on their satisfaction with the Commission's hiring process. Managers responded that the hiring process and the application process require streamlining to improve the time from vacancy posting to entrance on duty. Additionally, managers indicated that they wanted to advertise for positions in targeted communities and create recruitment handouts for job fairs. In 2010, CPSC staff developed and began implementing a comprehensive hiring reform plan that involves a new process to request extensions for hiring certificates, a timetable for managers when a vacancy is identified so that managers know when they will receive a hiring certificate and can clear their calendars for interviews, as well as an automated review process to certify candidates. In 2011, CPSC staff implemented changes identified in the 2010 action plan and developed a revised action plan.

Goal: In 2012, CPSC staff will implement changes identified in the action plan developed in 2011 to address the barriers to the involvement of hiring managers in the hiring process.

12. New Employee Focus Groups

CPSC staff routinely conducts surveys and focus groups with new employees to gather feedback to improve the hiring process. In 2009, new employees in the focus groups responded that the orientation package should be available electronically providing the ability to submit completed forms electronically. In addition, they noted the need for more time for in-processing on the first day of work. In 2010, CPSC staff implemented changes to the hiring process, from application to orientation. CPSC staff modified the surveys and focus groups in order to solicit feedback on these new processes.

Goal: In 2012, CPSC staff will conduct an online survey and two focus groups for new employees on the recruitment and orientation processes to assess and determine if additional changes are needed.

13. Four-Point Status Update Notifications

In 2010, CPSC staff used an applicant intake system to communicate with all applicants at four different points in the application process. Now, applicants also are able to view the status of an announcement by logging onto their USAJobs accounts and viewing the status updates provided by CPSC staff. In 2011, CPSC staff met the standard for vacancy applicants to receive at least four notifications 85 percent of the time.

Goal: In 2012, CPSC staff will meet the standard for vacancy applicants to receive at least four notifications 90 percent of the time.

Employee Wellness and Satisfaction**14. Employee Viewpoint Survey – Focus Groups**

CPSC staff conducts annual Employee Viewpoint Surveys to monitor employee satisfaction and make improvements to address concerns, as necessary. Results of the surveys are assessed annually, and focus groups are conducted to understand the reasons for employee responses.

CPSC staff developed a Human Capital Survey Action Plan for both 2008 and 2009. The Human Capital Survey Action Plan addressed many issues and resulted in improved scores in several areas for the CPSC. In 2011, the agency contracted with OPM to conduct focus groups to gather additional information on the results of the Employee Viewpoint Survey. The focus groups were conducted in October 2010.

Goal: In 2012, CPSC staff will conduct six focus groups to explore the results of the Employee Viewpoint Survey. Two of the focus groups will be with management employees, and four of the focus groups will be with non-management employees.

15. Employee Viewpoint Survey – Action Plan

Each year since 2009, as required in the President's Hiring Reform Agenda, the CPSC has to identify 10 items on the Employee Viewpoint Survey where CPSC scored lower than the government-wide average and develop an action plan to address those items. In 2011, after the focus groups were completed, CPSC staff developed an action plan based on the 2010 Employee Viewpoint Survey.

Goal: In 2012, CPSC staff will develop and implement an action plan to address employee satisfaction results of the Employee Viewpoint Survey conducted in 2011.

16. Onsite Wellness Activities

In 2009, as part of President Obama's Hiring Reform agenda, CPSC staff completed an inventory of our wellness activities. Based on the inventory, CPSC staff developed wellness improvement targets and action plans. In 2010, CPSC staff conducted eight onsite wellness activities and provided access to an online wellness resource center for all employees. In 2011, CPSC staff conducted 26 onsite wellness activities and continued to provide access to the online wellness resource center.

Goal: In 2012, CPSC staff will conduct at least five onsite wellness activities and provide employees access to the Wellness Resources website.

Equal Employment Opportunity and Affirmative Employment**17. Target Recruitment**

The CPSC seeks to ensure that the agency's workforce is reflective of the populations served by the agency. To do so, efforts are made to increase applicant pools so that the most qualified women, minorities, individuals with disabilities, and disabled veterans are represented. CPSC staff does this through

outreach activities to ensure that vacancy announcements reach a wide variety of people. In 2011, CPSC staff targeted 10 percent of recruitment efforts to organizations serving underrepresented populations.

Goal: In 2012, hiring managers will target 11 percent of recruitment efforts to organizations serving underrepresented populations by providing the Equal Employment Opportunity (EEO) office at least one recruitment source for outreach.

18. EEO/AEP Training

Training is an important activity in ensuring that the CPSC has a workforce reflective of our nation's diversity and in which anyone can be recruited, promoted, and retained. A primary EEO goal is to have a workplace where every person is treated with respect and dignity. Many EEO issues involve basic communications skills, as well as an awareness of how to deal with employees appropriately. Training about EEO and Affirmative Employment Program (AEP) responsibilities is offered to CPSC staff. In 2011, approximately 9 percent of the CPSC workforce were trained about EEO/AEP responsibilities.

Goal: In 2012, CPSC staff will train 10 percent of the workforce in EEO and EEO-related topics and responsibilities.

19. Offer Diversity Programs

This goal is driven by the need to promote opportunities for underrepresented groups and to break down barriers to equal opportunities in the workplace. In 2011, CPSC staff participated in 11 initiatives to promote representation of underrepresented groups and individuals with disabilities. Examples of these initiatives are mentoring programs, summer volunteer programs, employee training programs, and disability and diversity awareness programs.

Goal: In 2012, CPSC staff will offer six initiatives to promote representation of underrepresented groups.

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.

2010–2012 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)			
Goals	2010 Actual Amount	2011 Actual Amount	2012 Plan Amount
Commitment to Prevention	\$24,052	\$24,333	\$23,064

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

- In 2011, the CPSC screened almost 10,000 import samples at United States ports of entry.
- In 2011, the CPSC collected more than 1,800 import samples for testing at the CPSC laboratory.
- In 2010, imports from China, including Hong Kong, comprised about 47 percent of all United States imports of consumer products.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Voluntary Standards Activities							
1. Present recommendations to voluntary standards or code organizations	Goal	3	4	1	0	1	0
	Actual	0	7	1	0	2 [#]	
2. Complete data analysis and technical review activities	Goal	*	*	*	*	6	0
	Actual					2	
3. Support voluntary standards and code revisions	Goal	63	72	39	61	60	66
	Actual	66	74	39	61	60	
4. Encourage development of innovative technology to reduce hazards	Goal	**	**	**	**	**	1
	Actual						
Nanotechnology Initiative							
5. Complete data analysis and technical review activities related to nanotechnology in consumer products	Goal	**	**	**	**	10	10
	Actual					9	

The 2011 actual data have been increased to reflect two voluntary standards recommendations that CPSC staff presented in 2011, but which were previously not captured. The recommendations were about cadmium in children's jewelry and drywall tracking labels.

* Due to a new way of categorizing our work between voluntary and mandatory activities, the data starting from 2011 are not comparable to prior data.

** No goal established.

Voluntary Standards Activities

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

Preparing and presenting recommendations to voluntary standards or code organizations is not planned for 2012.

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

Data analysis, collection, or technical review activities are not planned to be reported for 2012.

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

Voluntary Standards

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

Goal: In 2012, CPSC staff will provide technical support for 66 voluntary standards or model codes:

air cleaners (ozone-generating)	infant bouncers
amusement rides (portable)	infant carriers (frame)
bassinets/cradles	infant carriers (handheld)
bath seats	infant carriers (soft)
batteries (e.g., lithium, electronic devices, toys, button)	infant gates
bed rails	infant slings
beds (bunk)	infant swings
beds (toddler)	infant tubs
	infant walkers

bedside sleepers	jewelry (children's)
bicycles	ladders
booster seats	mattresses
cabinet heaters/cylinders	mowers
candles	National Electrical Code
chairs (high)	phthalates
chairs (youth)	playground (home)
changing tables	playground (public)
child-resistant packaging	playground equipment
cigarette lighters	(children under 2 yrs)
clothes dryers	portable generators
cookers, pressure	power equipment
CO alarms	
cribs (commercial)	pressure cookers
cribs (full-size)	ranges (tip over)
cribs (non-full-size/play yards)	off-highway vehicles
drywall	scooters (motorized)
fuel tanks (leakage)	smoke alarms
garage doors/gate operators	soccer goals
gasoline containers (child-resistant closures)	sprinklers
glass front gas fireplaces	stationary activity centers
headgear (recreational)	strollers
heaters	swimming pools/spas
infant bedding/accessories	toys
infant hammocks	trampolines
	tree stands (hunting)
	window coverings

4. *Encourage development of innovative technology to reduce hazards.*

Battery Ingestion Hazards

From 1997 to 2010, an estimated 32,094 to 48,698 children 12 years of age or younger were treated in hospital emergency departments for battery-related injuries, including confirmed or possible coin or button battery ingestions. Non-NEISS databases identified 14 battery-related deaths of children aged 7 months to 3 years from 1995 to 2010. In addition, the National Capital Poison Center identified at least 16 deaths and 85 severe injuries from battery ingestions since 1990. CPSC has contacted manufacturers of coin and button batteries to encourage the development of technology to reduce the ingestion hazard, and CPSC staff has provided comments to the voluntary standards organization requesting them to develop requirements to prevent access to coin and button batteries used in the remote controls of audio and video products.

Goal: In 2012, CPSC staff will visit manufacturers of coin/button batteries to encourage development of innovative technology to reduce hazards associated with battery ingestion.

5. *Nanotechnology Initiative - Complete 10 activities related to nanotechnology in consumer products.*

There is 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

A collaborative research effort between the CPSC and the National Institute of Standards and Technology (NIST) will: (1) develop protocols to assess the potential release of nanoparticles into the indoor air from various consumer products, and (2) determine the potential exposure to human occupants. Measurement protocols do not exist yet 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).

Goal: In 2012, under a new interagency agreement (IAG) 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 laboratory testing for the release of nanoparticles from consumer products, as well as for in-use testing in actual residences.

Carbon Nanotubes in Consumer Products

Carbon nanotubes are reported to be incorporated into sports equipment, such as baseball bats and golf clubs. Nanotubes, cylindrical nanostructures where the length of the tube could be much greater than its nanoscale diameter, provide significant increases in material strength but are very lightweight. The improvements in the power of equipment, such as baseball bats, may result in increased injuries, particularly among children. The extent to which carbon nanotubes may be released from sports equipment during use and misuse scenarios is unknown.

Goal: In 2012, CPSC staff will modify an existing Memorandum of Understanding with NIST on nanotechnology or sign a new IAG with NIST to develop a study to determine the presence of carbon nanotubes in selected products, potential exposures to consumers, and performance of the products. CPSC 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 (NIH), and the U.S. Department of Health and Human Services (HHS) provide information online for thousands of consumer products in the Household Products Database (HPD) (<http://householdproducts.nlm.nih.gov>). This database provides information to consumers, scientists, and other stakeholders on the chemicals contained in brand-name products and the potential health effects of these chemicals.

Goal: In 2012, CPSC staff will continue to collaborate with the NLM to identify approaches to enhance the database to provide

information on nanomaterials in consumer products. CPSC staff will complete a status report of this work.

Exposure and Risk Assessment of Nanomaterials in Consumer Products—Centers for Environmental Implications of Nanotechnology

The National Science Foundation (NSF) and the U.S. Environmental Protection Agency (EPA) have funded and supported the development of two university-based Centers for Environmental Implications of Nanotechnology (CEINs). These university-based centers focus on the environmental and public health implications of nanotechnology and have focused on the fate and transport of nanomaterials in the environment and exposures to various organisms. 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 IAG among the NSF, the EPA, and the CPSC.

Goal: In 2012, CPSC 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.

Nanomaterials in Aerosol Products (2 activities)

In 2008, the CPSC initiated an 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 (TiO₂) nanoparticles. Aerosol products containing nanoparticles have a wide variety of uses and applications, and there is concern about nanomaterial exposures during consumer use and in occupational settings and the environment.

Identification of Nanomaterials

This project will identify new aerosol products that have entered the market and specific nanomaterials used in these aerosol products. In 2011 and 2012, 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.

Goal: In 2012, CPSC staff will complete a status report on the evaluation of the particulates generated during use of aerosol products containing nanoparticles.

Exposure and Inhalation Effects

The CPSC has provided funding for the construction of a generation system and chamber to test the various aerosol products that are on the market, while NIOSH has provided the expertise and staff time for the evaluation. The project has been successful at identifying nanomaterials in products. In 2010, under an IAG between the CPSC and NIOSH, NIOSH conducted testing to determine the exposure impact of the antimicrobial sprays that contain nanomaterials. In 2011 and 2012, these tests will be conducted on additional products.

Goal: In 2012, CPSC staff will complete a status report on the exposure and health effects data generated in the evaluation of nanomaterials in newly selected 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 of other federal agencies in their investigation solicitation program, the 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 assure that common public health concerns across agencies are 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. In 2011 and 2012, 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.

Goal: In 2012, CPSC staff will complete a status report on solicitations and proposals developed to meet the CPSC's data needs.

