

## **Safe Sleep for Babies Script – Consumer Product Safety Commission, October 2010**

### **Transcript**

The picture, text and audio sequence is as follows:

The video opens with excerpts from various scenes of babies and mothers used later in the video as described below.

Screen reading: "SS - Safe Sleep for Babies"

Audio and video (Joan Lunden): "Congratulations to those of you who are expecting, and to those of you who just delivered, adopted, or are taking care of a new baby. what an exciting time for you and your family. Hi, I'm Joan Lunden. You may know me as a journalist, book author or entrepreneur, but the most challenging and rewarding job I've ever had is being a mother. Parenthood is a time filled with both enormous excitement and a little anxiety, and today I'd like to talk to you about ways to ensure that you are bringing your baby home to a safe sleep environment - one that is free of dangers to your baby when placing your crib, bassinet, or play yard."

Video scenes (while Ms. Lunden is talking) of a mother with her baby, then a crib, then a mothers placing their babies into cribs and bassinets.

Audio (Joan Lunden): "We can help you today with some tips on preparing a safe sleeping environment for your baby from the US Consumer Product Safety Commission, and the organizations Keeping Babies Safe, and the American Academy of Pediatrics.

Screen reading (while Ms. Lunden is talking): "U.S. Consumer Product Safety Commission, Keeping Babies Safe, and American Academy of Pediatrics - Dedicated to the Health of All Children" and the respective logos.

Video scenes (while Ms. Lunden is talking) of new parents at a hospital, then a mother using a computer, then of Ms. Lunden.

Audio (Joan Lunden): "Learn the steps to ensure a safe sleep environment for your baby. Empower yourself with information and be aware of how to access recall information that could affect your safe sleep choices. Over the next few minutes we will hear from experts including the Chairman of the US Consumer Product Safety Commission, the president of Keeping Babies Safe, and the president of the American Academy of Pediatrics. Together we've teamed up to help you find ways to make sure that your baby is sleeping in a safe environment. First, we will hear from Inez Tennenbaum, Chairman of the US Consumer Product Safety Commission."

Audio and video (Inez Tennenbaum, Chairman, U.S. Consumer Product Safety Commission): "Thanks Joan. We at the Consumer Product Safety Commission are working hard to make nursery products such as cribs, bassinets and play yards

safer than ever before.

Screen reading (while Chairman Tennenbaum is talking): "creating strong product standards for cribs and other nursery products, doing away with traditional drop-side crib design, ensuring companies follow new safety standards, recalling products that pose danger to babies, helping your baby have a safe sleep".

Audio (Chairman Tennenbaum): "To do this we are creating strong product standards for cribs and other nursery products, doing away with the traditional drop-side crib design as these have been involved in far too many tragedies involving infants and toddlers, working to make sure companies who make nursery products follow strong new safety standards, recalling products that pose a danger to babies, and doing all we can to help your baby have a safe sleep. Now let's see what a baby safe sleep environment looks like. Video scenes (while Chairman Tennenbaum is talking) of a baby in a crib, a crib away from the window, a baby in a crib with no soft materials present, and a mother turning a baby on its back.

Audio (Chairman Tennenbaum): "The safest place for your baby to sleep is in a safe crib, bassinet or play yard. These items should never be placed near a window as that creates a serious fall risk and a risk of strangulation on window blind cords. Additionally, please remember these safe sleep tips. To reduce the risk of SIDS and suffocation, place your baby to sleep on his or her back. Do not place your infant to sleep on his or her side because that is an unstable position and the infant will tend to slip onto the stomach. This is an important recommendation from the CPSC and the American Academy of Pediatrics. Never place your baby to sleep on top of pillows or comforters. Remove these items from the crib. In fact, the vast majority of deaths associated with an unsafe sleep setting are caused by a combination of using extra bedding and placing a baby to sleep on his or her stomach."

