

Understanding an NPF product record

A guide to the NPF Healthy Products Registry and Mom's Pick Awards recognition.

What the registry records

The NPF Healthy Products Registry publishes records for specific products recognized through Mom's Pick Awards, a program of the National Parenting Foundation.

The review is based on product information and supporting materials submitted online. Applicants do not send samples, and the review does not involve hands-on testing, family trials, laboratory testing or clinical evaluation.

The record tells you which product was recognized, the year, the scope and the current status. It does not endorse the whole brand or establish that a product is suitable for every child or situation.

Registry inclusion is free. Recognized products also receive a free digital award certificate and permission to use the digital award mark. Purchasing physical items has no effect on those benefits.

1. Start with the product identity

When you see a mark on a product, compare the actual product with the record.

Check the official name, brand, model or version and any included variants. A similar name, color or package does not establish that a different formulation, configuration, edition or release is covered.

Examples:

- A stroller record may identify a particular frame, seat and configuration.
- A book record may identify an edition and language.
- An app record may identify a release, platform and access level.
- A care-product record may identify a formulation.
- A carrier record may identify sizes or materials included in the review.

The record's scope should make these boundaries understandable.

2. Understand the fields

Field	What to check
Product name	The official name of the recognized product or resource.
Brand or provider	The name associated with that product, rather than a general endorsement of the entity.
Model, edition or version	The identifiable product considered in review.
Category	The product's main review category, not a safety or quality ranking.
Intended users	The stated users or age range, together with relevant limits.
Award year	The year the authorized decision was issued.
Public reference	The identifier shared by the certificate and official record.
Decision or issue date	The date associated with the decision or certificate issue, as labeled.
Recognized scope	The uses, variants or configuration included in the decision.
Review method	The online product-information and evidence basis.
Product description	Approved factual information about the product's purpose and features.
Current status	Whether the record is active, updated, replaced or withdrawn.
Update information	The date, reason and relationship associated with a correction or status change.
Official product link	The provider's source for current instructions and product information.

Read the full field labels. An issue date is not the same as a new award year, and a correction does not automatically create a new award.

3. Find a record

Search by product name, brand or public reference. Filters can help narrow results by year, category, intended users or status.

If you cannot find a product:

1. Check the spelling and exact model.
2. Clear filters that may exclude the record.
3. Use the public reference from the certificate or product material.
4. Check whether a replacement or withdrawn record is involved.
5. Ask a specific record question if the identity still does not match.

A category page explains the scope of that category; it does not indicate that every product of that type has recognition.

[Search the registry](#)

4. Verify a reference or certificate

Verification is free and does not require an account. Enter the public award reference, or open the official NPF record through the certificate's QR code.

Compare:

- The public reference.
- Product name and brand.
- Model, edition or version.
- Award year and category.
- Recognized scope.
- Current status.
- Any correction or replacement notice.

The official address should use parentingusa.org over HTTPS. A screenshot or copied badge alone is not a verification result.

A PDF certificate or QR code can be copied. The public record provides the identity and current status to compare; it does not prove that an uploaded copy could never have been altered.

[Verify a reference](#)

5. Read the current status

Status	Meaning	What to do
Active	The record shows current recognition for the specified product and scope.	Compare the identity and follow current product instructions.
Updated	The record has a correction or update.	Read the reason and date, and use the current information.
Replaced	A later official record or version replaces the earlier record as explained.	Follow the linked replacement and compare its scope.
Withdrawn	Recognition has been withdrawn for the reason stated in the record.	Do not treat the historical mark or certificate as current recognition.

A historical address is retained when its record is replaced or withdrawn. The status and explanation matter as much as the original award year.

A physical order does not control these statuses. Not ordering a trophy or canceling an order does not withdraw recognition.

6. Distinguish a record from a guarantee

The registry name does not mean the product has received a medical, laboratory or regulatory certificate. Recognition reflects the program's review of the submitted information for the specific product.

The award does not replace:

- The manufacturer's current instructions and warnings.
- Compatibility, age, fit and other use limits.
- Product-specific regulatory requirements.
- Current recall information.
- Advice about an individual's medical circumstances.

A public record does not disclose the applicant's private evidence or internal assessment. Its concise review description should be read as the stated scope, not as proof that NPF performed additional tests.

7. Use the record when comparing products

Consider the task you need the product to serve. Read its instructions and limitations, then compare the record with the exact item, configuration or version offered.

For a subscription or digital service, check the functions and access level covered, current pricing and account terms. For a physical product, check what is included and whether accessories are sold separately.

An award mark can help identify a published recognition record. It should not be the only basis for deciding whether a product fits your family.

[Information for parents](#)

8. Report a specific concern

Useful concerns include:

- A name, model, version or year that does not match the official record.
- A mark used on a different product or an entire brand.
- A material product change not reflected in the record.
- A relevant recall or contradiction in public product information.
- A certificate or QR code that points to the wrong product.
- A public description that appears to overstate the recorded scope.

Provide the public reference or record address, a factual description, relevant dates and a source link where possible. Do not include unrelated children's personal or medical information.

Reports are checked before any necessary correction or status change. A report alone does not automatically withdraw recognition, and the reporter's contact details are not published with the record.

[Report a concern](#)

For an urgent product matter, use the manufacturer's contact information and the relevant official product-safety channel. A registry concern is not an emergency response service.

9. Recipients and applicants have separate routes

An authorized recipient should use the product-change process to correct approved information or report a material change. A materially different product may need a new application, which is free.

An applicant who believes an issued decision contains a factual or procedural error should use private decision review within the stated request period. Public record verification does not expose private applications or unselected outcomes.

[Product changes and corrections](#)

[Decision-review guidance](#)

Comparison notes

Product being considered: _____

Official record reference: _____

Model or version on the product: _____

Model or version in the record: _____

Record status and date checked: _____

Scope or use limit to check: _____

Question for the provider or program: _____

Learn more

[About the NPF registry](#)

[How applications are reviewed](#)

[Contact Mom's Pick Awards](#)