Nanosilver in Consumer Products

The unique properties of nanosilver are being exploited for use in consumer products, including room sprays, laundry detergents, wall paint, clothing textiles (such as shirts, pants, and underwear), and products intended for use by children (such as baby bottles, teething rings, and plush toys). Exposure associated with silver varies with the chemical form (metallic, salt) and the route of exposure (ingestion, inhalation, 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. In 2011, through a collaborative effort among NIOSH, the EPA, and the CPSC, either NIOSH or the EPA will conduct product testing, using scientifically credible protocols to evaluate the exposure potential to nanosilver from consumer products.

Goal: In 2012, CPSC staff will complete a draft report on the use of nanosilver in selected products and the potential exposure to consumers.

Nanotechnology Annual Data Update

In March 2006, the Woodrow Wilson International Center for Scholars published an inventory of consumer products found on the Internet that were identified by manufacturers as nanotechnology products. 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 into these products. Because the Woodrow Wilson inventory is updated based on Internet searches, the CPSC has been maintaining its own more comprehensive database, using proprietary business information acquired through contractor reports. CPSC staff identifies products that claim to contain, or are believed to contain, nanomaterials, and CPSC staff maintains a database with detailed information on these products.

Goal: In 2012, CPSC staff will continue to update this database on the overall use of nanomaterials in the marketplace and the consumer product categories that contain nanomaterials. CPSC staff will write a draft report summarizing the products on the market.

Nanotechnology Research on Nanomaterial Exposure, Risk and Consumer Products

Congress has requested that the federal agencies participating in the NNI collaborate on international nanotechnology research. A consumer product-related project was identified as part of research collaboration between the EPA and similar agencies within the United Kingdom, where the countries agreed to solicit proposals for research into the potential environmental and public health impacts of nanomaterials and fund the most relevant studies. Internationally known experts in nanotechnology environmental health and safety issues served as members of the moderating panel to select the research proposals. In 2010, CPSC staff participated in the process to select one particular research proposal to quantify exposure to consumers and to develop risk models to predict potential health effects. In 2011, the study investigators in the U.S. and U.K coordinated research activities, set up equipment and laboratories to conduct the studies, and synthesized the nanoparticles that will be tested in the selected consumer products.

Goal: In 2012, CPSC staff will provide a status report on the data generated by the research quantifying exposure to consumers and the development of risk models predicting potential health effects.

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		2007	2008	2009	2010	2011	2012
Mandatory Standards Activities							
6. Prepare candidates for rulemaking	Goal	14	14	29	28	27	24
	Actual	10	10	27	26	22	
7. Complete data analysis and technical review activities	Goal	*	*	*	*	13	6
	Actual					9	

* Due to a new way of categorizing our work between voluntary and mandatory activities, the data starting from 2011 are not comparable to prior data.

Mandatory Standards Activities**6. Prepare for Commission consideration 24 candidates for rulemaking or other alternatives.****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

In 2010, the Commission issued final rules for baby bath seats and infant walkers and issued draft proposed rules for full-size cribs, non-full-size cribs, toddler beds, and bassinets/cribels. In December 2010, the Commission issued final rules for full-size and non-full-size cribs. In 2011, CPSC staff prepared briefing packages with draft proposed rules for bed rails and play yards, as well as briefing packages with draft final rules for cribs and toddler beds.

Goal: In 2012, CPSC staff will prepare, for Commission consideration, four briefing packages with draft notices of proposed rulemaking for infant swings, bedside sleepers, hand-held carriers, and infant hammocks. CPSC staff will also prepare for Commission consideration briefing packages with draft final rules for bed rails and play yards.

Laboratory Accreditation Requirements

Goal: In 2012, CPSC staff will prepare, for Commission consideration, draft notices of requirements for laboratory accreditation for the testing of bed rails and play yards for compliance with durable infant products standards.

Firepots and Fuel Gels

Firepots are relatively new, small portable decorative lighting products marketed for outdoor and indoor use. Preliminary testing and evaluation of firepots and gel fuels show that they pose a serious risk of burn injuries to consumers due to firepot design features, the burning and physical characteristics of the gel fuel, and gel fuel container packaging. Currently, staff is not aware of any voluntary or mandatory safety standards that directly address the risk of injury to consumers from firepots and gel fuels. In 2012, the Commission voted to issue an advance notice of proposed rulemaking (ANPR) to address the injuries and deaths associated with this product.

Goal: In 2012, CPSC staff will review the comments submitted in response to the ANPR and will work to develop performance standards in support of a proposed rule.

H.R. 2715

H.R. 2715 was signed into law (Public Law 112-28) in August 2011, "to provide the Consumer Product Safety Commission with greater authority and discretion in enforcing the consumer product safety laws and for other purposes."

Goal: In 2012, CPSC staff will prepare briefing packages, as warranted, for Commission consideration of petitions requesting exceptions from lead content limits.

Goal: In 2012, CPSC staff will prepare for Commission consideration a briefing package with a draft proposed rule on the change from “random” to “representative” samples and, as directed by the Commission, prepare a draft final rule on the proposed change.

Goal: In 2012, CPSC staff will prepare for Commission consideration a Federal Register Notice seeking public comment on opportunities to reduce the cost of third party testing requirements consistent with assuring compliance with any applicable consumer product safety rule, ban, standard, or regulation. Staff will also review the public comments received on opportunities to reduce the cost of third party testing requirements; and if warranted and directed to do so by the Commission, staff will prepare a draft proposed rule for revisions to 16 CFR 1107, Testing and Labeling. In addition, if warranted and directed to do so by the Commission, staff will draft a report to Congress identifying opportunities for reducing the costs of third-party testing for which the Commission determines it lacks authority to implement. The report will include recommendations for any legislation to permit such implementation.

Goal: In 2012, CPSC staff will develop and introduce a method by which small batch manufacturers seeking exemptions or alternative testing requirements may register with the Commission.

Goal: In 2012, CPSC staff will identify and evaluate alternative testing requirements, as warranted, consistent with the relevant provisions of P.L. 112-28.

Goal: In 2012, CPSC staff will prepare a briefing package for Commission consideration or a staff guidance document, at the direction of the Commission, on inaccessibility of component parts containing phthalates.

Goal: In 2012, at the direction of the Commission, CPSC staff will initiate rulemaking on the possible exclusion of, or establishment of alternative requirements for, specific products or classes of products from the tracking label requirements.

Goal: In 2012, CPSC staff will modify existing internal procedures for the handling of reports of harm and claims of material inaccuracy, to ensure compliance to the relevant provisions of P.L. 112-28.

Goal: In 2012, CPSC staff will prepare for Commission consideration a draft final rule for all-terrain vehicles.

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 phthalates and phthalate alternatives in children's toys and child care articles. The CHAP is considering the cumulative effects of exposure to multiple phthalates from all sources, including personal care products. The CPSIA mandated that the CHAP has 18 months to complete its examination and an additional 180 days to complete its final report. The CHAP will recommend to the Commission whether any additional phthalates or phthalate alternatives should be declared banned hazardous substances. The CPSIA requires the Commission to promulgate a final rule within 180 days of receiving a report from the CHAP.

Goal: In 2012, CPSC staff will continue to provide scientific and administrative support for the CHAP. Pending completion of the CHAP's report to the Commission, CPSC staff will provide a briefing package to the Commission for its consideration on whether to continue the interim ban that the CPSIA established, effective February 10, 2009, for certain phthalates or whether to regulate other phthalates or phthalate substitutes.

Poison Prevention

The Poison Prevention Packaging Act (PPPA) 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, CPSC staff continues to monitor the need for child-resistant packaging of additional hazardous household substances.

Goal: In 2012, CPSC staff will prepare, for Commission consideration, a briefing package regarding poison prevention packaging for products containing imidazolines.

Rule Review

In the spirit of President Obama's direction in Executive Orders (E.O.s) 13579 and 13563 (supplements to E.O. 12866 first established in September 1993), the CPSC is moving forward with reviewing existing CPSC rules and working to reinvigorate the CPSC's voluntary review process for existing rules. The CPSC intends for the reviews to be broader than the reviews contemplated by the Executive Orders and the Regulatory Flexibility Act⁴ (RFA) because our analysis will not be limited only to regulations that have a significant economic impact on a substantial number of small entities, nor limited to significant regulations defined in E.O. 12866.

Goal: In 2012, CPSC staff will be seeking public comments and information to help develop a plan for review of existing rules that will be appropriate to the agency, be consistent with (and not duplicate) previous and ongoing reviews, and fulfill the spirit of E.O. 13579. Based on the comments received, CPSC staff will

⁴ A key requirement of the law is that agencies must analyze the impact of their regulatory actions on small entities and, where the regulatory impact is likely to be "significant", affecting a "substantial number" of these small entities, seek less burdensome alternatives for them.

revise CPSC's voluntary review process for existing rules, as appropriate, and submit a draft plan for Commission consideration on revising CPSC's voluntary review process for existing rules. In addition, CPSC staff will initiate and complete two rule reviews and will prepare recommendations for future rulemaking activity, as necessary, for Commission consideration.

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 CPSC staff to draft an ANPR. The Commission did not vote on publication of the ANPR before it lost its quorum. However, CPSC staff continued to evaluate table saws and initiated a special study from January 2007 to December 2008, to gather more accurate estimates on table saw injuries and hazard patterns. In 2011, the CPSC released the study, which showed that there were an estimated 66,900 emergency department-treated injuries in the United States during the calendar years 2007–2008, which related to table/bench saw operator blade contact. In 2011, CPSC staff prepared for Commission consideration, a briefing package with an ANPR regarding a performance standard for table saws.

Goal: In 2012, CPSC staff will test and evaluate technologies that address table saw blade contact injuries, respond to comments submitted in response to the table saw ANPR, and begin to develop performance requirements for an NPR, if appropriate, to address blade contact injuries associated with table saws.

Upholstered Furniture

Ignitions of upholstered furniture are a leading cause of residential fire deaths among the consumer products under the CPSC's jurisdiction. Staff is developing a possible rule to address the risk of fire associated with ignitions of upholstered furniture. The Commission published a Notice of Proposed Rulemaking (NPR) in 2008 to address the risk of fire from cigarette-ignited and small open-flame-ignited fires. From 2009 through 2011, staff conducted large scale testing of furniture with and without complying fire barriers, initiated work to develop standard cigarette and flexible foam test materials specified in the NPR, and performed other technical work to address issues raised in public comments on the NPR.

Goal: In 2012, CPSC staff will publish a report on the research on standard test materials to be used in a possible final rule.

7. Complete six data analysis and technical review activities

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 hazard associated with smoldering cigarettes may change.

Previous work in this project included measuring the ignition strength of the cigarettes to evaluate performance differences of RIP and conventional cigarettes of the same brands. 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, CPSC staff awarded a contract for evaluating the ignition propensity of mattresses and mattress pads using RIP and conventional cigarettes as the ignition sources. In 2011, the contractor commenced testing under this contract.

Goal: In 2012, CPSC staff plans to continue the test program to evaluate the ignition propensity of soft furnishings when exposed to RIP and conventional cigarettes. The contractor will provide the data associated with this testing effort. CPSC staff will prepare a status report on the testing of mattresses and mattress pads.

Durable Nursery Products Exposure Survey

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

In 2010, CPSC staff worked with a contractor to develop an initial exposure survey questionnaire for cognitive testing, developed the survey's sample (statistical) design, prepared draft supporting statements, and submitted them for approval. In 2011, the initial questionnaire was used to conduct cognitive testing. Once completed, CPSC staff finalized the exposure survey questionnaire, finalized the survey's statistical design, and submitted the survey's supporting statement for approval.

Goal: In 2012, CPSC staff will seek survey approval, finalize the survey questionnaire and design, and conduct the survey.

Portable Generators

As of February 2011, the CPSC databases contain records of at least 639 deaths from carbon monoxide (CO) poisoning associated with consumer use of generators in 1999–2010. Based on estimates through 2008, there appears to be an upward trend in the percentage of the total estimated nonfire, consumer product-related CO poisoning deaths that are specifically associated with generators since 1999. In 2011, CPSC staff completed its evaluation of the performance of a prototype low CO-emission portable generator and drafted a staff report. CPSC staff worked with a contractor to develop the prototype generator and to conduct durability testing. Under an IAG with NIST, CPSC staff

worked to test and model use of the prototype to simulate common fatal consumer incident scenarios. In 2012, CPSC staff will complete a second IAG with NIST to aid in developing life-safety-based, technology-independent, CO performance requirements for portable generators.

Goal: In 2012, CPSC staff will release the staff report on the technology demonstration of the low CO-emission portable generator and provide an opportunity for stakeholders to comment.

Recreational Off-Highway Vehicles

Recreational off-highway vehicles (ROVs) are a relatively new product category with a noteworthy significant injury rate. Nonfatal injuries are traumatic in nature, often resulting in amputation or other severe injury of extremities. In 2009, the Recreational Off-Highway Vehicle Association (ROHVA) developed a draft voluntary standard. CPSC staff reviewed the draft standard and concluded that it did not adequately address lateral stability, vehicle handling, and occupant protection. The Commission voted to publish an advance notice of proposed rulemaking (ANPR) to address the significant number of deaths and injuries associated with ROVs. In 2010, CPSC staff conducted technical studies to develop performance requirements to address vehicle stability, handling, and occupant protection. CPSC staff will conduct additional testing in 2011.

