



SEPTEMBER IS

# NATIONAL BABY SAFETY MONTH

#JPMABSM #BSM2024

#JPMABABYSAFETYMONTH



## Child injury is predictable and preventable.

It is also among the most under-recognized public health problems facing our country today.<sup>1</sup> 2021 Kansas Vital Statistics data shows that unintentional injuries are the leading cause of death for children ages 1-4, with most of these injuries being preventable.<sup>2</sup> National data mirrors Kansas data, with the Center for Disease Control (CDC) reporting the leading causes of child injury to include motor vehicle crashes, suffocation, drowning, poisoning, fires, and falls.<sup>3</sup>



### Traffic Accidents

Improper use of car seats, including resistance to following recommendations on rear-facing guidelines, makes traffic accidents a major contributor in infant harm.<sup>4</sup>



### Choking & Suffocation

The majority of suffocation harm can be attributed to unsafe sleeping practices.<sup>5</sup> Other choking and suffocation risks include cord strangulation, small foreign objects picked up by babies in the home, and inappropriately-sized foods.



### Drowning

Unattended or distracted supervision during bath time, near swimming pools, and other standing water in and around the home can prove fatal.<sup>6</sup>



### Home Hazards

Burns, falls, and furniture-tipping accidents are major contributors to infant injury and death.<sup>7</sup>



### Gun Safety

In 2022, firearm-related injuries were among the 5 leading causes of death for people ages 1-44 in the United States. Putting a firearm out of sight or out of reach is not safe storage. Firearms should be stored unloaded and locked, with the ammunition secured separately.<sup>8</sup>



## Our Role as Educators

With over 9 million children harmed by common accidents each year, it is clear that providing information surrounding infant and child safety is a crucial component in parent education. By providing parents with resources to assist them in childproofing, as well as information surrounding best practices for safe sleep and car seat use, we can empower parents to take necessary steps towards keeping children safe and healthy.

# Resources

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## **Baby Safety Month**

[2024 Baby Safety Month](#), sponsored by Juvenile Products Manufacturers Association (JPMA)

## **General Childhood Injury Prevention/Safety Resources**

[Safety, Health, and Injury Prevention Recommendations](#)

[Safe Kids Kansas](#)

[Charlie's House](#)

## **Safe Sleep Information**

[AAP Safe Sleep Information](#)

[KIDS Network Safe Sleep Resources](#)

[CDC Safe Sleep Information and Resources](#)

## **Car Seat Safety**

[CDC Child Passenger Safety](#)

[National Highway Traffic Safety Administration Car Seats and Booster Seats Resources](#)

[Child Passenger Safety Week](#) (September 15-21, 2024)

Find a [Child Passenger Safety Technician](#) in your community

## **Home Safety**

[Safe Kids Worldwide Parent's Guide to Child Safety](#)

[U.S. Consumer Product Safety Commission Safety Education Resources](#)

[Healthychildren.org Parent Checklist for Making Baby's Room Safe](#)

[Child Proofing Experts Childproofing Checklist by Age](#)

## **Water Safety**

[healthychildren.org Infant Water Safety Resources](#)

[Zero to Three Water Safety Resources](#)

## **Fire Safety**

[National Safety Council Keep Your Family Safe from Fire Resources](#)

[safewise How Can I Prevent a House Fire](#)

## **Gun Safety**

[CDC Fast Facts: Firearm Violence Prevention](#)

[Project ChildSafe Firearm Safety Resources](#)

[BradyUnited Ending Family Fire Resources and Toolkits](#)

# Social Media Posts



## Post 1

Don't wait to babyproof! There is no better time to babyproof your home than while you are pregnant. Babyproofing your home helps reduce the chances of accidents and keeps your child safe as they begin to explore the world around them. Learn more at [healthychildren.org/English/safety-prevention/at-home/Pages/Make-Babys-Room-Safe.aspx](https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Make-Babys-Room-Safe.aspx).

