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LOG OF MEETING

SUBJECT: Mattress and Bedclothes Open Flame Fires Public Education

DATE OF MEETING: March 3, 1998

DATE OF LOG ENTRY: March 3, 1998

PERSON SUBMITTING LOG: James F. Hoebel

LOCATION: Consumer Product Safety Commission, Bethesda, MD

CPSC ATTENDEES: Ronald L. Medford, Office of Hazard Identification and Reduction
James F. Hoebel, Engineering Sciences
Nancy Sachs, Office of Hazard Identification and Reduction
Barbara Rosenfeld, Office of the Chairman
Patsy Semple, Office of Commissioner Gall
Carolyn Meiers, Human Factors Division, Engineering Sciences
Mary Donaldson, Economic Analysis

NON-CPSC ATTENDEES:

Dr. Phillip Wakelyn, National Cotton Council of America
Kay Villa, American Textile Manufacturers Institute
Dr. John W. Michener
Robert A. Endholm, Crown Crafts
Susan B. Lord, Springs Industries
Ana Validzik, National SAFE KIDS Campaign
Marianne McDermott, National Candle Association
James V. Ryan, AARP Volunteer
Philip Schaenman, TriData Corporation
Andrea Herman, International Sleep Products Association
Russell Abolt, International Sleep Products Association
David H. Baker, Lighter Association
Suzanne Hough, American Textile Manufacturers Institute
Karen Addis, American Textile Manufacturers Institute
Sam Christy, Product Safety Letter
Sara Yerkes, National Fire Protection Association
Barbara Patasce, US Fire Administration
Lou Peters, Polyurethane Foam Association
Mickey G. Nall, Ogilvy PR
Rob Mathias, Ogilvy PR
Pat Martin, Sleep Products Safety Council
Karen Suhr, National Association of State Fire Marshals
Debi Richardson, Society of the Plastics Industry
Fran Lichtenburg, Society of the Plastics Industry
John Whalen, Bureau of National Affairs



SUMMARY OF MEETING:

Ronald Medford welcomed the attendees and led self-introductions. He stated that the U.S. Consumer Product Safety Commission (CPSC) staff intended to help organize a public education effort, but that the leadership of the activity should be assumed by the industries involved and other interested parties. CPSC's primary role would be to review and comment on the product developed by the group. CPSC would help distribute any materials through our existing networks. He then turned the meeting over to Mr. Hoebel.

Several organizations described current efforts related to the meeting subject. Ms. Martin and Ms. Herman described the extensive ongoing program of the Sleep Products Safety Council (SPSC), and handed out an information packet. They sponsor Sleep Safety Month. David Baker noted that the Lighter Association has worked with SPSC in the past, and suggested that others may wish to join in. Ms. Validzik discussed the wide-ranging local-oriented program of the National SAFE KIDS Campaign, consisting of 235 local coalitions, many of which have fire department members. They have an effective distribution system. Ms. Yerkes talked about the substantial National Fire Protection Association (NFPA) public education work, emphasizing their new Risk Watch initiative, to be launched in April. Ms. Patasce described the U.S. Fire Administrations (USFA) efforts, including a new kids's home page, and their event-targeted "Fight Fire with Facts" media project. Ms. Sachs discussed the benefits observed in applying "Baby Safety Showers" to disadvantaged young mothers, and encouraged the consideration of innovative approaches.

Mr. Schaenman said that children should be the primary target group. Dr. Michener said that parents should be addressed, too. Mr. Schaenman described his unpublished study that observed that some populations, such as Hispanics, were considered disadvantaged but still had a relatively good fire record. However, within subpopulations (such as Puerto Ricans), high fire rates were observed.

Ms. Herman recommended that a steering committee be formed, of fewer members than the assembled attendees for greater efficiency, that would develop a recommended program to be brought back to the entire group for implementation. Mr. Hoebel mentioned that there were several other organizations that were unable to attend that wished to be kept informed and represented additional participants. Ms. Villa recommended, because of cost considerations, that the program to be developed start relatively small (i.e., a pilot program) which could be expanded after demonstration and improvement. Mr. Endholm noted that a lot of expertise and data were available, and he recommended that considerable analysis of this information would be productive in order to help define the characteristics of the target populations and the more effective strategies. Mr. Schaenman and Mr. Endholm discussed some of the open issues that could be analyzed and sources of information and data that could help illuminate the issues.

Representatives for SPSC, American Textile Manufacturers Institute, NFPA, USFA and SAFE KIDS volunteered to serve on the steering committee. The specific individual from each organization would be identified later. It was recommended that CPSC attempt to contact the National Home Furnishings Association and either the International Mass Retailers Association or the National Retail Federation to obtain representatives of each to join the steering committee. Andrea Herman, of SPSC, volunteered to chair the group. She will contact the other steering committee members and schedule the next meeting. CPSC offered to provide a meeting room, if desired. CPSC staff will not serve on the steering committee, but may attend meetings and will review the output of the initiative.

Mr. Hoebel concluded the meeting by raising the issue of funding. This issue should be addressed in a subsequent meeting.