Goal: In 2012, CPSC staff will complete evaluations to identify (1) contributing factors to vehicle rollover; (2) the ways in which occupants are ejected; and (3) minimum rollover protection methods, such as restraints, handholds, footholds, and vehicle structure.

Surrogate Smoldering Ignition Source

Federal regulations for smoldering ignition of mattresses and mattress pads (16 CFR 1632) and a proposed rule for upholstered furniture (proposed 16 CFR 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 a standard reference material was developed as a temporary replacement. There is a need to develop a long-term solution so that all stakeholders can transition seamlessly 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 initiated an IAG with NIST to develop a surrogate ignition source (SIS) for use in the applicable standards. In 2011, NIST provided a status report on its analysis of a literature review of relevant studies and on potential surrogate ignition sources.

Goal: In 2012, CPSC staff will review a report prepared by NIST on an assessment of candidate smoldering ignition sources for possible use in existing and proposed regulations.

Toy Standard Evaluation

As directed by the CPSIA, the voluntary standard ASTM

International (ASTM) F963-08, *Standard Consumer Safety Specification for Toy Safety*, became mandatory in February 2009. In 2010, CPSC staff, in consultation with stakeholders, finalized an evaluation of the toy standard and provided the report to the ASTM F963 toy standard subcommittee for review. The ASTM subcommittee formed task groups to address the priorities of the subcommittee during 2011.

Goal: In 2012, CPSC staff will continue activities to harmonize the requirements of ASTM F963 with other international standards where safety is enhanced or make other improvements to the standard. CPSC staff will also evaluate revisions to the voluntary standard, if any, and make recommendations to the Commission about whether such revisions should be adopted as mandatory.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Provide Guidance to Industry Stakeholders							
8. ATV action plan guidance review within 60 days (CPSIA sec. 232)	Goal Actual	**	**	100% 100%	100% 100%	100% 100%	100%
9. Guidance and information dissemination for small businesses*	Goal Actual	**	**	3 3	1 1	1 1	2
10. Host CPSC Safety Academy	Goal Actual	**	**	**	**	**	1
11. Industry guidance documents	Goal Actual	5 5	5 6	10 11	6 10	6 11	6
Provide Training and Outreach to Industry and Other Stakeholders							
12. Conduct outreach or training events for U.S. importers	Goal Actual	**	2 3	3 10	3 8	6 9	6
13. Cross-train other federal agencies' staff to identify hazardous imported products	Goal Actual	**	4 6	6 6	6 9	6 11	6
14. Training programs for pool inspections	Goal Actual	**	**	**	1 1	1 1	1

** No goal established.

* Goal statement revised to reflect variation in mode of information dissemination over time.

Provide Guidance to Industry Stakeholders

8. 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 a manufacturer or distributor agrees to undertake to promote ATV safety.

Goal: In 2012, CPSC staff will review (analyze for acceptability) 100 percent of ATV action plans from manufacturers or distributors within 60 days of receipt.

9. Small Business Guidance (Ombudsman)

Businesses (both small and large) are required to comply with the requirements of the CPSIA and P.L. 112-28. The Small Business Ombudsman is the CPSC's contact point for small businesses. CPSC staff has disseminated information to aid small businesses

in complying with the CPSIA and the CPSC's enforcement policies using different mechanisms over the past few years, including producing publications, conducting webinars, and updating information on the CPSC's website.

Goal: In 2012, CPSC staff will update the Web page to assist small businesses in learning about their obligations under the CPSIA and complying with those obligations. The website is located at www.cpsc.gov/sbo.

Goal: In 2012, CPSC staff will conduct a minimum of three webinars; update Web pages on lead, phthalates, and F963; and participate with industry/associations at conferences, meetings, and conventions.

10. CPSC Safety Academy

In order to facilitate a better understanding of CPSC's requirements by the regulated community, CPSC will hold a Safety Academy during 2012. Staff will hold this 1-2 day academy in order to provide training and discussion of CPSC's regulations to lower and mid-echelons of corporate staff, small business, sole proprietorships, and associations. Invitees may also include members of the safety and academic communities including students.

Goal: In 2012, CPSC staff will hold one "Safety Academy" conference.

11. Industry Guidance for CPSC Regulations

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

Goal: In 2012, CPSC staff will develop six guidance documents to explain regulations and other policies or procedures to assist industry in complying with CPSC regulations.

Provide Training and Outreach to Industry and Other Stakeholders

12. Outreach or Training Events for United States Importers

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

Goal: In 2012, CPSC staff will conduct six outreach or training events for U.S. importers.

13. Cross-Train Other Federal Agencies

CPSC staff works with other federal agencies to inspect shipments of imported consumer goods.

Goal: In 2012, CPSC staff will cross-train other federal agencies'

staff working at six ports to identify hazardous imported products.

14. Pool and Spa Outreach Programs for Pool Inspectors

Goal: In 2012, the CPSC will continue to implement outreach and education programs for public pool and spa operators on the requirements of Section 1404 of the Virginia Graeme Baker Pool and Spa Safety Act of 2007 (VGB Act). The programs will include dissemination of materials for specific stakeholder group(s), such as an existing online video or video 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 and lifeguards. The training programs may include live events, webinars, and prepared educational training video programs that address issues related to drowning and entrapment prevention and the VGB 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		2007	2008	2009	2010	2011	2012
International Training							
15. Conduct outreach or training for foreign manufacturers	Goal	**	2	3	3	3	3
	Actual		3	3	3	3	
16. Conduct outreach or training for foreign government regulators*	Goal	**	3	3	3	3	1
	Actual	2	3	3	3	3	

** No goal established.

* Due to change in method of measuring this goal, the data for 2012 are not comparable to the data prior to 2012.

International Training

15. Training for Foreign Manufacturers

The CPSC's emphasis on manufacturing outreach focuses on economies that account for most of the hazardous or noncompliant imported products and emerging economies whose exports of high-risk consumer products into the United States are increasing. CPSC staff designs and implements programs to train industry representatives and government product safety officials on U.S. requirements. The training programs, which include both in-person and Internet-based training, emphasize the need to follow CPSC testing requirements and to rely on proven international best practices.

Goal: In 2012, CPSC staff will conduct or facilitate training for industry stakeholders in China, Southeast Asia, and Latin America, with scheduling and topics to be based on trends and priorities identified during 2011 and 2012.

16. Training for Foreign Government Regulators

To increase 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 2012, CPSC staff will conduct or facilitate training for foreign consumer product safety regulators, with jurisdictions, scheduling, and topics to be based on trends and priorities identified during 2011 and 2012.

DRAFT

RIGOROUS HAZARD IDENTIFICATION

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

The CPSC must determine quickly and accurately 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.

2010–2012 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)			
Goal	2010 Actual Amount	2011 Actual Amount	2012 Plan Amount
Rigorous Hazard Identification	\$32,141	\$35,790	\$30,015

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. To improve the processing of the voluminous data, the Commission is updating its information technology infrastructure.

- 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 2011, the CPSC received about 13,000 incident reports from the www.CPSC.gov and www.SaferProducts.gov websites and the Hotline.
- The CPSC receives numerous formal congressional inquiries each year, as well as hundreds of other consumer, media, Freedom of Information Act, 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		2007	2008	2009	2010	2011	2012
<i>Information Technology Infrastructure Update and Renewal</i>							
1. Information Technology Infrastructure Update and Renewal	Goal	**	**	3	6	4	2
	Actual			3	6	4	
<i>Data Analyses of Product Hazards</i>							
2. Economic impact of CPSC work	Goal	**	**	**	1	1	1
	Actual				1	1	
3. Conduct Brain Injury Study	Goal	**	**	**	1	1	1
	Actual				1	1	
<i>Data Collection of Product Hazards</i>							
4. Capture product-related cases reported by hospitals	Goal	90%	90%	90%	90%	90%	90%
	Actual	91%	91%	88%	90%	94%	

Annual Goals Summary (continued)		2007	2008	2009	2010	2011	2012
5. Monitor/evaluate hospitals in the NEISS sample	Goal	95%	95%	98%	98%	98%	98%
	Actual	99%	100%	100%	100%	100%	
6. Sustain the number of incident reports collected from medical examiners and coroners	Goal	3,900	4,500	4,500	4,500	4,500	4,500
	Actual	4,724	4,606	4,358	5,524	5,136	
7. Collect incident reports from news clips	Goal	7,300	7,800	7,200	7,200	6,000	6,000
	Actual	8,612	7,402	7,528	6,598	6,207	
8. Mail incident information for verification to submitters within 2 business days	Goal	**	**	**	**	95%	95%
	Actual					85%	
9. Provide manufacturers with investigation reports within 25 business days	Goal	**	**	**	**	95%	75%
	Actual					65%	
10. Ensure proper coding/redaction of reports within 1 business day	Goal	**	**	**	**	95%	95%
	Actual					94%	
11. Notify manufacturers within 5 business days	Goal	**	**	**	**	95%	95%
	Actual					95%	
12. Review manufacturer comments within 1 business day [#]	Goal	**	**	**	**	95%	80%
	Actual					97%	
13. Process business registration requests for www.SaferProducts.gov within 2 business days	Goal	**	**	**	**	80%	80%
	Actual					63%	
Data Collection Focused on Minorities							
14. Collect race and ethnicity data (percent of questionnaires that contain demographic questions)	Goal	**	**	**	80%	90%	100%
	Actual				90%	64%	

** No goal established.

In 2012, the method of reporting changed from 1 business day to 5 business days. The data starting from 2012 are not comparable to the data prior to 2012.

Information Technology Infrastructure Update and Renewal

1. Information Technology Infrastructure Update and Renewal

The CPSIA directs the Commission to expedite efforts to upgrade and improve information technology systems. To address these mandates, CPSC staff created a new system to consolidate the CPSC's siloed systems into a single, integrated, Web-based environment to enhance the efficiency and effectiveness of CPSC staff's consumer product safety work; and to foster a more rapid dissemination of information.

In 2011, CPSC staff reengineered the business processes and supporting systems related to the intake and triage of reported incidents. Incident sources include the National Electronic Injury Surveillance System (NEISS) reports required under Section 15 of the CPSA, death reports, and other incident reports.

Case Management

Case management techniques will be used to improve the grouping of incident reports, investigations, product safety assessments, and other Commission-generated documents. CPSC staff will develop business processes and systems to move action requests previously handled by a mix of legacy systems, e-mail, and phone calls to automated workflows within the new system. The processes will improve the ability of users to route requests for action to other users within the new system and improve coordination among users and integrated product teams.

Goal: In 2012, CPSC staff will modernize the business processes and systems related to case management.

Data Feed for Third Party Applications

CPSC staff expects that by providing a public data feed, third party software developers will respond by developing customized mobile, Web, and retailer applications for use by a broad range of the public to access information from www.SaferProducts.gov.

Goal: In 2012, CPSC staff will provide a data feed to facilitate the public's access to published information in the publicly available consumer product information database, including manufacturer comments.

Data Analyses of Product Hazards

2. Economic Impact of CPSC Work

CPSC 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, CPSC 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. During 2011, CPSC staff completed development of a general equilibrium model using the General Algebraic Modeling System (GAMS).

Goal: In 2012, CPSC staff will conduct an Input-Output analysis using the model developed in 2010 and 2011, to estimate the economic impact of reduced injuries to consumers attributable to CPSC actions.

3. Brain Injury Study

CPSC 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, CPSC staff developed a study plan and awarded a contract to develop severity and cost information on carbon monoxide brain injuries for all victims, and on lead poisoning and submersion injuries for children. In 2010, the contractor will begin data collection for the Brain Injury Study. In 2011, the contractor provided periodic status updates on the Brain Injury Study.

Goal: In 2012, the contractor will complete the final report for the Brain Injury Study.

Data Collection of Product Hazards

4. Capturing Product-Related Cases

Each year, CPSC 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 2012, NEISS hospitals will report more than 90 percent of the product-related cases, as documented by audits in each hospital.

5. 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 2012, CPSC staff will conduct at least one evaluation visit at 98 percent of the hospitals in the NEISS sample.

6. 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 the incident and provide some detail on how the incident occurred.

Goal: In 2012, CPSC staff will obtain 4,500 medical examiners and coroners' reports.

7. News Clips

The CPSC relies on clips from newspapers in all 50 states and the District of Columbia 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 CPSC 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 2012, CPSC staff will obtain 6,000 incident reports from news clips.

8. Submitter Verification Requests

The CPSC contacts submitters to request verification of information in reports of harm submitted through the CPSC's consumer Hotline, the Internet (prior to January 24, 2011), or by mail. Submitters are also asked their preferences regarding publication of the report on www.SaferProducts.gov and release of contact information to the manufacturer. Requests for verification are mailed to consumers within 2 business days after clerical coding is completed.

Goal: In 2012, CPSC staff will mail incident report verification requests within 2 business days 95 percent of the time.