Video scenes (while Chairman Tennenbaum is talking) of a doll caught between the crib mattress and the side rail, a make-shift repair, a demonstration of how to fit two fingers between the mattress and the crib side, locating a crib monitor away from the crib, a baby on a mat, of a mother using a computer to search for recalls, and finally back to Chairman Tennenbaum.

Audio (Chairman Tennenbaum): "Make sure the crib has no loose or missing parts or slats. Cribs with broken hardware or even a missing screw can have the side rail become disengaged allowing your baby to get caught between the crib mattress and the side rail. Only repair a crib with parts provided by the manufacturer. Makeshift repairs can create new deadly hazards. The mattress should be firm with a tight fit on all four sides and no gaps or spaces. If you can fit more than two fingers between the mattress and the crib side, your crib is unsafe. Keep monitor and other cords out of your child's reach, as these can pose a strangulation hazard. Lower the mattress as soon as your child can push up on his or her hands and knees to prevent climbing out of the crib. Visit [cpsc.gov](http://cpsc.gov) or call the CPSC hotline to check if the crib model has been recalled. So in selecting a crib make sure it has not been recalled. When using the crib regularly check to be sure all parts are secured. Don't put

extra bedding or stuffed toys in the crib with an infant and always put your baby on his or her back to sleep."

Audio and video (Joan Lunden): "Great life-saving information. Following these simple tips will help you keep your baby safe. Now, we'll hear from Joyce Davis the president of Keeping Babies Safe. This organization helps to educate and inform parents on how to keep babies safe."

Audio and video (Joyce Davis, president of Keeping Babies Safe): "Thanks Joan. KeepingBabiesSafe.org is an essential resource site for you and your baby. Think about it. Your crib is the only place you will leave your baby unattended. You need to know that your baby is safe. And we are here to help. Keeping Babies Safe is a free reliable information resource. We're a nonprofit organization committed to helping you access the most reliable information to keep your baby safe. Some of the valuable resources we offer include: Number one - crib safety tips."

Video scenes (while Ms. Davis is talking) of the KeepingBabiesSafe.org web site, of a mother filling out a registration card, of safety alerts and warnings, and finally back to Ms. Davis.

Audio and video (Ms. Davis): "Don't use billowy bumper pads in your baby's crib. Like other soft bedding, they can present a suffocation hazard. Number two - recall information. Now all makers of infant and toddler nursery products are required by law to provide consumers with a pre-paid product registration card. When you purchase a product for your baby, please, fill out that card, so that manufacturers and retailers can contact you in the event there is a recall or a safety alert. Number three - we also provide direct email safety alerts and warnings on cribs and other sleep products. So, continue to be vigilant about routinely assessing what is safe with help from our web site. Log on to KeepingBabiesSafe.org and sign up today. After all, knowledge equals safety."

Audio and video (Joan Lunden and scene of new mother in hospital bed): "Thank you Joyce for that important information. One person who will become your best advisor in the first month is your pediatrician or health care provider. After having a baby you will look to them for answers to many questions that come up, usually at 1:00 or 2:00 in the morning. So let's hear now from Dr. Marion Burton, president of the American Academy of Pediatrics."

Audio and video (Dr. Marion Burton, president of the American Academy of Pediatrics): "Having a new baby is a magical time, and every parent wants their baby to be safe and healthy. I'd like to share some simple steps that parents can take to make sure their baby is sleeping safely."

Video scenes (while Dr. Burton is talking) of a mother placing a baby in a crib on its back, of a baby in a bassinet, of a doll being placed into a sleep positioner, and of the doll being turned over in the sleep positioner so the mouth is covered.

Audio and video (Dr. Burton): "First and foremost, always place your baby on her back to sleep. When babies sleep on their backs, their risk of Sudden

Infant Death Syndrome, or SIDS, drops by more than 50%. Babies should not sleep on their side, or stomach. Always be sure that your baby sleeps on her back for both naptime and nighttime. It may seem like a good idea to use a sleep positioner to make sure your baby does not roll onto her stomach or side, but this could actually make her less safe. Babies have suffocated and strangled on sleep positioners, and some have died as a result. If your baby rolls onto her stomach or side while sleeping, simply reposition your baby. Just place your baby on her back with no extra devices in the bed. They're not necessary and they can be dangerous."

