

Baby SAFETY *Shower*



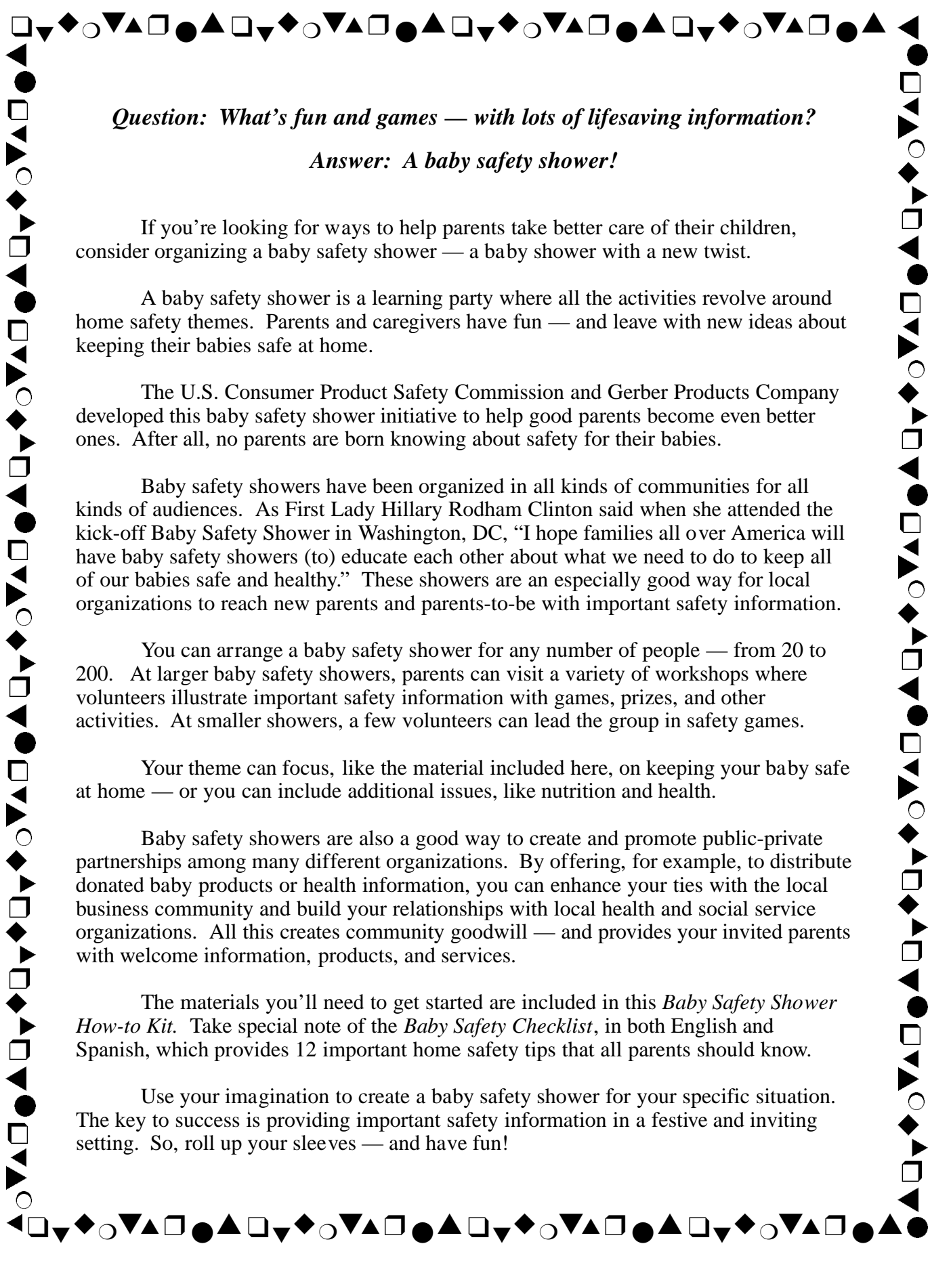
H O W - T O K I T



Gerber

The Baby Safety Shower How-to Kit was developed by the U.S. Consumer Product Safety Commission and Gerber Products Company.

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Question: What's fun and games — with lots of lifesaving information?

Answer: A baby safety shower!

If you're looking for ways to help parents take better care of their children, consider organizing a baby safety shower — a baby shower with a new twist.

A baby safety shower is a learning party where all the activities revolve around home safety themes. Parents and caregivers have fun — and leave with new ideas about keeping their babies safe at home.