9. Manufacturer IDI Mailing

Investigation reports from the CPSC's field staff are sent to

manufacturers whose products are named in these reports. Manufacturer responses are provided electronically to CPSC staff for review.

Goal: In 2012, CPSC staff will provide completed investigation reports to manufacturers of identified products within 25 business days of receiving the reports in the Clearinghouse 75 percent of the time.

10. Clerical Coding

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

Goal: In 2012, CPSC staff will complete clerical coding of all reports from eligible sources by the following business day 95 percent of the time.

11. Manufacturer Notifications

One of the requirements prior to publishing a report of harm to www.SaferProducts.gov is that the CPSC notify the manufacturer, importer, or private labeler of the report and allow them the opportunity to provide comments to be published along with the report.

Goal: In 2012, CPSC staff will send notifications to manufacturers named in all eligible reports within 5 business days (after the report is determined to be eligible for the database) 95 percent of the time.

12. Review Manufacturer Comments and Claims

At any time after notification, manufacturers, importers, and private labelers may submit comments, claims of materially inaccurate information, or claims of confidential information. The Clearinghouse is responsible for processing these comments and claims, obtaining technical and legal support from other CPSC staff, as necessary.

Goal: In 2012, CPSC staff will review comments and claims within 5 business days 80 percent of the time.

13. Process Registration Requests for www.SaferProducts.gov Business Accounts

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

Goal: In 2012, CPSC staff will complete processing or send a validation letter to the requestor within 2 business days 80 percent of the time.

Data Collection Focused on Minorities**14. Race and Ethnicity Data Collection**

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

Goal: In 2012, 100 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		2007	2008	2009	2010	2011	2012
Technology Development							
15. Study the measurement of lead in paint through x-ray fluorescence and alternative technologies (CPSIA sec. 101)	Goal	**	**	1	1	1	1
	Actual			1	1	1	
Information Technology Improvements for Data Collection							
16. Use Web-based applications to improve communication with businesses	Goal	1	0	1	1	1	1
	Actual	0	0	0	1	1	
17. Improve access and transfer of information with other government organizations	Goal	1	1	1	1	1	1
	Actual	1	1	0	0	1	
18. Early Warning System	Goal	**	1	1	1	1	1
	Actual		1	1	1	1	
Efficiency of Data Collection							
19. Complete headquarters telephone investigations in less than 45 business days	Goal	90%	90%	98%	98%	98%	98%
	Actual	99%	99%	99%	100%	100%	
20. Complete fire investigations as onsite or other in less than 45 business days	Goal	95%	95%	95%	95%	95%	95%
	Actual	98%	98%	98%	97%	98%	
21. Complete nonfire investigations as onsite or other in less than 45 business days	Goal	93%	93%	93%	93%	93%	93%
	Actual	96%	95%	97%	95%	95%	
Hotline Services (1-800-638-2772)							
22. Process incident reports within eight working hours	Goal	100%	95%	99%	98%	98%	99%
	Actual	100%	100%	100%	100%	100%	
23. Respond to voicemail messages the next business day	Goal	85%	95%	98%	98%	98%	98%
	Actual	99%	100%	99%	54%	54%	
Collaborative Data Collection Efforts							
24. Collaborate with foreign regulatory partners to identify emerging hazards	Goal	**	**	**	**	**	2
	Actual						

** No goal established.

Technology Development Scan**15. Technology for Measuring Lead in Paint and Substrate Materials**

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, CPSC staff posted a report online, which concluded that the ability of XRF to measure lead content in painted films on

children's products—at the limits required under the CPSIA—was limited at that time due to the unavailability of standard reference materials. 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 detect effectively, precisely, and reliably lead levels at or below the level specified in the legislation or any lower level established by regulation.

Goal: In 2012, CPSC staff will prepare a final status report with an update of staff's efforts on the continuing study of XRF and other technologies and the development of standard reference materials.

Information Technology Improvements for Data Collection

16. Communication with Businesses

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

Goal: In 2012, the CPSC will implement a customer relationship management framework and create a workspace in the business portal on www.SaferProducts.gov to collaborate with the business community.

17. 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 to provide improved integration of key government operations. The CPSC is collaborating with the U.S. Department of Homeland Security's Customs and Border Protection (CBP) to receive import entry data for products within the CPSC's jurisdiction through CBP's International Trade Data System (ITDS). This involves setting up a system to test entry data. Using entry data, CPSC staff will target potentially violative products and collaborate with CBP to hold, investigate, and refuse entry to identified products. This collaboration will help CPSC target potentially violative products before they enter the country, demonstrate CBP support for its partner agencies, and is expected to improve communication between the CPSC and CBP.

Goal: In 2012, CPSC staff will conduct a pilot study to evaluate draft rules, operational processes, and data feeds from CBP's International Trade Data System. CPSC staff will draft a report summarizing the results of the pilot study.

18. Early Warning System

In 2010, CPSC staff continued to apply the Early Warning System (EWS) processes and procedures for products found in the sleeping environments of children. CPSC staff used the information in the EWS pilot to characterize hazard scenarios and injury severity in support of the development of durable nursery product regulations. CPSC staff applied lessons learned from the

pilot to build functions from EWS into a new system, which was put into operation in 2011. The optimized EWS functions were expanded to cover more product types, additional incident report types, and new triage and integrated product team business processes.

Goal: In 2012, CPSC staff will continue to collaborate with the IT contractors who will develop the additional features or modules for the new system.

Efficiency of Data Collection

19. 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 2012, CPSC staff will complete at least 98 percent of telephone investigations in fewer than 45 business days.

20. 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 2012, field staff will complete at least 95 percent of onsite and other fire investigations (not including telephone investigations) in fewer than 45 business days.

21. 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 2012, 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)

22. Efficiency of Responding to Incident Reports

Consumers may make a complaint of an unsafe product or product-related injury through the Hotline. In 2010, the CPSC's Hotline processed product incident reports within 8 working hours 100 percent of the time. In 2010, Hotline staff recorded 5,546 incident reports. CPSC staff uses these complaints to look for emerging hazards and to support studies of specific product hazards.

Goal: In 2012, the CPSC's Hotline staff will process product incident reports within 8 working hours 99 percent of the time.

23. Efficiency of Responding to Voicemail Messages

A contractor is helping the Hotline maintain high levels of customer satisfaction through administering a performance-based

contract for a call and e-mail center that deals directly with the public. Under this type of contract, CPSC staff evaluates the performance and renews the contract, only if the performance level meets or exceeds the standards set forth in the contract. This includes maintaining the Hotline's automated message system, maintaining the system for responding to e-mail messages, and preparing reports on consumer usage of these systems. In 2010, the Hotline received 6,389 voicemail messages and responded to them 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 2012, the CPSC's Hotline staff will respond to voicemail messages the next business day 98 percent of the time.

Collaborative Data Collection Efforts

24. Increased capacity of foreign regulatory partners to identify emerging hazards

Because a large proportion of consumer products used in the United States originate from foreign jurisdictions, U.S. consumers benefit from increased vigilance by regulators in those jurisdictions. To the extent that foreign regulators have the capacity to identify hazard trends early in their own markets, they can intervene with manufacturers to correct product safety issues. By helping other jurisdictions to identify and move against hazardous products, the CPSC can potentially reduce the economic incentives for foreign manufacturers to produce dangerous products for export that could potentially end up in the hands of U.S. consumers. The CPSC's Extended Training Exchange Program provides a mechanism for training foreign regulators in techniques for collecting and assessing hazard data, allowing them to identify hazard trends better.

Goal: In 2012, CPSC staff will coordinate relevant extended training exchanges at the CPSC on collecting and assessing hazard data for one or more foreign regulators, with scheduling and topics based on recommendations of the Staff Exchange Committee.

Goal: In 2012, the CPSC will help self-selected foreign jurisdictions establish injury databases that will enable them to track emerging hazards. The CPSC will encourage and facilitate database structures that are compatible with the CPSC's own system.

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		2007	2008	2009	2010	2011	2012
Import Surveillance							
25. Screen children's imported products for lead (CPSIA sec. 101)	Goal	**	**	500	1,000	3,500	7,000
	Actual			715	5,321	6,956	
26. Screen products at the ports (number of models)	Goal	**	**	**	2,000	5,000	10,000
	Actual				7,088	9,920	
27. National operations conducted through CTAC	Goal	**	**	**	**	**	11
	Actual				2	10	
28. Evaluate supply-chain enforcement program	Goal	**	**	**	**	**	1
	Actual						
29. Conduct informed compliance inspections with importers	Goal	**	**	**	**	**	20
	Actual						
30. Implement an import enforcement program to address 15(j) hazards at ports of entry	Goal	**	**	**	**	**	1
	Actual						

** No goal established.

Import Surveillance

25. Screen Children's Imported Products for Lead (CPSIA sec. 101)

Beginning on August 14, 2009, children's products with a lead content of more than 300 parts per million (ppm), or with a surface coating containing more than 90 ppm of lead, were banned. On August 14, 2011, a new and lower total lead content limit of 100 ppm in children's products went into effect.

Goal: In 2012, CPSC staff will screen at the ports 7,000 models of imported children's products for compliance with CPSC lead regulations.

26. Screen Imported Consumer Products

Members of the Office of Import Surveillance and Inspection are the CPSC's front line in identifying imported products that violate the 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 2012, CPSC staff will screen at the ports 10,000 models of imported consumer products for compliance with other CPSC safety regulations (nonlead).

27. National Operations Conducted through CTAC

CPSC's collaboration with the U.S. Customs and Border Protection (CBP) at the Commercial Targeting and Analysis Center (CTAC) allows national oversight and a much higher level of interagency coordination on product risks at importation. In the two fiscal years that CPSC has been participating, several coordinated operations have been planned and executed successfully. National operations designed and coordinated through CTAC optimize federal government response to risks to the public. In 2011, 10 national operations were managed out of CTAC.

Goal: In 2012, CPSC staff stationed at CTAC will add one new National Operation to the 10 already in place in 2011.

28. Evaluate a Supply Chain Enforcement Program

The CPSC, along with our partners at CBP, is working to prevent entry of unsafe products back into the supply chain.

Goal: In 2012, CPSC staff will evaluate a supply-chain enforcement program for use at the ports, report to the Commission its findings, and develop standard procedures and an implementation strategy, if necessary.

29. Conduct Informed Compliance Inspections

In cooperating with CBP at the ports and through its information center, the CPSC gains opportunities to collaborate, develop, and deliver outreach on adhering to safety standards to specific industries and foreign entities. In 2011, the CPSC conducted an analysis of children's product importers that have had a history of noncompliance with safety standards. The CPSC continues to target these importers for safety assessment and is implementing an outreach effort to raise compliance with CPSC laws.

Goal: In 2012, CPSC staff will perform 20 targeted outreach inspections of importers of children's products that have a history of noncompliance.

30. Implement an Import Enforcement Program to Address 15(j) Hazards at Ports of Entry

The CPSC coordinates enforcement efforts in response to safety standards in effect as well as those newly developed, such as section 15(j) rules for substantial product hazards. The Commission may specify, by rule, for any consumer product or class of consumer products, characteristics whose existence or absence shall be deemed a substantial product hazard, if the Commission determines that such characteristics are readily observable and have been addressed by voluntary standards. The Commission must also determine that such standards have been effective in reducing the risk of injury from consumer products and that there is substantial compliance with such standards. CPSC staff will work with CBP to stop dangerous products from entering the United States.

Goal: In 2012, CPSC will implement one enforcement program based on a completed 15(j) rule.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
31. Complete product hazard scans	Goal	9	9	11	12	15	11
	Actual	9	9	9	12	12	

31. Complete 11 Product Hazard Scans

ATV Annual Data Update

In calendar year 2009, there were an estimated 131,900 ATV-related injuries treated in hospital emergency departments nationwide; of these, 25 percent were to children under 16 years old.

Goal: In 2012, CPSC 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)

CPSC staff addresses a variety of products and hazards related to chemical toxicity, by continuing ongoing activities and initiating new activities, depending upon 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.

Goal: In 2012, CPSC staff will complete at least two risk assessments, technical review activities, or guidance documents related to chemical toxicity.

Carbon Monoxide-Related Annual Update

Carbon monoxide (CO) is a colorless, odorless, and poisonous gas that results from the incomplete combustion of fuels, such as natural or liquefied petroleum gas, gasoline, oil, wood, coal, and other fuels. During 2008, there were an estimated 189 carbon monoxide poisoning deaths associated with the use of a consumer product under the CPSCs jurisdiction. Most consumer product-related CO poisoning deaths are associated with the use of heating systems and portable generators.

Goal: In 2012, CPSC staff will prepare its annual report on CO incidents for generators and engine-driven tools.

Fire-Related Annual Updates (2 activities)

Residential Fire Losses

The number of residential deaths and injuries and the value of property losses from fires remain high. Over the 3-year period from 2005 to 2007, there was an estimated annual average of 385,100 fires, 2,470 deaths, 12,600 injuries, and \$6.43 billion in property losses.

Goal: In 2012, CPSC staff will prepare its annual report of residential fire losses.

Fireworks

Fireworks were involved in an estimated 8,600 injuries treated in U.S. hospital emergency departments during calendar year 2010. Injuries to children were a major component of total fireworks-related injuries, with children under 15 years of age accounting for approximately 40 percent of the estimated injuries.

