PRODUCT SAFETY LEADERSHIP FUNDAMENTALS

June 20 – August 11, 2023

Sponsored by the University of Michigan Center for Occupational Health Safety and Engineering

In cooperation with the Society of Product Safety Professionals and ADK Information Services, LLC

Note: The 2023 Fundamentals course will be conducted as a combination of on-campus and online sessions. All program participants completing the course, including the required case study, will receive a Certificate of Completion from the Society of Product Safety Professionals.

1. PROGRAM INTRODUCTION & HISTORY:

The 2023 Product Safety Leadership Fundamentals course (previously titled Product Safety Management) is in its 14th year of serving as an orientation program for those who are new in the product safety field, or those who are more experienced professionals interested in a refresher course and updating their understanding of new practices. The 2023 program is being offered by the Center for Occupational Health Safety and Engineering (COHSE) at the University of Michigan, a top engineering school with a reputation for excellence, in cooperation with the Society of Product Safety Professionals (SPSP) and ADK Information Services, LLC, two organizations with an established record of providing product safety management instruction.

The programs that constitute the SPSP 2023 Calendar of Product Safety are recognized globally as a valuable, credentialed experience for product safety professionals and were designed to introduce students to the *5 Pillars of Product Safety Knowledge* which was introduced by SPSP in 2017 following the recommendations of a task force composed of product safety professionals and advisers. These pillars include: 1) company culture; 2) risk assessment and management that includes hazard identification and reduction, and human factors; 3) regulatory affairs including regulations at the local, state, and national level; 4) product investigations and data management, and 5) the design and management of product recalls. In 2012, these programs were recognized for their unique contribution to the product safety field with a Chairman's Commendation from Inez Tenenbaum, then Chairman of the U.S. Consumer Product Safety Commission (CPSC).

2. PROGRAM DESIGN OVERVIEW:

This program was designed to introduce participants to many of the critical concepts which make up the 5 Pillars of Product Safety Knowledge and will include in-person Opening and Closing Workshops hosted by the University of Michigan at its Ann Arbor campus. In between the in-person sessions will be weekly online sessions including instructor presentations with ample opportunities for questions and thoughtful discussions. Students can expect to develop an understanding of the theory and techniques used in various areas of product safety management that may include:
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• *Building and maintaining a product safety system within a company*

• *Compliance and regulatory environment at the state, national and international level*

• *An introduction to risk-informed decision making by a CPSC official*

• *Trends in the U.S. and international regulatory environments*

- *Risk management at the company and product level*

- *Product safety program design and hazard analysis*

- *Understanding the standards, testing, and certification requirements under current regulations*

- *Managing the supply chain for product safety*

- *Designing and managing a product investigation process within your company*

- *An introduction to international product safety management*

- *Product recall management and product retrieval*

- *Best practices sharing exercise*

- Design & development of a product safety case study by each program participant

3. PROGRAM STRUCTURE & COURSE CONTENT

A) Opening Workshop:

The in-person opening session will be held on the campus of the University of Michigan from June 20 – 21, 2023. This will allow the students to meet and interact with one another and with several of the program administrators and instructors.

The opening workshop will introduce each of the topics that will be covered in greater detail throughout the program and will begin the hands-on learning approach by having the students work on an in-class case study that will touch on each of those topics. The students will also be given the details necessary for them to begin work on their individual case studies which must be completed in time for the Closing Workshop.

B) Remote Learning Content (Webinar Segment):

1) Risk Assessment and Product Safety System Design:

The specific requirements that a company should consider for the design of its risk management/product safety process are explained. Risk assessment brought down to the specific product level is explained. Instruction covers the design of a product safety

system and an understanding of how all of the elements of production interconnect. The product safety system includes product design, engineering, production, supply chain management, distribution, and customer feedback. Instruction will include a focus on how to develop a hazard analysis process to identify and respond to products that are in the design process, prior to manufacturing and distribution, when hazard identification can be much more costly to a company.

2) Regulatory Compliance*:*

The legislative and legal environment for product safety management includes regulatory compliance at the state, national and international levels. This segment focuses on the current state of compliance, regulations, and legislative issues. Instruction may reference some of the issues relating to specific industries as reflected in the make-up of the class. The instruction will include requirements for meeting voluntary and mandatory standards, testing, certification, labels and warnings, and issues around harmonization between countries. Domestic and international regulations are reviewed, emphasizing that product safety management in a global environment requires an understanding of managing country-by-country and regional compliance and regulations.