The U.S. Consumer Product Safety Commission and Gerber Products Company developed this baby safety shower initiative to help good parents become even better ones. After all, no parents are born knowing about safety for their babies.

Baby safety showers have been organized in all kinds of communities for all kinds of audiences. As First Lady Hillary Rodham Clinton said when she attended the kick-off Baby Safety Shower in Washington, DC, "I hope families all over America will have baby safety showers (to) educate each other about what we need to do to keep all of our babies safe and healthy." These showers are an especially good way for local organizations to reach new parents and parents-to-be with important safety information.

You can arrange a baby safety shower for any number of people — from 20 to 200. At larger baby safety showers, parents can visit a variety of workshops where volunteers illustrate important safety information with games, prizes, and other activities. At smaller showers, a few volunteers can lead the group in safety games.

Your theme can focus, like the material included here, on keeping your baby safe at home — or you can include additional issues, like nutrition and health.

Baby safety showers are also a good way to create and promote public-private partnerships among many different organizations. By offering, for example, to distribute donated baby products or health information, you can enhance your ties with the local business community and build your relationships with local health and social service organizations. All this creates community goodwill — and provides your invited parents with welcome information, products, and services.

The materials you'll need to get started are included in this *Baby Safety Shower How-to Kit*. Take special note of the *Baby Safety Checklist*, in both English and Spanish, which provides 12 important home safety tips that all parents should know.

Use your imagination to create a baby safety shower for your specific situation. The key to success is providing important safety information in a festive and inviting setting. So, roll up your sleeves — and have fun!

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PART ONE: Planning Ahead

1. Getting Organized

A baby safety shower should be fun for all involved. But it's important to be well-organized.

As your first task, put together a planning committee to help you. The more assistance you get, the easier your job will be. Recruit representatives from groups and organizations that are interested in baby safety issues and can do the job well. Discuss early on:

- Who and how many people you want to invite to your baby safety shower.
- Where you can hold the shower.
- Who in the community — volunteers, organizations, businesses — can help you.
- How you will cover any costs.
- What theme and safety messages you want to convey.
- What games and activities you can use to make learning fun.
- Whether you want to enhance your shower with food, exhibits, gifts, and publicity.
- How you will schedule the shower day.

Suggestions and ideas for all of these topics are included in this *How-to Kit*.

Delegate responsibility for broad categories of shower-related activities (getting sponsors, publicity, food, program, decorations, etc.) to your committee members. Keep in touch with everyone regularly to ensure that everything gets done.

Think about how you can use contributions from many different sources. For example:

- Your *partners* can help you plan and organize the event — and form the core of your working committee.
- Your *sponsors* can contribute most of the goods and services for the event.
- Your *volunteers* — recruited from your organization and those of your partners and sponsors — can staff the actual event.

Start planning early — and enjoy yourself!

2. Following a Timetable

Planning and organization are crucial to the success of your baby safety shower. This timetable should help you plan a large event. A smaller shower can be organized more quickly.

16-18 weeks ahead:

- Recruit baby safety shower partners
- Form a planning committee
- Select tentative shower dates
- Decide whom to invite
- Select site and confirm exact date

14-16 weeks ahead:

- Choose shower theme, programs, activities, and workshops
- Recruit volunteers
- Recruit local businesses and organizations to underwrite expenses or donate shower goods, exhibits, and services
- Estimate costs
- Develop master “to-do” list
- Invite VIPs

12-14 weeks ahead:

- Develop activity, game workshop, and program materials
- Plan refreshments
- Plan site logistics with building management
- List needed equipment and supplies

10-12 weeks ahead:

- Plan opening ceremony
- Plan schedule of shower activities
- Plan publicity
- Make transportation and parking arrangements

8-10 weeks ahead:

- Arrange baby-sitting or child care
- Recruit greeters, workshop leaders, food preparers and servers
- Prepare invitation list

6-8 weeks ahead:

- Assign volunteers to shower activities
- Begin collecting donated items
- Make, and/or duplicate shower materials (e.g., signs, fliers, posters, invitations, games, *Baby Safety Checklist*)

4-6 weeks ahead:

- Invite shower guests
- Publicize shower through fliers, posters, and local media
- Order publications (use order form in Part Four: Attachments)
- Confirm food arrangements
- Finalize activities and workshops

2-4 weeks ahead:

- Finish collecting donated items
- Reconfirm shower arrangements with partners and sponsors
- Hold orientation sessions for volunteers
- Distribute news release and broadcast ad

1 week to 1 day ahead:

- Make final media arrangements
- Check with volunteers to ensure that everything is on track
- Remind invited celebrities, partners, sponsors, public officials about the event
- Assemble workshop materials and equipment
- Reconfirm food arrangements
- Prepare gift bags for shower guests

Day of the event:

- Set up
- Enjoy the event!
- Clean up

1 week after:

- Thank everyone who helped
- Evaluate the event (what went well, what didn't, what you'd do differently next time)
- Complete and send in the evaluation form from Part Four: Attachments

3. Inviting Your Guests

Decide which group you want to reach with safety information. For example, you may want to work with teen mothers, parents-to-be, low-income parents, low-literacy parents, or non-English speaking parents. The shower activities work best if developed around the special needs of one group at a time.