Goal: In 2012, CPSC staff will prepare its annual report on deaths and injuries associated with fireworks.

Nursery Equipment Annual Update

In 2009, there were an estimated 77,300 emergency department-treated injuries associated with nursery products among children under age 5; and during the 3-year period from 2005 to 2007, CPSC staff has reports of 265 deaths—an annual average of 88 deaths—associated with nursery products among children under 5

years old.

Goal: In 2012, CPSC staff will prepare its annual report of nursery product-related injuries and deaths to children under the age of 5 years.

**Pediatric Poisonings
(2 activities)**

United States child fatalities have declined substantially since the PPPA became law. The number of fatalities has declined from more than 200 in 1972 to an annual average of 35 fatalities between 2005 and 2007. To maintain this outcome, CPSC staff continues to monitor poisoning data and assess the need for child-resistant packaging.

Goal: In 2012, CPSC staff will prepare its annual report on unintentional pediatric poisonings.

Goal: In 2012, CPSC staff will complete a report on the number of unintentional pediatric poisoning deaths that occur through alternative delivery systems, such as medical patches.

**Pool or Spa Submersion
Annual Data Update**

There were, on average, 5,100 pool- or spa-related emergency department (ED)-treated submersion injuries each year for 2008 to 2010, and 383 pool- or spa-related fatalities reported per year for 2006 through 2008 involving children younger than 15 years of age. Seventy-six percent of the reported fatalities, and 79 percent of the ED-treated injuries involved children younger than 5 years of age.

Goal: In 2012, CPSC staff will update its annual report on pool or spa submersion incidents involving children under 5 years of age.

Toys Annual Update

In 2008 and 2009, there were 24 and 12, respectively, toy-related deaths to children younger than 15 years old.

Goal: In 2012, CPSC 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.

2010-2012 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)			
Goals	2010 Actual Amount	2011 Actual Amount	2012 Plan Amount
Decisive Response	\$33,178	\$28,590	\$40,294

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 are predictable and are carried out in a consistent manner. The passage of the CPSIA expanded the CPSC's rulemaking and regulatory authorities, but it also increased the number of enforcement functions that the agency must now carry out.

- About 500,000 retail firms sell consumer products in the United States.
- Each year, the CPSC addresses, on average, 1,500 violations of consumer product safety rules.
- In 2011, the CPSC negotiated \$3.26 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		2007	2008	2009	2010	2011	2012
<i>Conduct Inspections and Enforce CPSC Regulations</i>							
1. Enforce new CPSIA rules	Goal	**	**	**	5	8	16
	Actual				5	8	
2. Enforce the Virginia Graeme Baker Pool and Spa Safety Act	Goal	**	**	1	1	1	1
	Actual			1	1	1	
3. Enforce the Children's Gasoline Burn Prevention Act	Goal	**	**	**	1	1	1
	Actual				1	1	
4. Increase the number of establishment inspections by field staff	Goal	400	400	400	400	500	650
	Actual	493	463	454	585	1,064	

** No goal established.

Conduct Inspections and Enforce CPSC Regulations

1. Enforcement Activities (CPSIA)

In 2011, CPSC staff work started to evolve from developing CPSIA-mandated rules to enforcing those rules. Experience shows that enforcing a new rule takes considerably more resources than enforcing an existing rule. CPSC staff will enforce new CPSIA rules through establishment inspections, retail surveillance, and port surveillance.

Goal: In 2012, CPSC staff will develop and implement field enforcement programs for each of the 16 programs listed below:

- durable infant or toddler rules
 - registration cards
 - cribs
 - toddler beds
 - bath seats
 - baby walkers
- ATV rule
 - state undercover surveillance
 - action plan verification
- certification and third party testing rules
 - all imported regulated products requiring a General Certificate of Conformity (GCC)
 - children's products requiring third party testing certification as well as GCC
- toy standards
 - requirements of ASTM 963
 - tracking labels
 - certification and third party testing
- tracking labels
 - all children's product rules incorporating tracking label requirement
- phthalates
 - includes checking for tracking label and third party testing
- lead
 - 100 ppm
- section 15(j) generic defect rules
 - hair dryers and children's outerwear

2. Pool and Spa Safety Act Enforcement

The Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) requires public pools to be equipped with compliant anti-entrapment drain covers and, in certain instances, with additional anti-entrapment devices or systems. During 2009 and 2010, states under contract with the CPSC worked cooperatively with the CPSC staff to conduct inspections of pools and spas to verify compliance with the VGB Act. This allowed CPSC staff to conduct inspections in other locations, thus leveraging our resources and expanding the reach of our enforcement activities. In addition, to make compliance of the VGB Act easy to understand, the Commission staff has provided guidelines, conducted webinars, and disseminated information to states to educate consumers, pools owners, and operators about the requirements of the VGB Act.

Goal: In 2012, CPSC staff will enforce the VGB Act by inspecting public pools and spas 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 child-resistance requirements for closures on portable gasoline containers, as specified in the standard, ASTM F2517-05.

Goal: In 2012, CPSC staff will implement an enforcement program to monitor compliance with the requirements of the Children's Gasoline Burn Prevention Act.

4. Establishment Inspections

Inspections of manufacturing facilities, importers, distributors and retailers are an important investigative and enforcement component of many compliance activities. Field investigators interview and obtain sworn affidavits from firm officials, collect records, conduct on-site testing to ensure compliance with performance, design and labeling standards and collect product samples for further laboratory evaluation. Investigators also provide basic guidance regarding the CPSC defect reporting requirements and assist in monitoring the progress of reconditioning and destruction of recalled product agreements.

Goal: In 2012, field staff will conduct 650 establishment inspections.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Import Surveillance and Inspection							
5. Develop Targeting System Methodology	Goal	**	1	1	1	1	1
	Actual		1	0	0	1	
6. Apply the Pilot System Methodology to improve the targeting effectiveness rate	Goal	**	**	**	**	**	TBD†
	Actual						
7. Integrate product classification and import safety information into ACE and the Pilot System	Goal	**	**	**	**	**	1
	Actual						

** No goal established.

† TBD (To be determined)—Evaluation of pilot data is required to measure a baseline rate.

Import Surveillance and Inspection

5. Develop Target System Methodology

In 2010, CPSC staff awarded a contract for the development of a proof of concept to assess the viability of an approach to create CPSC's targeting system at the ports. In 2011, CPSC staff sent a report to Congress on its development. In addition, CPSC staff worked with contractors to develop a pilot system. In 2012, the CPSC will partner with CBP to test the pilot system that involves merging data from CBP with CPSC's case data to produce a baseline rate of effectiveness for targeting, as well as an initial report on the capability of the methodology.

Goal: In 2012, if the pilot targeting system is determined to be feasible, CPSC staff will use it to target 500 product-entry lines. If

the pilot targeting system is determined to be infeasible, CPSC staff will assess alternative or complementary methods and will submit recommendations on the next steps to improve the initial pilot targeting system.

6. Improve the Targeting Effectiveness Rate

Once the pilot system is set up at the ports, CPSC staff will work with CBP staff to increase the effectiveness rate for examinations (the number of volatile samples found per examination).

Goal: In 2012, a baseline effectiveness rate will be calculated for 2012.

7. Integrate Detailed Product Classification and Import Safety Information into ACE/Pilot System

CBP is developing the Automated Commercial Environment (ACE), an interface that connects CBP, the trade community, and federal government agencies to manage the admissibility of goods entering and exiting the country. The CPSC, along with other federal government agencies, as part of the International Trade Data System (ITDS) forum, advises CBP on its development of ACE. As part of this effort, CPSC staff has been advising the ITDS forum since 2008, on issues of concern related to CPSC staff performing inspections at the ports.

Specifically, the CPSC has participated in a pilot program for toys that assesses the impact and benefits of including the Global Trade Item Number (GTIN) and associated product classification information when filing an entry in ACE. The assumption is that reporting this information when a product enters the United States would allow more specific identification of the imported product before CPSC staff detains cargo for invoice review. This more specific information at entry would improve the CPSC's targeting and sampling efforts, reduce the potential for re-examinations, and enable CPSC staff to focus on riskier product types.

Goal: In 2012, CPSC staff will support the ITDS Product Identification Committee to produce a report for dissemination to the public on the benefits of improved data at time of import.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Efficiency of Recalls and Corrective Actions							
8. Preliminary determination within 85 business days (fire hazards, unregulated products)	Goal	66%	70%	70%	70%	70%	70%
	Actual	82%	79%	62%	86%	88%	
9. Corrective action within 35 business days of notice of violation for regulated products							
Corrective action (fire hazards)	Goal	80%	82%	80%	80%	80%	80%
	Actual	76%	96%	89%	90%	94%	
Corrective action (children and other hazards)	Goal	85%	88%	80%	80%	80%	80%
	Actual	96%	96%	96%	88%	94%	
10. Corrective action within 60 business days of notice of violation for unregulated products							
Corrective action (fire hazards)	Goal	80%	82%	80%	80%	80%	80%
	Actual	86%	85%	94%	93%	93%	
Corrective action (children and other hazards)	Goal	80%	82%	80%	80%	80%	80%

	Actual	89%	91%	91%	91%	79%	
11. Initiate a Fast-Track recall within 20 days	Goal	90%	90%	90%	90%	90%	90%
	Actual	95%	96%	93%	95%	95%	
12. Conduct recall checks within 90 days or less	Goal	**	**	**	90%	90%	90%
	Actual	99%	100%	100%	100%	100%	

** No goal established.

Efficiency of Recalls and Corrective Actions

8. Efficiency of Preliminary Determinations (Fire Hazards; Unregulated Products)

Compliance officers open fire-related investigations based upon reports from a manufacturer, importer, or retailer of possible defects that could present a hazard. Compliance officers also open fire-related investigations on their own initiative, after following up on 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. Investigations culminate in a staff preliminary determination of whether there is a product defect that presents a hazard requiring further action.

Goal: In 2012, CPSC staff will make 70 percent of fire-related "preliminary determinations" within 85 business days from the case opening date.

9. Efficiency of Corrective Actions (Regulated Products)

Compliance staff conducts surveillance regularly 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's National Product Testing and Evaluation Center for analysis. Often, additional technical analysis is conducted by CPSC technical experts. When it is determined that a product violates CPSC standards, a compliance officer sends a letter of advice (LOA) to the manufacturer, importer, or retailer. For violations posing a serious risk of injury, CPSC 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, CPSC staff may seek a lesser corrective action, such as stopping sale of the violative products and correcting future production.

Goal: In 2012, CPSC staff will obtain 80 percent of fire-related corrective actions within 35 business days after an LOA is issued.

Goal: In 2012, CPSC staff will obtain 80 percent of children's and other hazards corrective actions within 35 business days after an LOA is issued.

10. Efficiency of Corrective Actions (Unregulated Products)

Each investigation involving a hazard will culminate in a preliminary determination that a product is or is not defective and a determination of whether the defect presents a hazard. If the product is determined to be defective and is deemed to present a substantial hazard, the compliance officer begins negotiating with the responsible company to obtain a voluntary corrective action.

For defects with hazards 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 correcting future production.

Goal: In 2012, CPSC staff will negotiate and commence 80 percent of fire-related corrective actions within 60 business days after a firm is notified of staff's preliminary determination.

Goal: In 2012, CPSC staff will negotiate and commence 80 percent of children's and other hazards corrective actions within 60 business days after the CPSC notifies a firm of staff's preliminary determination.

11. Fast-Track Timeliness

CPSC's Fast-Track Program is designed for firms that file electronic reports and initiate corrective actions within 20 working days of the date of their report. A firm wishing to participate in the program must be ready to negotiate the corrective action plan (CAP) immediately, along with negotiating the wording of the press release.

Goal: In 2012, CPSC staff will complete a technical review and initiate a corrective action within 20 days 90 percent of the time for the Fast-Track program.

12. Product Safety Activities (State Partners Program)

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

Goal: In 2012, CPSC staff will conduct 90 percent of recall checks in cooperation with state or local partners within 90 days or less of assignment.

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

Additional annual goals for this objective are under development.

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Notification to Stakeholders							
13. Provide notification to states within 1 business day (CPSIA sec. 207)	Goal	**	**	95%	95%	95%	97%
	Actual			100%	99%	100%	

** No goal established.

Notification to Stakeholders

13. 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 2012, CPSC staff will notify state health departments or designated agencies of such actions within one business day 97 percent of the time.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
International Regulator Notification							
14. Inform foreign government about corrective actions	Goal	**	**	**	**	**	100%
	Actual						
Using Enforcement Authorities							
15. Review and track cases for alleged prohibited acts within 1 year (CPSIA)	Goal	**	**	**	**	**	90%
	Actual						
16. Coordinate with state attorneys general on litigation (CPSIA sec. 218)	Goal	**	**	1	1	1	1
	Actual			1	1	1	

** No goal established.

International Regulator Notification

14. Inform Foreign Regulators about Corrective Actions

While most of the CPSC's product safety regulatory partners abroad do not have specific authority to intervene in matters concerning products made for export, our Chinese partner does. In other foreign exporting jurisdictions, regulators may be able to act if a local manufacturer supplies the same product to the domestic market of that jurisdiction and that product does not meet local safety requirements. The CPSC leverages the enforcement authorities of our foreign partner agencies by informing them about recalled and interdicted products originating from their jurisdictions. The CPSC requests intervention toward corrective action with manufacturers, as appropriate, in each case.

