

# CHILD RESISTANT PROTOCOL TESTING

Lori Mitchell Dixon, PhD

Great Lakes Marketing

[www.GLM.com](http://www.GLM.com)

# Our Story

- ▣ Founded in 1964
- ▣ Began testing packages with PPPA
- ▣ Worked with CPSC to develop protocols for CR lighters



# Business Model

- ▣ Full Service Marketing Research Firm
- ▣ Operation: Safe Child
- ▣ Qualitative Research Center



# Divisions

- ▣ **Full Service**
  - Consumer research
  - B 2 B research
  - Data analysis



# Divisions

- ▣ **Operation: Safe Child**
  - Relationships with hundreds of preschools and childcare centers across three-state area
  - Relationships with senior centers and events coordinators
  - Staff of 19 in the division
    - ▣ Early childhood education backgrounds
  - Phyllis Korte, Project Manager for over 20 years

# Divisions

- ▣ **Qualitative Research Center**
  - State of the art focus group suite
  - IDI rooms
  - Webcams for offsite viewing
  - In-house protocol testing



# CR Lighter Process

- ▣ Developing school relationships
  - Packages to lighters
- ▣ PR work
  - Speaking
  - Background
- ▣ Collecting consent forms
- ▣ Scheduling the testing
- ▣ Supplement with in-house testing

