

Released under FOI

Thomas, Diana

From: Minuta, Tony
Sent: Friday, 18 June 2010 10:11 AM
To: 'Karam, John'
Cc: Peter Slattery; Negro, Robbie; Hampton, Elizabeth; Milne, Gary; Clearinghouse
Subject: RE: Fisher Price Newborn Rock n Play Sleeper [SEC=UNCLASSIFIED]

Hi John

Thanks for making this product available to me for assessment and comment.

As I mentioned in my previous email, there are no current voluntary or mandatory standards covering this type of product. However, following a number of concerns raised with the ACCC we are currently investigating safe sleeping environments for infants. Depending on the findings we may recommend the development and introduction of standards for the various ranges of products.

The main concern with the Fisher Price Newborn Rock n Play Sleeper is that its promotion is at odds with widely accepted and promoted best practices that these types of products should not be used as an infant bedding alternative. Infants should not be left in these types of products without constant supervision and we recommend that the packaging and promotion be amended accordingly.

These comments should not be considered as an ACCC endorsement of the product and if we consider that this product is unsuitable at a later date, we may require its removal from the marketplace and possible recall.

I would recommend that before you decide to market the product in Australia that you also consult with organisations such as Sids and KIDS and Kidsafe as they may have information and advice on safe sleeping for babies.

Finally, can you please provide an address that I can return the product to you??

Regards

Tony Minuta
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From: Karam, John [mailto:John.Karam@Mattel.com]
Sent: Thursday, 27 May 2010 1:13 PM
To: Minuta, Tony
Cc: Peter Slattery; Negro, Robbie
Subject: RE: Fisher Price Newborn Rock n Play Sleeper [SEC=UNCLASSIFIED]

Hi Tony,

Thank you for your note.

I have on the attached email, some test reports from SGS for the item in question.

I will also ask Robbie to arrange for a sample to be sent to you. Please advise delivery address for the sample.

Regards,

John

From: Minuta, Tony [mailto:Tony.Minuta@accc.gov.au]
Sent: Thursday, May 27, 2010 12:41 PM
To: Karam, John
Cc: 'Peter Slattery'
Subject: Fisher Price Newborn Rock n Play Sleeper [SEC=UNCLASSIFIED]

Hi John

Peter Slattery has asked me for comments on a new product your organisation is looking to introduce into the Australian market. I understand that the product is a Fisher Price Newborn Rock n Play Sleeper.

You may be interesting in knowing that the ACCC is currently investigating safe sleeping environments for infants and depending on the findings may recommend the development and introduction of standards for the various ranges of products.

Research indicates that inappropriate bedding and soft mattresses are a SIDS risk factor. The lack of parental and industry awareness about the impact that everyday consumer products such as cot bumpers, mattresses and bedding such as bassinets, hammocks and rockers may have on the safe sleeping of very young infants has been raised by SIDS and other child welfare researchers.

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Some of the primary issues under consideration are:

- ? Breathability of materials
- ? Positioning of the babies head so as not to restrict the amount of air flow
- ? Stability of frames
- ? Mattress fit requirements with specific distances between the mattress and the sides of the bedding to prevent suffocation
- ? Mattress construction requirements that the mattress is sufficiently firm to avoid conforming to the contours of the infant's face.
- ? Tilt limiting or self levelling devices to be provided

The NSW Product Safety Committee is currently investigating the safety of Baby Hammocks and the ACCC is following this process with great interest.

As you are no doubt aware there are no current Australian Standards or mandatory standards for products such as rockers and hammocks, but if we consider that a product is unsafe we will consider appropriate action to have it removed from the marketplace.

I am not able to comment on the Fisher Price Newborn Rock n Play Sleeper as I have not had an opportunity to see it. However, I would appreciate if you could send some photos of the product or preferably a sample so that we may assess it and provide comment. I will be happy to arrange payment for the sample. I must point out that we do not endorse or provide compliance approval for any products and my reason for wanting to see this product is to assist in our investigations.

Regards

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