Work with organizations and groups that serve the people you have targeted. They can help you decide whom to invite and plan an appropriate program. They also can help you determine how many shower guests to invite. For example, you can hold a shower for 20 people in someone's living room or for 200 in your local high school gymnasium.

Make your guests feel special by inviting each one personally — and encouraging them to RSVP. This will communicate that you really want them at the shower and will help you plan for the number of guests actually attending.

See “Part Four: Attachments” for a sample invitation.

4. Choosing the Site

Choose a site for the shower that's familiar and convenient to your invited audience and offers a warm, friendly environment.

Depending on the size of your shower, the site could be a community center, public library conference room, church social hall, hospital or clinic reception area, school cafeteria, gymnasium, auditorium, or a similar space in a professional office building. Check the following points.

- The site is available at a convenient time for your invited guests.
- The space in the facility:
 - can accommodate your audience for a variety of activities (greeting/ reception area, opening session, game workshops, refreshments, and exhibits);
 - has sufficient lighting and electrical outlets, a kitchen, conveniently-located rest rooms, and telephones; and
 - has building staff to assist you when needed (e.g., to unlock the kitchen or rest rooms or control lighting, heating/air conditioning).

- You can provide transportation for your guests, if needed. If your guests drive to the shower, be sure the site has free and safe parking. If your guests take public transportation, nearby bus or subway stops should be safe and convenient.
- The space in the facility can accommodate child care, if needed, during the shower.
- Any costs can be covered.

No matter where you hold your shower, keep a list of emergency or medical services telephone numbers handy, just in case you need them.

5. Recruiting and Working with Volunteers

You'll need plenty of volunteers to prepare for the shower and then help on the day of the event. Start recruiting early.

Decide how many volunteers you want and what they will do. Volunteers can head committees, solicit sponsors, collect donations, set up equipment, make decorations, greet guests, run game workshops, serve food, clean up, and much more. Plan to line up more people than you need, in case some drop out before the event.

To help volunteers, be very clear about what they must do. Provide orientation sessions. If needed, schedule a dry run close to the event so all involved feel comfortable about their assignment.

After the shower, be sure to thank everyone for making the event a success!

6. Working with Businesses and Organizations

Baby showers involve games, gifts, and edible goodies. Start early to enlist the help of interested health and safety organizations, companies doing business in your area, and volunteers. There are probably many in your community eager to help.

Good places to start:

- *Trade groups, local manufacturers, and merchants* (e.g., grocery, drug, department stores, and companies in the health care or safety business). Contact the community relations managers for possible donations of baby-related goods and services, refreshments, prizes, free advertising, etc.
- *Community organizations* (e.g., hospitals, auxiliary leagues, chambers of commerce, foundations, local print and broadcast media). Contact community relations or public affairs managers about speakers, or baby-sitting help.
- *Government organizations* (e.g., local CPSC offices, state and local health departments, local offices servicing the community with federally-sponsored health and safety programs for children). Contact public affairs or public relations offices to alert them and solicit support.
- *Local elected officials* (e.g., mayor, city or town council members). Invite celebrity guests with an important link to the community you're serving.

Tips for working with other organizations:

- Target organizations that have goods or services relevant to the safety and health of babies, young toddlers, or new parents.
- Provide the company or organization with an incentive for contributing to your event (e.g., good community public relations, potential new customers).
- When contacting a company or organization, describe the purpose of the shower and what valuable role this group can play.
- After an organization makes a commitment, send it a letter spelling out your understanding of the agreement.
- Identify a contact person (and a backup individual) who can get you the needed goods or services in the time and quantities required.
- Keep in touch with the contact people about how plans for your event are developing or changing.

- Try to arrange for these groups to deliver their goods to the event site.
- If an organization is providing an exhibit, get the name and phone number of the person staffing it at the shower.
- Make arrangements at the shower site to receive and store deliveries for the event.
- Make arrangements with either staff at the shower site or the organizations providing exhibit booths to have the materials and props removed or thrown away at the conclusion of the event.
- Following the shower, write or call to thank everyone involved. Let them know how important they were to the shower's success.