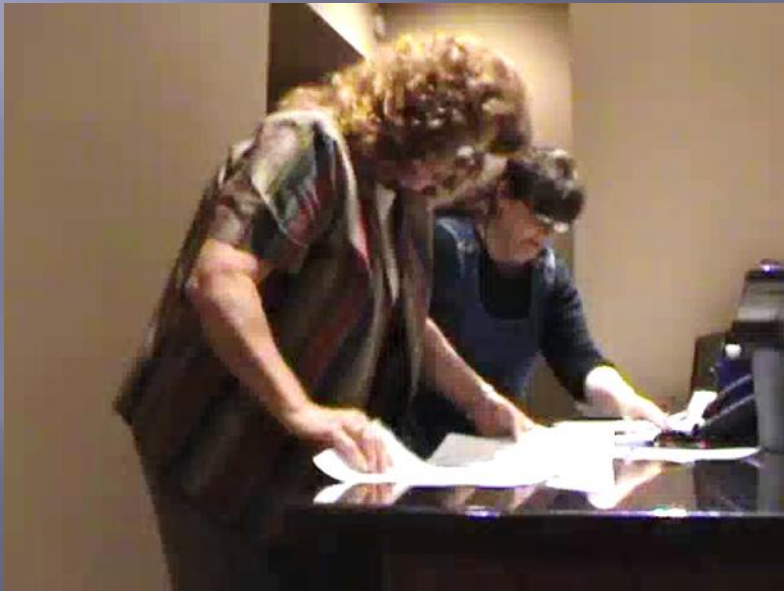
# From the Client

- ▣ Surrogates
- ▣ Force measurements
- ▣ Paperwork



# Testing

- ▣ Set up
- ▣ Reception area



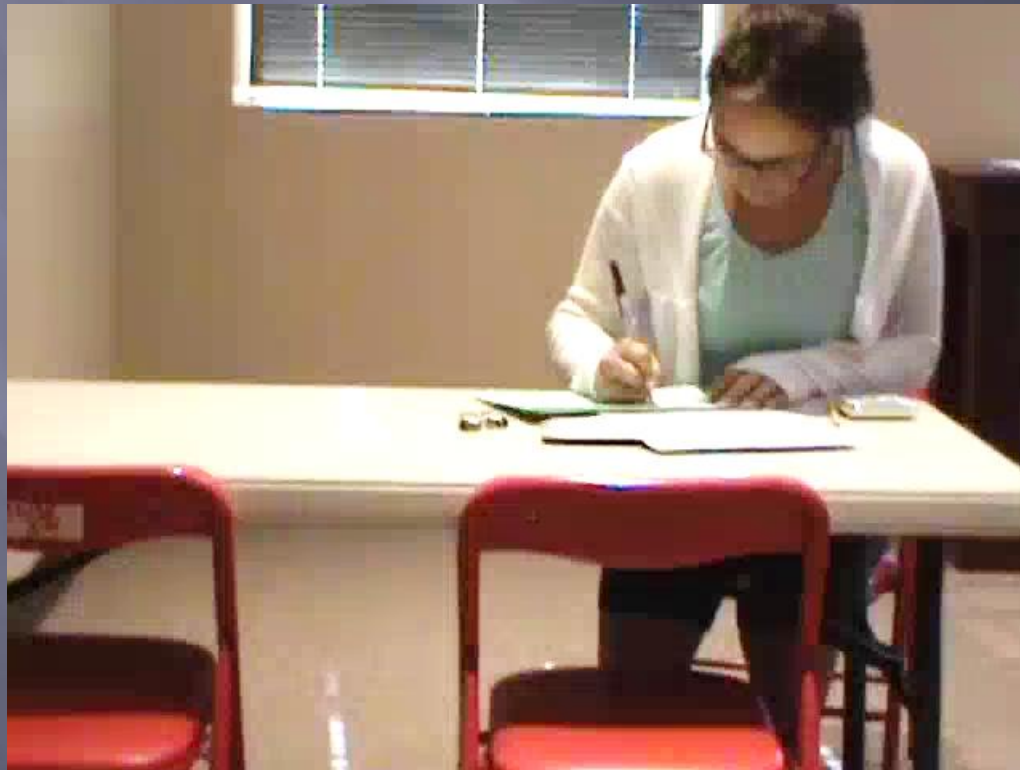
# Testing

- ▣ 5 mins
- ▣ Demonstration (on video)
- ▣ 5 mins



# Testing

- ▣ *Grandma* lecture
- ▣ Letter to parents



# Forms

- ▣ Eligibility
- ▣ Aging
- ▣ Consent
- ▣ Data collection
  - Data entry
- ▣ Reporting
  - Updates
  - Final report

# Procedures

Revised: March 1, 2010

## **Standard Operating Procedure**

### **Preparing to Test the Lighter**

- Match appropriate child to consent form and lighter
- Use child size table and chairs
- Pre-check lighter activation
- Get appropriate data sheet
- Signed parental consent form
- Timer
- Pen
- Comment sheet
- Informational parent letter notifying whether or not child activated the lighter



## Great Lakes Marketing

3361 Executive Pkwy, Ste 201  
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Phone: 419-534-4700 Fax: 419-531-8950  
safekids@GreatLakesMarketing.com



Dear Administrator,

In December 1970, the United States Congress passed the Poison Prevention Packaging Act. This act states that hazardous substances must be specially packaged so that children cannot easily gain access to the contents.



Child-resistant packages are designed to protect children from accidental exposure to drugs and other hazardous substances, which are found in the home. To assure that packages are child-resistant, they must be tested with children. **The products tested are specifically designed for the testing and are absolutely safe for children to handle (they may contain beans, water, or a placebo).** Our company has been working with the government and several manufacturers to test packages for over thirty-five years.



We test pairs of children, 42 to 51 months of age, at their school or day care center. Although school is out during the summer, this project is on going and takes place year-round. Each child is given a package and is asked to open it. Each test is 10 minutes long (divided into two five minute periods). The testing procedure was designed by the U.S. Consumer Products Safety Commission (CPSC). Our testers have been trained by representatives from the CPSC. We have been testing child-resistant packages with children since 1971 with no injury to anyone.

We conduct these product evaluations at over 700 schools and day care centers. However, since we need children in specific age groups, and each child can only participate in two tests, it is important that we continue to find new locations for our testing program. At our testing locations, we check the records to verify the ages of the children and record only the birth date, first name, and last initial for each child. This procedure does not breach the confidentiality act.

We would like to include you in our program.

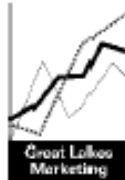
As a token of appreciation, Great Lakes Marketing will pay the schools \$4.00 per child, depending on the type of package that is being tested. This will be paid to the school at the time of testing. We will be contacting you again in the next few days to answer any additional questions you may have about the testing program. You can also feel free to visit our website at [www.GreatLakesMarketing.com](http://www.GreatLakesMarketing.com) and click on the Child Resistant Protocol Testing link.