Goal: In 2012, in each case where a recall announcement or stoppage report identifies the country of manufacture, CPSC staff will notify the relevant foreign government about the product manufactured in its jurisdiction that was recalled or stopped at port in the United States and will request intervention, as appropriate.

Using Enforcement Authorities

15. Efficiency of Civil Penalty or Other Legal Action (CPSIA)

CPSC staff reviews and tracks cases that involve the alleged sale, offer for sale, manufacture for sale, distribution into commerce, and import into or export out of the United States, of any consumer product or other product or substance that is under a voluntary corrective action, subject to an order issued by the Commission, or that has been deemed a banned hazardous substance. CPSC staff also reviews and tracks cases in which a product allegedly bears a certification mark that is false or misleading; misrepresents which product is subject to an action; or

bears certification, due in any part, from the exercise, or attempt to exercise, undue influence on a third-party conformity assessment body.

Goal: In 2012, CPSC staff will evaluate the merits of 90 percent of the cases referred to the Division of Compliance in the Office of the General Counsel for a civil penalty or other appropriate legal action, within 1 year.

**16. Coordination of Litigation
with State Attorneys General
(CPSIA)**

The CPSIA allows state attorneys general to bring injunctive actions alleging a violation of specific acts prohibited by the CPSA as amended by the CPSIA and its safety rules on behalf of the residents of their states. In 2010, CPSC staff increased efforts to enhance its ongoing enforcement and information activities in a coordinated way with state attorneys general.

Goal: In 2012, CPSC staff will monitor any cases filed by state attorneys general 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 use them safely, 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 they must address to maintain safe products.

2010-2012 RESOURCES BY STRATEGIC GOAL (DOLLARS IN THOUSANDS)			
Goals	2010 Actual Amount	2011 Actual Amount	2012 Plan Amount
Raising Awareness	\$11,972	\$10,096	\$8,542

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 makes the public aware of hundreds of new product safety issues each year.
- By 2050, the population of the United States is forecast to reach 438 million, with non-native English-speaking immigrants accounting for the majority of that growth.⁵
- The CPSC uses a variety of media platforms to reach the public. In 2011, those included the CPSC website, which received more than 50 million visits; e-mail alerts received by about 315,000 consumer and news organizations; 11,600 followers on Twitter; the recalls “app,” created by the U.S. General Services Administration for the Android, viewed by 585,000 consumers; and Web pages (hosted by Parent Dish, Widgetbox, Product Safety Letter, and the Los Angeles Fire Department, and others), which provided real-time recall information via the CPSC’s free recall widget, visited by another 25 million consumers.

⁵ Jeffrey S. Passel and D’Vera Cohn. *U.S. Population Projections: 2005–2050*. Pew Research Center, 11 February 2008.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Outreach							
1. www.CPSC.gov website visits (in millions)	Goal	25.0	38.8	40.0	41.0	54.0	55.0
	Actual	32.3	40.5	39.8	53.6	51.4	
2. Awareness Surveys (measure agency recognition)	Goal	**	**	**	**	**	2
	Actual						
3. Social media platforms	Goal	**	**	**	**	**	2
	Actual						
4. CPSC on Twitter	Goal	**	**	**	**	**	17,500
	Actual						0
5. Promote the publicly available consumer product safety information database	Goal	**	**	**	**	**	1
	Actual						
Communication Tools Improvements							
6. www.CPSC.gov website	Goal	**	**	**	**	**	1
	Actual						

** No goal established.

Outreach

1. CPSC Website Visits

The number of visits to the CPSC's website (www.CPSC.gov) has grown rapidly from about 200,000 visits in 1997, to over 51 million visits in 2011. In 2011, the CPSC's homepage was enhanced to improve public access to important safety information. Additional features include links to the CPSC's social media sites, recall widgets, information centers, and extensive information on the CPSIA.

Goal: In 2012, there will be 55 million visits to the CPSC's website.

2. Awareness Surveys

Field surveys will be conducted to measure and assess consumer awareness of the CPSC, the safety issues we work on, how the work we do impacts consumers, and the level of consumer response to recalls and safety hazards communicated by the agency.

Goal: In 2012, the CPSC will work with a contractor to conduct at least 1 field survey of consumer awareness of the CPSC every 6 months.

3. Social Media Platforms

Social media platforms (OnSafety blog, Twitter, YouTube, Flickr, Widgets, Phone Apps) are the CPSC's main online communication tool for engaging with the public. In 2012, CPSC staff will continue to post safety information to our various social media platforms on a weekly basis. The CPSC will continue to work to establish our presence on Facebook, if possible. CPSC staff will use new tools, such as contests to build apps, to disseminate our messages to more people online. The CPSC will post videos to YouTube and other video platforms. CPSC staff will continue to explore alternative delivery systems, in addition to

e-mail, of CPSC messages and announcements.

Goal: In 2012, the CPSC will establish a presence on two new social media platforms to promote CPSC's safety programs, recalls, and alerts.

4. CPSC on Twitter

On June 21, 2010, the CPSC reached a milestone of 10,000 Twitter followers. When CPSC's safety information is shared by our Twitter followers, there is the potential for hundreds of thousands to millions of online consumers to receive our tips, recalls, and warnings.

Goal: In 2012, there will be 17,500 followers on Twitter, who sign up to receive CPSC safety messages.

5. Promotion of the Database

With the March 2011 release of the publicly available consumer product safety information database (Database), required by the CPSIA, several audiences are expected to need information on its use and requirements. In 2012, the CPSC will continue to inform the public, including underserved populations who do not have easy access to a computer, about the use and benefits of submitting incident reports to the Database. Staff will carry out this initiative using various tools, such as issuing news releases, conducting media interviews, distributing an instructional video or CD about how to use the Database, using social media tools, communicating with NSN members, or collaborating with partners (such as consumer groups and library systems). Staff will adjust the focus of CPSC messaging regarding the use and functionality of the Database, based on feedback from these queries.

Goal: In 2012, staff will continue to conduct media interviews, disseminate promotional materials, and query specified audiences, such as consumers, businesses, minority groups, and consumer groups, to identify and address issues of awareness and usability.

Communication Tools Improvements

6. www.CPSC.gov Website

The CPSC will build www.CPSC.gov into an up-to-date website that serves consumers and businesses and reflects the CPSC's identity and strategy. In 2012, the CPSC will continue to revise the website to engage consumers and businesses. Design refinements will be based on evaluation of new ways to use the Web and website survey feedback. All content will be easier to search, resulting in more people finding the CPSC's information more readily through external search engines. The CPSC will build in and publish more tools, such as widgets, apps, and feeds, to disseminate information.

Goal: In 2012, the CPSC will integrate all safety information centers into the content management system for www.CPSC.gov and will build an interactive mobile site.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Outreach Effectiveness							
7. Consumer outreach for imports impressions (in millions) [#]	Goal	**	450	200	350	750	750
	Actual	966	185	530	1,828	544	750
8. Consumer outreach for fire hazards impressions (in millions) [#]	Goal	125	200	150	150	300	400
	Actual	295	103	117	447	476	400
9. Consumer outreach for CO hazards impressions (in millions) [#]	Goal	20	25	15	8	75	85
	Actual	26	1	4	68	158	85
10. Consumer outreach for children's and other hazards impressions (in millions) [#]	Goal	125	450	300	375	750	1,100
	Actual	978	334	550	1,560	751	1,100
11. Conduct public information efforts/partnerships	Goal	18	21	21	22	24	25
	Actual	21	21	21	22	24	25

** No goal established.

Beginning in 2010, the data include social media and online news media, and are not directly comparable to the data for prior years.

Outreach Effectiveness

7. Reaching Consumers on Import Safety

In 2010, the CPSC secured an estimated 1.8 billion impressions with safety messages related to imports. The CPSC obtained these views through news releases of recalls, press conferences, a town hall meeting, and from the U.S.-China Consumer Product Safety Summit. The goal of 350 million impressions was exceeded due to the CPSC's reach via Twitter, YouTube, the OnSafety blog, and online news media, none of which were measured in prior years. The goal also was exceeded due to extensive media coverage and video news releases related to Chinese drywall and crib, stroller, infant sling, and toy recalls.

Goal: In 2012, the CPSC will use communication tools, such as print and broadcast stories, social media outreach, TV appearances, and video clips related to import safety campaigns and recalls, to reach consumers with 750 million impressions of CPSC safety messages.

8. Reaching Consumers on Fire Hazards

In 2010, the CPSC secured an estimated 447 million impressions of our safety messages related to fire hazards, including messages on holiday cooking, holiday decorating, fireworks, and various recalls involving fire hazards. Outreach included news releases, PSAs, Tweets, and video news releases. The goal of 150 million impressions was exceeded by a large margin, due to the CPSC's reach via Twitter, YouTube, the OnSafety blog, and online news media, which were not measured in prior years.

Goal: In 2012, the CPSC will use communication tools, such as print and broadcast stories, social media, TV appearances, and interviews on national television networks, video news releases to national and local television networks, NSN materials and/or Web publication downloads to reach consumers with 400 million

impressions of CPSC fire safety messages.

9. Reaching Consumers on CO Hazards

In 2010, the CPSC secured an estimated 67.9 million impressions of our CO messaging through newspaper stories, social media outreach, TV appearances, and interviews. The goal of 8 million impressions was exceeded due to the CPSC's reach via social media, and online and print news media, which were not measured in prior years.

Goal: In 2012, the CPSC will use communication tools, such as print and broadcast stories, social media outreach, TV appearances, and interviews on national television networks, video news releases to national and local television networks, and e-publications through the CPSC's special online portable generator information center at www.CPSC.gov/info/co/generators.html to reach consumers with 85 million impressions of CPSC CO safety messages.

10. Reaching Consumers on Children's and Other Hazards

In 2010, the CPSC secured an estimated 1.6 billion impressions of our safety messages about children's products and other hazards, including pool safety, toy safety, and known risks to minority populations. The goal of 375 million impressions was exceeded due to the CPSC's reach via Twitter, YouTube, the OnSafety blog, and online news media, which were not measured in prior years. The goal was also exceeded due to extensive media coverage and video news release play related to Chinese drywall and crib, stroller, infant sling, and toy recalls.

Goal: In 2012, the CPSC will use communication tools, such as print and broadcast stories, social media outreach, TV appearances and interviews on national television networks, video news releases to national and local television networks, and e-publications through the CPSC's website to reach consumers with 1.1 billion impressions of safety messages related to children's and other hazards.

11. Conduct public information efforts/partnerships:

CPSC staff conducts a variety of public information efforts, using different media and working with various partners to inform the public about hazardous consumer products. In 2012, staff will conduct 23 such campaigns as described below.

ATV Safety (3 activities)

In 2011, staff continued its all-terrain vehicle (ATV) rapid response program as the cornerstone of its ATV education activities. Rapid response focuses on fatalities involving children and adults as a means of preventing future incidents. When media reports of fatalities are received, CPSC-prepared materials are sent to the media covering the incident. In addition, staff makes television outlets aware of available CPSC videos and directs all media to the resources available on the CPSC's ATV website. The CPSC's ATV website received about 411,000 visits in 2010. The CPSC will use social media sites, including blogs, to promote safe ATV riding.

Goal: In 2012, the CPSC's multifaceted website, www.ATVSafety.gov, will continue to be promoted and updated biweekly with death and injury data. This may also include updated news items, industry developments, and any changes to state laws.

Goal: In 2012, staff will hold an ATV Safety Summit to engage stakeholders and other interested parties in a collaborative dialogue about ATV related safety and education activities.

Goal: In 2012, to carry out the CPSC's ATV rapid response program, the CPSC will use TV and radio PSAs, along with one-page summaries for the media, to communicate with reporters located in the community impacted by breaking news of an ATV-related fatality. In addition, the CPSC will use its own social media sites and communicate with industry- and rider-supported social media sites to promote safe ATV riding.

Back-to-School Safety

From biking to school to engaging in playground activities, and from playing soccer to wearing upper outerwear that does not meet the CPSC drawstring requirements, children can face numerous hazards on their way to and from school and while at school. The CPSC uses a Back-to-School safety message each year before children return to the classroom. The safety message advises parents and school administrators of certain preventable injury risks to children.

Goal: In 2012, the CPSC will use tools, such as a media availability, news release, YouTube video, e-mail message from the Chairman to school districts, NSN message, Back-to-School Safety Checklist, and social media platforms to keep parents informed about the risks posed to children headed to, and while they are at school.

Bicycle/Helmet Safety

In 2007, the latest year for which data are available, more than 800 people were killed in bicycle-related incidents.

Goal: In 2012, the CPSC will communicate with the public about the need to wear helmets when riding bikes and other wheeled toys. Public information efforts will take the form of one or more of the following: a news release, a Podcast, an audio news release, PSAs, reissuance of NSN posters on bike and helmet safety, Tweets, a YouTube video, and/or partnering with agencies, such as the National Highway Traffic Safety Administration.

