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The Newborn Channel Launches Crib Safety Video Narrated by Joan Lunden

This press release is provided by the company detailed in the release.

The information has not been verified by MedPage Today.

NEW YORK, June 27, 2011 /PRNewswire/ -- The Wellness Network, parent company of The Patient Channel and The Newborn Channel, today announced a new crib safety video created by the U.S. Consumer Product Safety Commission (CPSC) together with Keeping Babies Safe (KBS) and the American Academy of Pediatrics (AAP) called "Safe Sleep for Babies," designed to educate new and expecting parents on crib safety and help to reinforce new federal requirements that go into effect on June 28, 2011.

"We are very pleased that this life saving information will get into the hands of those who need it most and at an important time when new parents are making critical choices about how to care for their newborn after leaving the hospital," said CPSC Chairman Inez Tenenbaum. "The safety messages in the video will help ensure parents know how to create a safe sleep environment for their baby and keep up to date on vital recall information."

The video, narrated by renowned journalist and mom Joan Lunden, will be featured on The Newborn Channel through its network of more than 1,000 hospitals across the country, and will demonstrate how to keep babies safe and sound in cribs, bassinets and play yards.

"It's especially important to have this national discussion during economic hard times, when families are trying to make their dollars stretch and it's not uncommon to pass down older cribs and playpens to younger children. That unfortunately can be a recipe for disaster. That is why I got involved in this public awareness campaign, to help bring the latest safest information to parents across the country to keep their children safe," said Lunden.

This education effort is part of CPSC's Safe Sleep Initiative, a multi-pronged effort aimed at reducing deaths and injuries associated with unsafe sleep environments. In addition to this education effort, CPSC's Safe Sleep Initiative includes the development of new crib standards, warnings about drop-side cribs, sleep positioners, and infant slings, and the recall of millions of cribs in the past five years.

Beginning June 28, 2011 all cribs sold in the United States must meet new federal requirements for overall crib safety, including:

- Improve Slat Strength

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- Improve Mattress Support Durability
- Prohibit Traditional Drop Sides
- Require Tougher Testing
- Make Hardware Stronger

"The new U.S. federal crib requirements are a huge step forward in ensuring that our babies have safe cribs to sleep in," said Joyce Davis, President of Keeping Babies Safe. "These more stringent manufacturing requirements, combined with the information parents will learn in viewing our 'Safe Sleep for Babies' video are sure to result in a safer sleep environment for babies. The Newborn Channel is an effective way to disseminate this critical information and is by far the most influential network to reach new mothers. We are thrilled by their commitment to bring the 'Safe Sleep for Babies' video to their audience."

"Education campaigns like this reinforce our commitment to providing a learning environment in the hospital that not only empowers patients, but also arms hospital educators with critical information," said Dr. Tanya Altmann, medical advisor to The Newborn Channel. "We are honored to partner with these organizations to help educate new parents about how to create the safest sleep environments for their babies."

The Newborn Channel and its sister channel The Patient Channel reach nearly 80 percent of new moms and 20 million patients annually. Additional information about The Wellness Network and details about programming, sponsorship opportunities and more can be found at visit

www.thewellnessnetwork.tv.

About The Wellness Network

The Wellness Network owns The Patient Channel and The Newborn Channel, the most comprehensive in-hospital TV networks. Delivered directly to patient rooms and waiting areas, the Channels provide viewers with original, award-winning health programs and advertisers with the unique ability to integrate brand messaging with content that is compelling and endorsed by health care professionals. The Newborn Channel broadcasts round-the-clock baby care and postpartum programming for new moms. The Patient Channel features both condition-specific and preventative health programming to empower and inform patients. The Channels are available in more than 2,500 hospitals nationwide. The Wellness Network is also a partner in the Joint Commission Resources Quality and Safety Network, a continuing medical education series for health care professionals produced by Joint Commission Resources and distributed by The Wellness Network.

For more information, visit www.thewellnessnetwork.tv

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SOURCE The Wellness Network



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