7. Covering Your Costs

A baby safety shower need not cost a lot, but you'll probably have some expenses. Your partners and sponsors may be able to underwrite your expenses or donate most of the goods and services. Here is a list of possible expenses:

- Facility (electricity, janitorial services, tables, chairs, etc.)
- Game and program materials (game workshops, exhibits, etc.)
- Duplication and mailing of invitations (see Part Four: Attachments)
- Transportation for shower guests
- Food (snack or meal)
- Decorations
- Prizes
- Audio-visuals (television and VCR, overhead or slide projector)

If you can't cover these costs or arrange for donations, you may need to modify the shower activities. For example, you can make your own invitations or duplicate the one in this *How-to Kit* and hand-deliver them. You can ask volunteers to donate homemade food. You can design your own decorations. Be creative! What's most important is developing a warm and friendly atmosphere where your guests feel comfortable and motivated to learn.

8. Arranging Publicity

Publicizing your shower can have many benefits. It can announce details of your upcoming shower to your target audience. It also can alert businesses, local elected officials, media celebrities, and other community leaders to your efforts and attract their support.

Notify the local media about your event. The sample press release and broadcast advertisement in Part Four: Attachments should help you get started. Follow up with personal calls to the news or community events director.

It helps if there is a well-known person associated with your shower. For example, you may want to invite a well-known VIP, like the mayor or a local TV personality. Try enlisting a radio or television show or local newspaper as a sponsor of the shower. These organizations often are interested in supporting community efforts important to their audiences.

Don't forget the value of fliers posted in grocery stores, drugstores, libraries, bus stops — any public location where your targeted audience is likely to see them.

PART TWO: Developing Your Shower Program

9. Shower Theme

Plan to select an overall theme for your baby safety shower. This *How-to Kit* is developed around the theme of keeping your baby safe at home. Integral to this program is the *Baby Safety Checklist* (see following pages), which presents 12 tips for keeping babies safe in the bedroom, bathroom, kitchen, and other living areas.

While this is critical information for every new parent, you may want to include additional health and safety themes. Choosing quality child care, selecting safe toys and nursery equipment, ensuring immunizations and proper nutrition for infants and toddlers — all of these would work.

If you invite a small group, focus on one theme. If your group is larger and you have the space, consider broadening the scope. Bring in other partners to work with you. For example, get the health department or local hospital to offer an immunization clinic. Ask a local supermarket to sponsor a nutrition booth — with appropriate games and prizes.

Pick your theme early, so you can better plan your program and activities. Coordinate your work with all involved, so that everyone knows what to do to make each activity successful.

10. Baby Safety Checklists (English and Spanish)

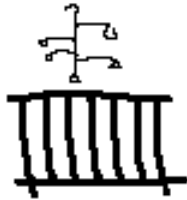
The following four pages are masters for handouts. They can be removed from the kit (at the perforations) and photocopied so that each of your shower guests can have one. We recommend that the *Checklist* be printed on one side and *The Reasons Behind the Checklist* on the reverse side of 8½" x 11" paper.



Baby SAFETY Checklist

Bedroom

- ♡ Always put your baby to sleep on her back on a firm, flat, tight-fitting mattress in a crib that meets current safety standards, and remove all soft bedding and pillow-like items from the crib.
- ♡ Make sure your baby's crib is sturdy and has no loose or missing hardware.
- ♡ Never place your baby's crib or furniture near window blind or curtain cords.



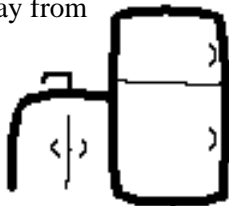
Bathroom

- ♡ Keep medicines and cleaning products in containers with safety caps and locked away from children.
- ♡ Always check bath water temperature with your wrist or elbow before putting your baby in to bathe.
- ♡ Never, ever, leave your child alone in the bathtub or near any water.



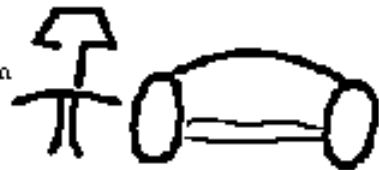
Kitchen

- ♡ Don't leave your baby alone in a highchair; always use all safety straps.
- ♡ Use your stove's back burners and keep pot handles turned to the back of the stove.
- ♡ Lock household cleaning products, knives, matches, and plastic bags away from children.



