



# COUNTY OF SAN DIEGO NEWS RELEASE

FOR IMMEDIATE RELEASE  
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## MEDIA ADVISORY

### COUNTY TO KICK OFF CAMPAIGN TO REDUCE INJURIES TO BABIES

*Safe4Baby Campaign Focuses on Four Areas of Harm to Babies and Small Children*

- WHO:** Pam Slater-Price, Chairwoman, San Diego County Board of Supervisors  
Dr. Nancy Bowen, Public Health Officer for the County of San Diego
- WHAT:** The San Diego County Health and Human Services Agency (HHSA) is kicking off *Safe4Baby*, an information campaign to educate parents and caregivers of small children about major areas of harm, which can cause injury and death to small children and infants. The "4" in *Safe4Baby* refers to the four areas of concern: Sudden Infant Death Syndrome (SIDS), Safe Sleeping for Infants, Shaken Baby Syndrome, and the Safely Surrendered Baby law. *Safe4Baby* is the result of collaboration among several child-focused organizations. These are the First Five Commission of San Diego County; the Commission on Children, Youth and Family; and several HHSA programs, including Child Welfare Services, Public Health Nursing, and Maternal, Child and Family Health Services. Supervisor Pam Slater-Price will host the event, and Dr. Nancy Bowen and other experts will be on hand to answer questions.
- WHEN:** Thursday, Sept. 22, 2005  
10:00 a.m. – 11:00 a.m.
- WHERE:** 1600 Pacific Highway, San Diego 92101  
County Administration Center, on the West Steps, facing the bay
- WHY:** September is *National Baby Safety Month*, which provides an excellent opportunity to raise public awareness, particularly among parents and caregivers of small children, about many of the avoidable risks to the health and safety of infants and small children. Throughout the United States, hundreds of children are harmed or die needlessly every year, because parents and caregivers are not aware of some simple steps they can take, and tips they can learn, to prevent these injuries. HHSA is working with community partners to educate parents and caregivers about the information in the *Safe4Baby* campaign, so that more children can grow up to be safe and healthy.

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