Screen reading (while Dr. Burton is talking): "Do not use sleep positioners"  
Video scenes (while Dr. Burton is talking) of a mother turning a baby from being on its side to being on its back, of a mother taking stuffed toys and blankets out of a crib, and finally back to Dr. Burton.

Audio and video (Dr. Burton): "Never use pillows, sleep positioners, stuffed animals, pillow bumpers, blankets, or other soft or puffy items in your baby's crib. Soft bedding can end up over her face and block her breathing. Save those crib bumpers, quilts, and other soft beddings until your baby is older. A better solution for keeping baby warm is an infant sleeper or wearable blanket that zips around your baby and can't ride up over her face. Your baby should have her own crib with a firm mattress that fits the crib tightly and a fitted sheet."

Video scenes (while Dr. Burton is talking) of a baby in a wearable blanket, in a crib with nothing else around, but with a properly fitted mattress, then of a bedroom with the crib in it, then of a baby with a pacifier, then a no-smoking sign, then a baby playing (with her mother) on its stomach on a blanket on the floor, then of mother and baby with pediatrician, and finally back to Dr. Burton.

Audio and video (Dr. Burton): "The safest place for your baby to sleep is in the room where you sleep, but not in your bed. Some studies have shown that giving a baby a clean dry pacifier reduces SIDS rates. Never smoke around your baby. When your baby is awake and active, you can put her on her tummy to build strength and learn to roll. But always move her to her back if she is going to take a nap. Finally, talk to your pediatrician about any other sleep issues your baby may have. Advice may be different today from when your relatives or friends had babies. Your pediatrician can give you reliable advice about how to help your baby sleep safe and sound, so you as a parent can too."

Audio and video (Joan Lunden): "Thank you Dr. Burton. As you may have already learned, having a baby can be costly, and one way you may consider saving money is to purchase a crib second hand, or get a crib from a family member. But this can create a danger for your baby, because you don't know the condition of the crib, or what might have ever happened to it before you got it. There can be loose or missing hardware, the joints may be dried out, or other hidden hazards that you can't see, and you may not know whether or not the crib was ever recalled. For these reasons, newer generally is better, and also safer, when it comes to cribs and nursery products. So let's review the

steps that you can take to make sure that your baby stays safe."

Video scenes (while Ms. Lunden is talking) of using a computer to check for recalls, of a baby in a play yard, of filling out a product registration card, of placing a baby on its back in a crib, of removing soft materials from a crib, of a make-shift crib hardware fix, of a firm tight fitting mattress, of a loose part, of a sleep positioner, and of a mother with her pediatrician, and finally back to Ms. Lunden.

Audio (Joan Lunden): "Check to see if the crib you plan to use has been recalled. If buying a new crib, bassinet or play yard, be sure to fill out the product registration card so that you can be notified directly if there are any problems. Always place your baby to sleep on its back. Never use extra padding under baby such as pillows, blankets or thick comforters. Do not try to fix a broken crib. Use a firm tight fitting mattress. Regularly check the crib for loose, missing, or broken parts or slats. Positioning devices are not necessary and can be deadly. And, check with your pediatrician for other ways to prevent Sudden Infant Death Syndrome."

Screen reading (while Ms. Lunden is talking): "cpsc.gov, keepingbabysafe.org, aap.org"

Audio (Joan Lunden): "To stay informed on the latest safety information, and to receive free recall alerts, visit cpsc.gov, keepingbabysafe.org, and aap.org. We would also like to hear from you. If you have any concerns about a product that can pose a danger to an infant or child, contact CPSC at 800-638-2772. And now, we hope that you and your baby can have both a good night's sleep and a safe sleep. Sweet dreams."

**End**