CO Alarms

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

Goal: In 2012, through activities, including 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 a Podcast, blogging, YouTube, Twitter, or the website, www.FireSafety.gov, to promote any new developments in technology aimed at making CO alarms even more effective.

Fireworks Safety

In 2010, CPSC staff had reports of 3 deaths and there were an estimated 8,600 emergency room visits for injuries resulting from fireworks-related incidents. Most fireworks injuries occurred to consumers younger than 20 years of age and resulted in the loss of a limb in some cases. The CPSC works closely with federal partners to enforce fireworks regulations, prosecute manufacturers and distributors of illegal explosives, and educate the public about the risks associated with fireworks.

Goal: In 2012, the CPSC will conduct a national safety campaign for the Fourth of July to increase public awareness of the dangers associated with legal and illegal fireworks. This campaign will include activities, such as a news conference, video news release, Podcast message, YouTube or viral video, or message to the Neighborhood Safety Network. Possible partners include the U.S. Department of Justice and the U.S. Department of Homeland Security.

Halloween Hazards

The CPSC provides the public with safety tips and works to keep children and families safe during Halloween celebrations, by enforcing the Flammable Fabrics Act and recalling hazardous costumes and products at Halloween and throughout the year.

Goal: In 2012, the CPSC will remind consumers of the flammability hazards associated with Halloween costumes and highlight warnings about the risk of fire associated with homemade children's costumes, jack-o-lanterns, and other Halloween decorations. Staff will conduct activities, such as issuing a news release, producing a video (YouTube), posting a safety message on Twitter, or conducting TV and radio interviews.

Holiday Decoration Hazards

During November and December, CPSC staff estimates that, on average, about 12,000 consumers are treated in hospital emergency departments nationwide, due to holiday-related decorating incidents. In addition, dried out Christmas trees are involved in hundreds of fires, resulting in an average of 17 deaths and \$13 million in property damage annually. Candle-related residential fires attended by fire departments are associated with an estimated annual average of 150 deaths and \$385 million in property damage.

Goal: In 2012, for the winter holiday season, the CPSC will

reissue its annual news release, warning consumers about the risk of fire from defective decorative holiday light strings and natural trees. In addition, we will provide tips on the safe use of candles and fireplaces. Staff will also conduct activities, such as recording a Podcast or posting a viral video on YouTube.

Holiday Shopping/Toy Safety

Every holiday season, staff continues efforts to educate parents and caregivers on suitable products and toys for appropriate ages. Staff will also continue, at that time of year, to encourage consumers to be aware of various websites that can assist them in identifying recalled products. As part of the drive to remove dangerous products from homes, staff will continue to build upon the success of the agency website, www.CPSC.gov, and the www.Recalls.gov website to notify consumers about recalled products.

Goal: In 2012, the CPSC will use communication tools, such as a video news release, social media outreach, an NSN safety poster, a news conference, or other materials, to educate parents and grandparents about shopping for safe toys. The CPSC's message will include information about how the CPSIA requirements for lead, phthalates, and toy standards continue to make toys safer.

Home Heating (CO Hazards)

To remind the public of the continuing threat of CO in the home, staff will highlight the need for routine maintenance of gas appliances.

Goal: In 2012, at the beginning of the home heating season, the CPSC will issue a seasonal warning about CO hazards associated with home heating equipment. The CPSC will remind consumers of specific issues, including the need to have a routine furnace checkup; these reminders will be delivered through news releases, audio news releases, postings on social media sites, publications, or other similar media instruments.

Home Heating (Fire Hazards)

Goal: In 2012, at the beginning of the home-heating season, the CPSC will conduct activities, such as issuing a news release, an audio news release, a Podcast message, or post messages on social media platforms to warn consumers about the fire hazards from home heating equipment, especially space heaters.

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 2012, to prevent young children from drowning, the CPSC, at the end of the summer, will focus on addressing the hazard associated with standing water in places, such as buckets and bathtubs. As part of this effort to reduce in-home drownings, the CPSC will use tools, such as issuing a news release, conducting media interviews, communicating via social media sites, recording a Podcast, distributing a video, issuing a poster for

NSN members, or adding a section to the www.PoolSafely.gov website addressing in-home drowning risks.

Imported Products

Goal: In 2012, CPSC staff will undertake three activities, such as assisting with the logistics and operation of the U.S.-China biennial safety summit, conducting local and/or national interviews, issuing news releases, using social media, and/or using partnerships to inform consumers about a particular imported consumer product posing a hazard to the public or presenting a potential safety risk.

Import Safety

Goal: In 2012, CPSC staff will conduct four activities, such as issuing quarterly news releases highlighting import seizures by CPSC and CBP, as a way to facilitate a greater understanding by the public of the agency's proactive approach to stopping violative products before they reach the market; participating in a network news story; using social media; and/or using a federal partnership to inform consumers about an enforcement or intervention action at a U.S. or international port.

Natural Disaster Preparedness

When hurricanes, flooding, ice storms, and natural disasters strike, CO poisonings related to portable generator use may occur. To notify consumers of this hazard, the CPSC implements a rapid response program in two parts. First, staff sends prepared CO safety information into the media market as the storm is arriving. In the storm's aftermath, the CPSC communicates with the media again, if there is a CO-related fatality or if consumers are hospitalized because of an incident. In addition, CPSC CO materials are used regularly by response organizations like the Federal Emergency Management Agency (FEMA), the U.S. Environmental Protection Agency (EPA), and state emergency management organizations.

Goal: In 2012, the CPSC 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, or blizzards.

Poison Prevention

Goal: In 2012, during National Poison Prevention Week, the CPSC will continue to support the efforts of the Poison Prevention Council (which is now 50 years old) by issuing a news release to promote child-resistant packaging and other poison prevention measures. The CPSC will carry out activities, such as updating the online poison prevention information center, conducting media interviews, recording a Podcast, or disseminating 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 one new poison prevention strategy, such as the development of a public service announcement.

Portable Gas Generators

When residential electric power is lost, homeowners may be exposed to CO because of incorrect use of portable gas generators

to provide power to their homes. The CPSC's annual report on "CO incidents for generators and engine-driven tools" provides valuable information about this hazard.

Goal: In 2012, the CPSC will promote generator safety using at least one communication tool, such as a news release, a video, a Podcast, YouTube, Twitter, or safety materials to help reduce generator-related deaths and poisonings.

Recall Round-Up

To extend the reach of recall announcements, CPSC staff will syndicate to broadcast outlets monthly interviews on the top recalls of the month. These interviews are offered live, or as a downloadable package.

Goal: In 2012, staff will reach at least 100 stations using the CPSC's monthly recall round-up broadcasts and possibly, host an annual round-up event with partner organizations.

Safety Publication Update (2 activities)

Some of the CPSC's electrical, nursery, and mechanical/recreational brochures and product safety alerts (both in print and on the website) are outdated because 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 as a pilot in 2009, is intended to update regularly CPSC safety publications and online documents.

Goal: In 2012, the CPSC will update three safety publications addressing children's hazards, fire and electrical hazards, mechanical hazards, sports and recreational hazards, or chemical and combustion hazards.

Currently, there are an estimated 3 million youth football players in the United States under the age of 14. In 2009, there were 21,878 football related emergency room treated head injuries to children in this age group. While head impacts in football rarely result in fatalities, many players suffer traumatic brain injuries, which can be either undiagnosed or not considered serious. During all football related activity, every player is required to wear a protective helmet, which in general is required to meet the National Operating Committee on Standards for Athletic Equipment (NOCSAE) standards. These standards include impact requirements and NOCSAE provides a recommendation that football helmets be reconditioned every second year. Improper fit and usage of a deficient helmet are additional risk factors for football players. An informal analysis has revealed that many of the youth helmets in use are not being reconditioned properly and may be deficient. As traumatic brain injuries become understood better, and more information becomes available for the protection of youth football players, this information needs to be made available to those involved in this activity.

Goal: In 2012, CPSC staff will develop a publication on the proper fit, use and care of helmets to educate consumers involved with youth football to make the game safer.

Smoke Alarm Education

Fire departments responded to an estimated 385,100 residential fires nationwide. The fires resulted in an estimated 2,470 civilian deaths, 12,600 injuries, and \$6.43 billion in property losses annually, on average, from 2005 to 2007. In addition to changing batteries every year, CPSC recommends that consumers test their smoke alarms monthly and place alarms on every level of the home, outside sleeping areas, and inside each bedroom.

Goal: In 2012, in a continuing effort to remind consumers that smoke alarms save lives, staff will issue a news release in the spring and in the fall to emphasize that consumers need to have and maintain smoke alarms. Staff will also contact national and local media to encourage them to remind consumers to check that their smoke alarms are in working order. Staff will use communication tools, such as Podcasting, blogging, YouTube, Twitter, or the website, www.FireSafety.gov, to promote any new developments in technology aimed at making smoke alarms more effective.

Tip overs (Products)

Goal: In 2012, the CPSC will continue its work to alert parents to the dangers of televisions, heavy furniture, and freestanding ovens tipping over and crushing young children. The CPSC will communicate this hazard through one or more of the following communication tools: issuing a previously recorded, dramatic video news release on YouTube, recording a Podcast, conducting media interviews, producing a new NSN poster, or other public relations and social media tools.

Window Covering Cords

Window covering pull cords present a strangulation hazard to children. On average, once a month, a child between 7 months and 10 years old dies from window cord strangulation, and another child suffers a near strangulation.

Goal: In 2012, the CPSC will inform parents of the risks involved with window covering pull cords through tools such as: issuing news releases; updating the public on any new standards, either domestically or in collaboration with foreign regulators; conducting media interviews; distributing a video; responding rapidly to local media in the case of a fatality; using social media tools, or issuing a safety alert to NSN members. If the Window Covering Manufacturers Association approves new performance standards through the American National Standards Institute, the CPSC will assess whether additional outreach and education to consumers is needed.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
Minority Outreach Program							
12. Conduct minority outreach tour to cities	Goal	**	**	**	5	6	4
	Actual				7	6	
13. Conduct minority awareness campaign	Goal	**	**	**	**	**	1
	Actual						
14. Minority outreach (in millions) [#]	Goal	**	**	**	5	10	15
	Actual				8	34	
15. Neighborhood Safety Network membership	Goal	**	**	**	7,500	5,000	7,500
	Actual				3,600	2,745	
Pool and Spa Safety Information and Education Campaign							
16. Consumer outreach messages (in millions) [#]	Goal	**	**	60	90	200	150
	Actual			80	198	590	
17. Conduct public information efforts/partnerships	Goal	**	**	2	3	5	5
	Actual			2	3	7	
18. Website Management	Goal	**	**	**	1	1	1
	Actual				1	1	
19. Rapid Response Initiative: contact local media within 1 business day	Goal	**	**	**	90%	90%	90%
	Actual				100%	100%	
Safe Sleep Campaign							
20. Safe Sleep for Babies Video	Goal	**	**	**	**	1	1
	Actual					1	
21. Crib safety mandatory standard awareness	Goal	**	**	**	**	3	3
	Actual					3	
22. Safe sleep environments public information efforts	Goal	**	**	**	**	1	1
	Actual					1	
23. Consumer outreach messages (in millions)	Goal	**	**	**	**	100	110
	Actual					127	

** No goal established.

Beginning in 2010, the data include social media and online news media, so they are not directly comparable to the data for prior years.

Minority Outreach Program

12. Community 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 directly thousands of consumers both at the events and through follow-up with local branches.

Goal: In 2012, CPSC staff will visit at least four cities to participate in community events, fairs, and conferences, such as the annual National Council of La Raza and National Urban League conference. Staff will conduct activities, such as interactive demonstrations of hazards, provide handouts of publications and safety materials, sign up consumers for the CPSC's services, and form new partnerships.

13. Minority Outreach Awareness Campaign

Goal: In 2012, CPSC staff will develop a minority outreach campaign to carry out activities, such as expanding the list of minority-targeted media and grassroots organizations,

disseminating at least three targeted videos in English and Spanish, translating at least 20 news releases into Spanish, or posting minority-targeted blog entries.

14. Reaching Minority Consumers

Goal: In 2012, the CPSC will reach 15 million minority consumers through safety messages in print, radio, Internet and broadcast media, and social media.

15. Neighborhood Safety Network Membership

The Neighborhood Safety Network (NSN) is a grassroots outreach program that provides timely, lifesaving information to member organizations and individuals who, in turn, share our safety posters and news alerts with underserved consumers who might otherwise never hear or receive the information from the CPSC.

Goal: In 2012, CPSC staff will work with a contractor to conduct a special membership drive to increase the number of NSN members to 7,500.

Pool and Spa Safety Information and Education Campaign

16. Consumer Outreach

Goal: In 2012, 150 million impressions of CPSC safety messages related to pool and spa safety will be received by consumers and key stakeholders through activities such as: TV appearances and interviews on national and local television networks, public service announcements, newspaper articles, social media outreach, video news releases, a rapid response program, and other communication tools.