3) Standards, Testing, and Certification

The role of standards and certification will be introduced as concepts of compliance and quality control through a set of conformance protocols. Instruction will include examination of methods of certification that have changed in recent years to reflect the changing regulatory environment, as well as globalization of product manufacturing and importing/exporting.

4) Supply Chain and Data Management for Product Safety

It is now common knowledge that companies anywhere in the supply chain are part of the product safety system. Companies that make component parts need to be managed as closely as the manufacturing process within the OEM's own factories. Supplier compliance to design or material standards are recognized as critical to a successful product safety process. Distribution and shipping issues can affect final product quality. Suppliers are often integral to product recalls and corrective action programs that are agreed to by recalling companies and government agencies with oversight.

5) Product Investigations within a company

Individuals will be introduced to best practices to undertake an internal product investigation to determine the origin of a product failure posing a risk to consumers. The composition of an investigation team, determined by company leaders, is carefully

drawn up to achieve the most effective investigation as possible. Database management for product safety and product recalls is a discipline critical to responding to government regulation. Product safety systems must account for data that includes design, testing, and production information at a microscopic level. In addition, a new focus on traceability requires that companies develop data strategies to be in compliance with recently enacted regulations. Data schematics now include three primary elements: design and production; inventory and distribution; and end-user data. When companies need to recall products, the more thorough their database strategy is, the greater the likelihood that their recall procedures will be recognized for thoroughness and attention to product safety. This will help companies with risk management.

6) Product Recalls and Retrieval

A comprehensive product safety system must incorporate planning for the need to conduct a product recall. A company that has a well-documented plan will reduce risk and increase the effectiveness of their efforts in the event of a recall. Corporate legal staff should be involved in the design and management of all product recall activities. Instruction will include how to manage legal requirements with respect to notification of the distribution chain and consumers. Corrective action plans, including appropriate remedies, must be approved by federal agencies with oversight. Management of remedies including returns, refunds, or retrofits all require specific documentation for each consumer reporting a hazardous product under recall. This section includes reference to social media and online techniques to enhance the recall process and help protect a company's reputation. Documentation of every phase of a product recall event, including product disposal, can help a company reduce risks and enhance its position in the event of litigation.

7) Case study

Following the opening workshop, each student will develop a case study approved by company management that focuses on a product safety topic relevant to their company. Each candidate will be expected to submit their proposed case study topic for approval by a SPSP panel. Students must use elements of the product safety system applied to an analysis with supporting research. As part of formal program completion, each student will be required to present their case study at the closing workshop. Case studies may include:

- A project that will add value to their company's risk management program; as long as management approval is granted or,

- A fictitious company and hypothetical issue.

C) Closing Workshop

The closing workshop of the 2023 Product Safety Leadership Fundamentals Program will be held on the Ann Arbor campus of the University of Michigan from August 10 – August 11, 2023, and will include the following sessions:

1. Case study presentations by each student. Students will present their case study to the class. The purpose of the presentations is to demonstrate an understanding of the fundamentals of product safety leadership and to demonstrate communications skills in sharing that knowledge.

2. A keynote presentation from a current or former Commission Member on a topic of interest and concern to the U.S. Consumer Product Safety Commission (CPSC).

CONFIDENTIALITY - The program recognizes and respects the importance of confidentiality in a product safety environment. Students are discouraged from sharing company confidential information. Instructors are asked to present instruction that does not violate confidences or confidential information. Individual student information is treated confidentially.

4. COURSE SURVEY

Following completion of the course, all graduates will be asked to participate in a course evaluation survey, which will provide an opportunity for individuals to think about their experience, and to speak to the program's strong points and identify areas for future improvement.

5. 2023 TUITION

Program Tuition for the 2023 course is $3,400. Discounted Program Tuition for paid members of the Society of Product Safety Professionals is $3,100. Registration ends June 12, 2023. **An Early Bird Discount of $340 will be provided for registrations received no later than May 2, 2023.**

For more information contact info@productsafetyprofessionals.org *or call 314-497-1797.*

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