¡No espere a hacer su casa a prueba de bebés! No hay mejor momento para poner la casa a prueba de bebés que durante el embarazo. Poner la casa a prueba de bebés ayuda a reducir las posibilidades de accidentes y mantiene a su hijo seguro mientras empieza a explorar el mundo que le rodea. Más información en: [healthychildren.org/spanish/safety-prevention/at-home/paginas/make-babys-room-safe.aspx](https://www.healthychildren.org/spanish/safety-prevention/at-home/paginas/make-babys-room-safe.aspx).

## Post 2

Motor vehicle injuries are a leading cause of death among children in the United States. Always buckle children in age- and size-appropriate car seats, booster seats, and seat belts. Learn more about child passenger safety at [cdc.gov/child-passenger-safety/about/?CDC\\_AAref\\_Val=](https://www.cdc.gov/child-passenger-safety/about/?CDC_AAref_Val=).

Las lesiones causadas por vehículos motorizados son una de las principales causas de muerte entre los niños en los Estados Unidos. Siempre abroche a los niños en asientos de seguridad apropiados para su edad y tamaño, asientos elevados y cinturones de seguridad. Obtenga más información sobre los recursos de asientos para vehículos disponibles en Kansas en: [safekids.org/sites/default/files/documents/skw-gm\\_basic\\_car\\_seat\\_safety\\_-\\_spanish.pdf](https://www.safekids.org/sites/default/files/documents/skw-gm_basic_car_seat_safety_-_spanish.pdf).

## Post 3

It only takes a few inches of water to pose a risk to babies and young children! To avoid the risk of choking or drowning, always stay at arm's length from your child during bath time and playtime- if you need to step away, take the child with you. Learn more water safety tips at [healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx](https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx).

¡Solo se necesitan unos pocos centímetros de agua para representar un riesgo para los bebés y niños pequeños! Para evitar el riesgo de asfixia o ahogamiento, manténgase siempre a un brazo de distancia de su hijo durante la hora del baño y del juego; si necesita alejarse, lleve al niño con usted. Obtenga más consejos de seguridad en el agua en: [healthychildren.org/spanish/safety-prevention/at-play/paginas/infant-water-safety.aspx](https://www.healthychildren.org/spanish/safety-prevention/at-play/paginas/infant-water-safety.aspx).

## Post 4

Children are natural explorers and are constantly seeking out new and exciting things! Help keep them safe and healthy during their exploration. Check out the Parent’s Guide to Child Safety to help reduce risks, prevent injuries, and keep kids safe at home, at play, and on the road: [safekids.org/parents-guide-child-safety](https://safekids.org/parents-guide-child-safety).

¡Los niños son exploradores naturales y están constantemente buscando cosas nuevas y emocionantes! Ayude a mantenerlos seguros y saludables durante su exploración. Consulte la Guía para padres sobre la seguridad infantil para ayudar a reducir los riesgos, prevenir lesiones y mantener a los niños seguros en casa, jugando y en la carretera: [safekids.org/node/585](https://safekids.org/node/585).

## Post 5

While there is no known cause for SIDS, there are risk factors that increase the likelihood. Babies born premature (before 37 weeks) or with a low birth weight (under 5lb 8oz), are 2 to 3 times more likely to die of SIDS or a sleep-related death. Smoking and drinking during pregnancy are also significant risk factors. Safe sleep plays an important role in protecting your baby. Follow the ABC’s of Safe Sleep; baby should sleep Alone, on their Back, and in a Clutter free crib. Learn more at [kidsks.org/safe-sleep.html](https://kidsks.org/safe-sleep.html).

Si bien no existe una causa conocida para el SMSL, existen factores de riesgo que aumentan la probabilidad. Los bebés que nacen prematuros (antes de las 37 semanas) o con bajo peso al nacer (menos de 5 libras y 8 onzas), tienen de 2 a 3 veces más probabilidades de morir de SMSL o una muerte relacionada con el sueño. Fumar y beber durante el embarazo también son factores de riesgo significativos. El sueño seguro juega un papel importante en la protección de su bebé. Siga el ABC del sueño seguro; El bebé debe dormir solo, boca arriba y en una cuna libre de desorden. Obtenga más información en: [kidsks.org/safe-sleep.html](https://kidsks.org/safe-sleep.html).