17. Public Information and Education Campaign

Goal: In 2012, the CPSC will conduct 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 Virginia Graeme Baker Pool and Spa Safety Act (VGB Act), conducting a webinar for key stakeholders, hosting press events and safety events with key partners, using online toolkits on pool and spa safety, creating PSAs, using blog and other social media to communicate with the pool and spa community, or other public relations tools.

18. Website Management

In 2010, the CPSC launched www.PoolSafely.gov, the homepage of *Pool Safely: Simple Steps Save Lives*, a national public education campaign to reduce childhood drownings, submersion injuries, and entrapments. The website will serve the needs of an increasingly diverse online audience, both demographically and technologically, and it will include interactive video, animation, training materials, presentations, and safety information related to drowning and drain entrapment prevention and compliance with the VGB Act.

Goal: In 2012, the CPSC will continue maintenance, management, and expansion of the www.PoolSafely.gov website to improve its ease of use and to drive traffic by parents, children, industry, and water safety organizations. The website will serve the needs of an

increasingly diverse online audience, both demographically and technologically, and it will include interactive video, animation, and safety information related to drowning prevention and drain entrapment. With the Commission's approval, CPSC staff will continue to add new links to materials produced by drowning prevention organizations, training organizations, and *Pool Safely* campaign partners.

19. Rapid Response Initiative

In 2009, the CPSC started a daily rapid response pool safety initiative in response to breaking news stories about drowning or entrapment incidents, using these as educational opportunities to inform the media on a regular basis about pool and spa safety, and providing them with materials and data for their audiences. The program will continue in 2012.

Goal: In 2012, the CPSC and its contractor will contact local media within 3 business days of learning of a pool or spa drowning or near-drowning, or an entrapment incident 90 percent of the time.

Safe Sleep Campaign

In 2010, CPSC 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, to publicize crib recalls, and to produce and promote educational information surrounding CPSC's crib standards.

20. 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 2012, CPSC staff will promote the "Safe Sleep for Babies" video, using communication tools, such as new publications, distribution of the video, press releases, radio interviews, print and online stories, a message to NSN members, a special information center online, and 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.

21. Crib Safety Mandatory Standards

In June 2011, new mandatory standards for the manufacture and sale of cribs went into effect. In December 2012, public accommodations, including child care centers, Head Start centers, and hotels and motels will be required to provide cribs that meet the new standards.

Goal: In 2012, CPSC staff will conduct three activities to publicize requirements that child care centers, Head Start centers, and hotels and motels must meet by December 28, 2012, by using communication tools such as print and broadcast stories, social media outreach, TV and radio appearances, teleconferences, and contacts through trade organizations.

22. Safe Sleep Environments

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

Goal: In 2012, CPSC staff will inform consumers about the dangers associated with children's products, such as infant slings, sleep positioners, and baby monitor cords, using communication tools such as press releases, media interviews, social media, videos, and safety alerts.

23. Reaching Consumers on Safe Sleep

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

Goal: In 2012, 110 million impressions of safety messages related to Safe Sleep information and education activities will be received by consumers.

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

Annual Goals Summary		2007	2008	2009	2010	2011	2012
24. Participate in public or webcast meetings for stakeholders to learn about the CPSIA	Goal	**	**	9	6	10	6
	Actual			12	13	14	

** No goal established.

24. Public or Webcast Meetings

Goal: In 2012, CPSC staff will participate in six meetings (public or via webcast) to address questions about the CPSIA and allow an open dialogue with stakeholders. In these meetings, sections of the CPSIA of most interest to stakeholders will be explained and discussion will be encouraged through question and answer sessions.

VERIFICATION AND VALIDATION OF PERFORMANCE DATA

This section describes CPSC processes and criteria for ensuring that data used to measure progress toward performance goals are reasonably accurate and reliable. The CPSC collects performance data from a variety of internal and external data sources. CPSC staff use a number of tools, procedures, and standards to try to verify and validate data for performance indicators that track progress toward the strategic goals of the 2011–2016 Strategic Plan, as well as performance indicators for annual performance goals. These mechanisms include the following:

Individual Responsibility for Strategic Goal Performance Measures: Each strategic goal performance measure is assigned to a specific CPSC staff person (sometimes more than one person, if several offices are involved), who is responsible for documenting and reporting on the measure. The responsible staffer ensures that data for the performance indicator are collected and analyzed in a timely manner, and they assess the quality of the reported data.

Section 6(b)(6) Clearance Procedures: The CPSC has an internal directive specifying clearance procedures for providing information to the public that reflects on the safety of consumer products. The procedures, developed under the authority of Section 6(b)(6) of the Consumer Product Safety Act (15 U.S.C. 2055(b)(6)), are designed to ensure that such information is accurate. All reports, including annual performance plans and performance and accountability reports, go through an internal clearance process by relevant offices prior to being issued. For information that is to be disclosed, the clearance procedures require careful review and written approval by each Assistant or Associate Executive Director (AED) and office director whose area of responsibility is involved in the disclosure, in order to eliminate inaccurate or misleading statements. The process also involves editorial review, as well as review by the Office of the Executive Director and the Office of General Counsel. The 6(b)(6) clearance process helps to ensure that data reported for performance indicators are reasonably accurate.

Internal Controls Letters of Assurance: The CPSC annually evaluates and reports on internal controls and financial systems, as required under the Federal Managers' Financial Integrity Act. Senior managers report annually to their supervisors via letters of assurance, on the integrity of internal controls for their organizations' major programs, functions, and activities. These include a statement of reasonable assurance on the adequacy of controls for ensuring that decisions are made based on timely and reliable information, based on their management knowledge gained from daily operation of programs and systems, as well as reviews and assessments performed throughout the fiscal year. The Chairman of the Commission includes in the annual Performance and Accountability Report, a similar assurance statement, which involves a statement on the completeness and reliability of performance data.

Milestone Tracking Systems and Databases Maintained by the CPSC: The CPSC maintains a variety of data-tracking systems for performance indicators, ranging from simpler milestone systems that track internal records, to more sophisticated electronic database systems that are maintained either directly by CPSC staff, or through contracts. Examples of milestone tracking systems include: semi-annual voluntary standards tracking reports and records of Commission briefings. Examples of databases maintained directly by CPSC or through contractors include: the Compliance Corrective Action (CCA) database, which tracks preliminary determinations and corrective actions for unregulated products; the Integrated Field System (IFS), which tracks regulated product cases; the Inventory of Web publications database, which tracks the numbers of publications viewed or downloaded; and data systems for tracking injuries and/or deaths, including the National Electronic Injury Surveillance System (NEISS), Injury/Potential Injury Incident (IPII) File, In-Depth Investigations (INDP) File, and the Death Certificate (DTHS) File. Internal consistency checks, required fields, automatic generation of data reports, and review by senior managers are used to improve data accuracy and reliability.

External Assessments: The Division of Planning, Budget and Evaluation conducts more in-depth reviews of program office data accuracy and quality for selected performance measures on an *ad hoc* basis, time and resources permitting.

Independent Data Sources: These include outside sources such as: Nielson ratings of major television networks, which are used to determine the number of U.S. consumers estimated to have been reached through TV appearances and interviews on national television networks, and computer programming that links Web statistics (Web trends) to publications by hazard, to determine the number of e-publications viewed on the CPSC's website. Because these data sources are external, the CPSC relies on managers' and technical experts' judgments of the quality of the data and documentation.

Data Quality Standards: CPSC staff aims for quality standards for data and performance measures that are based on best practices to help ensure that performance data are reasonably accurate and reliable. The following factors may be applied in the process of assessing potential data sources and developing performance measures.

- Data source identified—The source or system that provides the data for each performance indicator should be identified and documented clearly.
- Definition of performance measure—The performance measure should be defined clearly, with all terms explained.
- Assessment of data source—The data source should be assessed using criteria, such as the following:
 - o Validity—The data for the performance measure are valid (*i.e.*, the indicator measures what it is supposed to measure).
 - o Accuracy—The data are accurate.
 - o Reliability—The measure produces the same result under similar conditions.
 - o Completeness—The data are complete.
 - o Timeliness—The data are expected to be available from the source in time for performance reporting schedules.
 - o Data entry—The data entry methodology is documented and followed.
 - o Limitations—Any limitations are explained, and the steps to compensate for the limitations are identified (*e.g.*, missing records, possible double counting, incomplete data).

Note: For a data source that is external to the CPSC, it may be difficult to assess all of the dimensions of quality listed above.

- Calculation method—The method of calculation for the performance measure should be documented fully, including definitions of all terms, specification of formulas, identification of units of measurement, and instructions for any rounding. Each staff person involved in the collection and calculation of the data should be trained in the method of calculation. The same method of calculation should be used over time.

SOCIETAL COST ESTIMATION

The CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of consumer products under the agency's jurisdiction. At an aggregate level, there have been roughly 35 million medically attended injuries, 32,000 deaths and \$6.7 billion in property damage associated with, but not necessarily caused by, consumer products annually. The annual societal costs of deaths, injuries, and property damage from products under the CPSC's jurisdiction are estimated at more than \$900 billion.

To estimate the societal costs of 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 comprised of four major components: medical costs, work loss, 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 uses a VSL of \$5.0 million, an estimate that is consistent with the results of research employing the "willingness to pay" methodology.

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.

The estimates of societal costs are adjusted periodically to reflect methodological changes, changes in the price level, and changes in the estimates of deaths, medically attended injuries, and property damage.

VOLUNTARY STANDARDS SUMMARY

1	air cleaners (ozone-generating)	34	infant carriers (frame)
2	amusement rides (portable)	35	infant carriers (handheld)
3	bassinets/cradles	36	infant carriers (soft)
4	bath seats	37	infant gates
5	batteries (<i>e.g.</i> , lithium, electronic devices, toy, button)	38	infant slings
6	bed rails	39	infant swings
7	beds (bunk)	40	infant tubs
8	beds (toddler)	41	infant walkers
9	bedside sleepers	42	jewelry (children's)
10	bicycles	43	ladders
11	booster seats	44	mattresses
12	cabinet heaters/cylinders	45	mowers
13	candles	46	National Electrical Code
14	chairs (high)	47	phthalates
15	chairs (youth)	48	playground (home)
16	changing tables	49	playground (public)
17	child-resistant packaging	50	playground equipment (children under 2 yrs)
18	cigarette lighters	51	portable generators
19	clothes dryers	52	power equipment
20	cookers, pressure	53	pressure cookers
21	cribs (commercial)	54	ranges (tip over)
22	cribs (full-size)	55	off-highway vehicles
23	cribs (non-full-size/play yards)	56	scooters (motorized)
24	drywall	57	smoke alarms
25	fuel tanks (leakage)	58	soccer goals
26	garage doors/gate operators	59	sprinklers
27	gasoline containers (child-resistant closures)	60	stationary activity centers
28	glass front gas fireplaces	61	strollers
29	headgear (recreational)	62	swimming pools/spas
30	heaters	63	toys
31	infant bedding/accessories	64	trampolines
32	infant hammocks	65	tree stands (hunting)
33	infant bouncers	66	window coverings

MANDATORY STANDARDS SUMMARY

- 1 Safety standards for durable infant/toddler products (6)
- 2 Accreditation requirements for compliance with durable infant/toddler product standards (2)
- 3 Firepots and fuel gels (1)
- 4 Requirements related to the implementation of Public Law 112-28 (9)
- 5 Phthalates or phthalate substitutes (1)
- 6 Poison Prevention Packaging Act (1)
- 7 Rule reviews (2)
- 8 Table Saws (1)
- 9 Upholstered furniture (1)

ACRONYMS

ACE	Automated Commercial Environment
ANPR	Advance Notice of Proposed Rulemaking
ASTM	ASTM International, formerly American Society for Testing and Materials
ATV	All-Terrain Vehicle
CBP	Customs and Border Protection
CDC	Centers for Disease Control and Prevention
CFR	Code of Federal Regulations
CHAP	Chronic Hazard Advisory Panel
CO	Carbon Monoxide
CPSA	Consumer Product Safety Act
CPSC	Consumer Product Safety Commission
CPSIA	Consumer Product Safety Improvement Act
EEO/AEP	Equal Employment Opportunity/Affirmative Employment Program
EPA	Environmental Protection Agency
EWS	Early Warning System
FTE	Full-Time Equivalent
FY	Fiscal Year
GDP	Gross Domestic Product
IAG	Interagency Agreement
ICPHSO	International Consumer Product Health and Safety Organization
ICPSC	International Consumer Product Safety Caucus
ITDS	International Trade Data System
MECAP	Medical Examiners and Coroners Alert Program
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
NSN	Neighborhood Safety Network
OECD	Organization for Economic Cooperation and Development
OPM	Office of Personnel Management
PPPA	Poison Prevention Packaging Act
ROHVA	Recreational Off-Highway Vehicle Association
ROV	Recreational Off-Highway Vehicle
SDO	Standards Development Organization
UL	Underwriters Laboratories Inc.
VGB Act	Virginia Graeme Baker Pool and Spa Safety Act
XRF	X-Ray Fluorescence
20XX	Years mentioned refer to fiscal years except for deaths, injuries and associated property losses, which are on a calendar year basis.