



COUNTY OF SAN DIEGO NEWS RELEASE

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CONTACT: Cathi Palatella (619) 515-6535

“SAFE4BABY” MEANS SAFER HOMES FOR COUNTY KIDS

County Kicks Off Campaign to Educate Parents During “Baby Safety Month”

September is *National Baby Safety Month*, and the San Diego County Health and Human Services Agency (HHS) wants parents of young children to know more about what they can do to keep them safe in their own homes. This educational campaign, called *Safe4Baby*, will begin with an event on Thursday, Sept. 22, at 10:00 a.m., on the West Steps of the County Administration Center, at 1600 Pacific Highway in San Diego.

“Babies don’t come with instruction manuals,” said County Board of Supervisors Chairwoman, Pam Slater-Price. “Much of this information is so simple, but unless parents are taught, they may never learn about it. The *Safe4Baby* campaign will let us teach our local parents how to help their young children grow up safe and healthy.”

Safe4Baby focuses on information about four main areas: *Sudden Infant Death Syndrome (SIDS)*, *Safe Sleeping*, *Shaken Baby Syndrome*, and the *Safely Surrendered Baby* law. This information can prevent significant harm, and even death among infants and young children, and it is important that this gets to parents, caregivers and anyone in the community who works with and cares for small children.

“It’s unfortunate and sad that children are harmed unnecessarily each year in our country, by well-meaning moms and dads, or caregivers” said Dr. Nancy Bowen, County Public Health Officer. “We are committed to assuring the health and well being of kids in San Diego County, by getting out more information to people about parenting and baby safety.”

The *Safe4Baby* campaign includes educational materials, information on-line, and outreach from Public Health Nurses and social workers, who will work with local parents, parenting and health organizations, and community groups to educate people about these important baby safety issues. For more information visit the www.safe4baby.org.

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