Thank you for your help. The safety of our children depends upon using appropriate packages for hazardous substances.

Sincerely,

Phyllis Korte  
Director

Operation: Safe Child



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**Operation: SAFE CHILD**

Dear Director,

Thank you for taking the time to provide us with the opportunity to work with your center. The safety of all children is of a concern to us, and rest assured that all of our testers have background checks, have been fingerprinted, and have extensive backgrounds associated with early childhood education. The test program works in conjunction with the U.S. Consumer Product Safety Commission.

Currently we are looking for children with October 2006 through October 2007 birthdays.

We offer an incentive of \$10.00 per signed consent for children in our age group. For every signed consent returned you will receive \$20.00 instead of the usual \$10.00, once the children are tested.

We appreciate your assistance and thank you for allowing us to test at your school.

Sincerely,

Phyllis Korte  
Closure Testing Division  
Operation: SAFE CHILD



## Great Lakes Marketing

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**Dear Parents,**



**Operation Safe Child is coming to check the safety locks on surrogate lighters. We are asking if you would allow your child to participate in this study in order to help keep all children safe.**



**Thank you for your consideration!**



**GREAT LAKES MARKETING**  
3361 Executive Pkwy, Ste 201  
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Phyllis@GLM.com



## ***OCTOBER IS FIRE SAFETY MONTH***

I am writing in regards to the Child Resistant Lighter testing that we conduct at area day care centers, pre-schools and nursery school facilities.

The Federal Regulations mandate that in order for the lighters to be sold in the US and labeled as child resistant, they must be tested with children. The lighters that we test are surrogate lighters and they do not contain fuel. It is not, nor has it ever been, our intention to compromise children in any way, but rather to promote the safety of children.

The testing is conducted according to the US Consumer Product Safety guidelines and is very structured. Our testers have Early Childhood Education backgrounds. They have all been fingerprinted, and have undergone background checks. At the end of the ten-minute test period the testers give the children a safety speech.

The goal of this testing is not to teach children how to use lighters, but to prevent manufacturers both here and abroad from bringing cheaply manufactured novelty lighters into the US. Many of these lighters often resemble toys and therefore are very attractive to children.

We would welcome the opportunity to work with you and your parents in order to promote a better understanding of this program.

Please do not hesitate to contact me with any questions or concerns you may have.

Regards,

Carol Parker  
Coordinator  
Operation: Safe Child Division  
419-481-1048



## Operation: Safe Child



# Earn \$50.00

**Help us keep children safe and, at the same time,  
earn \$50.00!**

Operation: Safe Child works with the manufacturers and the government to evaluate fake lighters. The units that we evaluate have been built just for this process. They look like the products that you could buy in the store, but they don't make any flame nor do they contain any flammable liquid.



Children born between February 2007 and December 2007 can participate. The process is 10 minutes in length and each child is paired with another child. Plan on being at our office for approximately 45 minutes.



To help with this program please call Carol Parker at (419) 481-1048 or Phyllis Korte at (419) 481-1052. You may also email your contact information to Carol or Phyllis at the address listed below and they will get back to you as soon as possible. A parent signed consent form will be required.

Thank you for helping us keep our children safe!

**Everyone is invited to join the Opinion Panel at [AskToledo.com](http://AskToledo.com). Get paid  
for your opinions.**

### GREAT LAKES MARKETING

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To: Matt Lee  
From: Lori Mitchell Dixon, PhD  
RE: Report Submission

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This report contains data to confirm that this lighter model has passed the CPSC regulations as described in the Federal Register. We are using a new format for this report because we have increased several quality control procedures at our end for 2011.

- 1) The consent form in this report is an original or it has been copied for this report. If it has been copied, we have confirmed that the child tested only one other surrogate of a different style on a different day. The original consent form is in another report that has been, or might be, submitted to CPSC.
- 2) The ages of the children have been verified twice. The first check occurred the day of testing. The second verification occurred after all of the data were double-entered and checked with our software.
- 3) The data tables in the report are direct outputs from our data tabulation software. If you have any questions on how to read these data tables, please call me.

Regards,

Lori Mitchell Dixon, PhD  
Operation: Safe Child  
(419) 534-4710

**Operation: Safe Child**