



Keeping Babies Safe Contact: Victoria George
212 627 1442 cell 917 848 0485
victoria@victoriageorge.com

Prevent Child Abuse New Jersey Contact: Patty Mojta 732 246
8060 x113
pmojta@preventchildabusenj.org

President, Keeping Babies Safe Joyce Davis
908 581 8699
www.keepingbabiesafe.org

**Keeping Babies Safe & Conference To Educate Workers Supporting Families of 10,000 Babies
“Strengthening Those who Touch the Lives of Children”**

WHO: Prevent Child Abuse-New Jersey hosts its annual Strengthening Those Who Touch the Lives of Children Conference at Mercer County College on May 29, 2009, to bring together more than 300 family-support professionals working with families throughout New Jersey to ensure that children are healthy and nurtured. The audience represents a workforce that directly educates more than 4,000 parents of very young children. The conference will focus on building professional knowledge, empowering service providers and sharing best the best practices in the field of prevention to improve the effectiveness of programming and skills of those who work with children and families. The conference keynote will be delivered by Reverend Darrell Armstrong, former Director of the Division of Prevention and Community Partnerships, New Jersey Department of Children and Families after an opening welcome by Rich Lisk, Vice President of Marketing and Business Development for the ECHL, formerly the East Coast Hockey League, and Board of Directors member for Prevent Child Abuse-New Jersey. Participants will enjoy a day of educational workshops and skill-building sessions that will develop their capacity to support vulnerable families and strengthen their parenting ability. Topics explored will include Post-Partum Depression, Motivational Interviewing, Teen Dating Abuse, and Shaken-Baby Syndrome.

New Jersey-based Keeping Babies Safe, www.keepingbabiesafe.org, President, Joyce Davis and Director Emeritus Jack Walsh and Board Member Stephanie Levine, D.O., F.A.A.P. a certified pediatrician in both General Pediatrics and Adolescent Medicine. to Provide a 1 Hour Crib Training Workshop at the Prevent Child Abuse New Jersey Statewide Conference.

WHAT: Many conference attendees are home visitors who work with new and expectant families around the state to ensure that their families get off to a healthy start. These professionals attending the conference provide families with health care information, community referrals, parent education, birth control resources, and child development and education materials.

Keeping Babies Safe will provide a crib training demonstration during this program between 10:45 am – 11:45 am. Joyce Davis, President of Keeping Babies Safe, a native of New Jersey will commence the Crib Training in an effort to educate on the dangers of cribs, what to look for and how to create a safe sleeping environment for children. Over 5 million cribs, bassinets and play yards have been recalled in the past two years alone according to the Consumer Product Safety Commissions' May 2009 report.

WHEN: **Conference, Friday, May 29th at 9 a.m. – 2 p.m.**
Keeping Babies Safe Crib Training Demonstration 10:45 a.m. – 11:45 a.m.

WHERE: **The Conference Center
Mercer County Community College
1200 Old Trenton Road
West Windsor, New Jersey 08550**

VISUALS: Presentation from Keeping Babies Safe and a demonstration of Crib Safety, dangers to look for in second-hand cribs and how to create a safe crib and sleeping environment.

ABOUT KEEPING BABIES SAFE

Keeping Babies Safe exists to provide leadership in keeping babies safe from preventable injuries and deaths associated with unsafe cribs, dangerous children's products and unsafe sleep environments. Keeping Babies Safe, (keepingbabiesafe.org) is a not for profit 501c3 organization that was launched in New Jersey in 2006 by Lee Baxter (a 30-year veteran of the Consumer Product Safety Commission) and President Joyce Davis. Keeping Babies Safe was founded to keep babies safe from preventable injuries and deaths associated with unsafe cribs, sleeping environments and other unsafe nursery products. In May 2009, Keeping Babies Safe partnered with the Consumer Product Safety Commission launching a co-branded safe sleeping announcement furthering our commitment to the cause.

Keeping Babies Safe has also mounted Project Safe Crib, a non-profit program designed to help parents from economically challenged environments obtain safe cribs through human service organizations around the country. For every \$100 raised, a crib can be purchased and distributed to families in need. The cribs are brought into homes and set up to the highest safety standards by your trained personnel.

In 2008, Project Safe Crib donated 350 cribs to New Jersey families.

ABOUT PREVENT CHILD ABUSE NEW JERSEY

Prevent Child Abuse-NJ is a private, nonprofit organization leading statewide efforts to eliminate child abuse and neglect, in all its forms, for all New Jersey children. The organization was incorporated in 1979 as the New Jersey chapter of the National Committee to Prevent Child Abuse, the 9th to be established nationally, and has grown to an independent organization led by a staff of 40 professionals. Prevent Child Abuse-NJ works to ensure that all children are safe, healthy and nurtured. Over the past 30 years, we have instituted prevention programs in more than 650 communities from northern Bergen County to the tip of Cape May. The organization's strength is establishing local partnerships that develop communities, empower families and equip parents. Our partnerships create solid prevention results and strong investment returns.

For more information contact Patty Mojta at 732.246.8060 x 113 or pmojta@preventchildabusenj.org with any questions. Visit www.preventchildabusenj.org to learn more about the conference