



Safe or Shady?

More than half of new parents are not following current, evidence based recommendations by the Consumer Product Safety Commission and American Academy of Pediatrics.

New families are overwhelmed with information. Families use the Internet, follow news feeds, blogs, and social network groups without knowing if the sources of information are reputable.

Many baby products sold in stores and online are marketed as safe and critical to have when, in fact, they are neither.



SIMPLE IS SAFEST

BORING IS BEST

Just because it's sold, doesn't mean its safe

Resources

American Academy of Pediatrics, healthychildren.org Consumer Product Safety Commission, cpsc.gov Safe to Sleep Campaign, www1.nichd.nih.gov



