



U.S. CONSUMER PRODUCT SAFETY COMMISSION
4330 EAST WEST HIGHWAY
BETHESDA, MD 20814

October 4, 2010

**STATEMENT OF CHAIRMAN INEZ M. TENENBAUM
ON THE 2011-2016 STRATEGIC PLAN**

I am pleased to vote with my colleagues today to approve the CPSC's new Strategic Plan for 2011-2016, setting forth a twenty-first century mission, vision, goals, and objectives for our vital safety agency. This new plan represents the culmination of a six-month strategic planning process during which a wide range of internal and external stakeholders participated in its development. The Commission's unanimous approval of this Strategic Plan signifies its desire to become the recognized global leader in consumer product safety.

The CPSC has jurisdiction over tens of thousands of diverse types of consumer products used in and around the home, outdoors, in the workplace, and in schools—including everything from children's toys to portable gas generators, and toasters to swimming pools. In addition to our immense mandate, the comprehensive strategic planning initiative identified particular critical challenges facing the CPSC. For example, as globalization and technological advances expand the range of products on the market, overseeing and regulating the thousands of products that are available to our nation's consumers is becoming increasingly complex. Some additional challenges include the growth of global supply chains, the difficulty identifying product hazards among the millions of containers entering our ports each year, and the new way in which the public receives information through the internet and other new media sources. The new Strategic Plan will assist the CPSC in addressing these and other challenges by aligning resources with the most pressing Commission priorities and providing a roadmap for the CPSC to follow as it continues its transformation from a reactive into a proactive agency.

During my first year as Chairman, we have made great strides to build a new CPSC, and with this plan we are demonstrating our unwavering commitment to consumer product safety. The CPSC's new mission is "protecting the public against unreasonable risks of injury from consumer products through education, safety standards activities, regulation, and enforcement." To accomplish this mission, we must increase our efforts to work with manufacturers and foreign regulators to build safety into the design and manufacturing processes; increase our effectiveness at detecting and stopping violative products at U.S. ports; and increase the speed at which we identify, analyze, and act on hazardous and defective goods in the marketplace. Every employee at the CPSC will have a role in making this plan a success, which will cause more lives to be saved and more injuries to be prevented from dangerous consumer products.

I would like to thank all of those who contributed their time and expertise to the development of this Strategic Plan, including CPSC staff, consumer organizations, industry associations, and partner agencies at the federal and state levels. The result of this process is a strategic document against which the CPSC can measure progress towards its goals. This plan will also assist the CPSC in identifying areas for improvement and will inform its program and budget decisions. As the CPSC develops new programs and capabilities, identifies new hazards, and enhances its processes, we will refine the Strategic Plan to accurately reflect the CPSC's current state and desired outcomes. The Strategic Plan, therefore, is sufficiently flexible to ensure that the agency remains positioned to promote injury prevention, to raise public awareness of product risks, and to act quickly when a risk is detected. As the CPSC looks out on an expanding horizon of product safety challenges and opportunities, my message to all of our stakeholders – and the message of this new Strategic Plan – is that the Commission stands prepared to be the global leader in consumer product safety.