## Post 6

Safety and health concerns can be overwhelming for parents. What products work best? Are there differences in car seats? Kansas has programs to support parents of every background navigate their unique parenting journey. Learn more at [kshomevisiting.org](https://kshomevisiting.org).

Las preocupaciones de seguridad y salud pueden ser abrumadoras para los padres. ¿Qué productos funcionan mejor? ¿Hay diferencias en los asientos de seguridad? Kansas tiene programas para apoyar a todos los padres a navegar su viaje único de crianza. Más información en: [kshomevisiting.org](https://kshomevisiting.org).

## Post 7

Cars can quickly heat up to dangerous temperatures – even with a window cracked open. Never leave infants or children in a parked car. Keep a stuffed animal in the car seat to remind you a child is with you. When the child is buckled in, place the stuffed animal in the front with the driver. For safety, make it routine to check your car. Learn more at [safekids.org/heatstroke](https://safekids.org/heatstroke).

Los vehículos pueden calentarse rápidamente hasta alcanzar temperaturas peligrosas, incluso con la ventanilla entreabierta. Nunca deje a bebés o niños en un vehículo estacionado. Mantenga un animal de peluche en el asiento del vehículo para recordarle que un niño está con usted. Cuando el niño esté abrochado, coloque el animal de peluche en la parte delantera con el conductor. Por seguridad, convierta en rutina revisar el vehículo antes de salir. Más información en [safekids.org/sites/default/files/documents/spanish\\_heatstroke\\_safety\\_tips.pdf](https://safekids.org/sites/default/files/documents/spanish_heatstroke_safety_tips.pdf).

1. Centers for Disease Control and Prevention (CDC), National Action Plan for Child Injury Prevention, published 2012, retrieved from [cdc.gov/safechild/nap/index.html](https://cdc.gov/safechild/nap/index.html) (last reviewed February 6, 2019).
2. Kansas Annual Summary of Vital Statistics, 2022; [kdhe.ks.gov/DocumentCenter/View/31759/2022-Annual-Summary-Full-Report-PDF](https://kdhe.ks.gov/DocumentCenter/View/31759/2022-Annual-Summary-Full-Report-PDF).
3. Centers for Disease Control and Prevention (CDC), National Action Plan for Child Injury Prevention, published 2012, retrieved from [cdc.gov/safechild/nap/index.html](https://cdc.gov/safechild/nap/index.html) (last reviewed February 6, 2019).
4. CDC, National Center for Injury Prevention and Control, Road Traffic Safety, last reviewed August 12, 2019; retrieved from [cdc.gov/safechild/road\\_traffic\\_injuries/index.html](https://cdc.gov/safechild/road_traffic_injuries/index.html).
5. CDC, Press Release: About 3,500 babies in the US are lost to sleep-related deaths each year; January 9, 2018; retrieved from [cdc.gov/media/releases/2018/p0109-sleep-related-deaths.html](https://cdc.gov/media/releases/2018/p0109-sleep-related-deaths.html).
6. Healthychildren.org, Infant Water Safety: Protect Your New Baby from Drowning, last reviewed November 5, 2019; retrieved from [healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx](https://healthychildren.org/English/safety-prevention/at-play/Pages/Infant-Water-Safety.aspx).
7. Stanford Children’s Health, Accident Statistics; retrieved from [stanfordchildrens.org/en/topic/default?id=accident-statistics-90-P02853](https://stanfordchildrens.org/en/topic/default?id=accident-statistics-90-P02853).
8. Center for Disease Control and Prevention (CDC), Fast Facts: Firearm Violence Prevention, last reviewed April 17, 2024; retrieved from [cdc.gov/violenceprevention/firearms/fastfact.html](https://cdc.gov/violenceprevention/firearms/fastfact.html).