Living Areas

- ♡ Install smoke detectors on each floor of your home, especially near sleeping areas; change the batteries each year.
- ♡ Use safety gates to block stairways and safety plugs to cover electrical outlets.
- ♡ Keep all small objects, including tiny toys and balloons, away from young children.



Babies need safe places to live in order to stay healthy and happy



REASONS BEHIND THE

Baby SAFETY Checklist



Bedroom

- ☑ Always put your baby to sleep on her back on a firm, flat, tight-fitting mattress in a crib that meets current safety standards, and remove all pillows, quilts, comforters, sheepskins, and pillow-like bumper pads and toys from the crib. Follow this advice to reduce the risk of sudden infant death syndrome (SIDS) and suffocation.
- ☑ Make sure your baby's crib is sturdy and has no loose or missing hardware. This will prevent babies suffocating or strangling by becoming trapped between broken crib parts.
- ☑ Never place your baby's crib or furniture near window blind or curtain cords. This will prevent babies from strangling on the loop of the cord. To prevent falls, keep children away from windows.

Bathroom

- ☑ Keep medicines and cleaning products in containers with safety caps and locked away from children. This will prevent children from being poisoned.
- ☑ Always check bath water temperature with your wrist or elbow before putting your baby in to bathe. This will prevent burns to a baby's delicate skin.
- ☑ Never, ever, leave your child alone in the bathtub or near any water. This will prevent children from drowning. In addition, keep children away from all standing water, including water in toilets, 5-gallon buckets, and pools.

Kitchen

- ☑ Don't leave your baby alone in a highchair; always use all safety straps. This will prevent injuries and deaths from the baby climbing out, falling, or sliding under the tray. Be sure to use safety straps in strollers and baby swings.
- ☑ Use your stove's back burners and keep pot handles turned to the back of the stove. This will prevent deaths and injuries from burns. In addition, keep children away from tablecloths, so they can't pull down hot foods or liquids on themselves.
- ☑ Lock household cleaning products, knives, matches, and plastic bags away from children. This will prevent poisonings, bleeding injuries, burns, and suffocation.

Living Areas

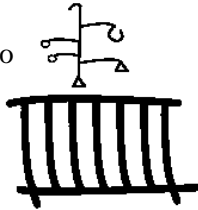
- ☑ Install smoke detectors on each floor of your home, especially near sleeping areas; change the batteries yearly. This will prevent deaths and injuries from fires.
- ☑ Use safety gates to block stairways and safety plugs to cover electrical outlets. This will prevent injuries from falls and electric shocks.
- ☑ Keep all small objects, including tiny toys and balloons, away from young children. This will prevent choking and possible death.



Medidas de SEGURIDAD *Proteger a Su Bebé*

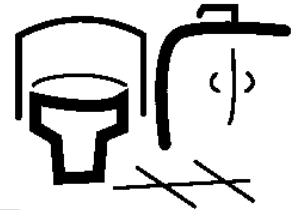
En el cuarto

- ♡ Coloque siempre a su bebé para dormir sobre la espalda en un colchón firme, plano y bien ajustado en una cuna que cumpla con las normas actuales de seguridad, y retire de la cuna toda la ropa de cama blanda y artículos similares a almohadas.
- ♡ Asegúrese de que la cuna del bebé sea resistente, y no le falten herrajes o piezas, ni estén flojos.
- ♡ Nunca coloque la cuna o los muebles del bebé cerca de los cordones de persianas o cortinas.



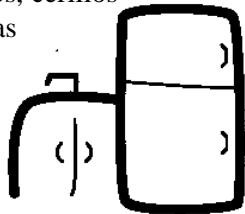
En el baño

- ♡ Mantenga los medicamentos y los productos de limpieza en envases con tapas de seguridad y bajo llave, lejos del alcance de los niños.
- ♡ Cerciórese siempre de que la temperatura del agua para bañar al bebé no esté demasiado fría, ni caliente, tocándola primero con la muñeca o el codo de usted.
- ♡ Nunca jamás deje a su bebé solito en la tina o bañera, ni cerca de agua.



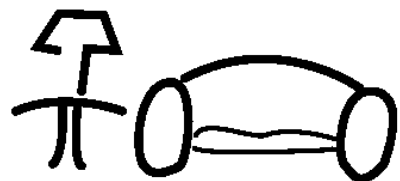
En la cocina

- ♡ No deje al bebé solito en su silla alta y póngale siempre los cinturones de seguridad.
- ♡ Al cocinar, use los quemadores traseros y mantenga los mangos de las sartenes o calderos, hacia la parte de atrás de la estufa o cocina.
- ♡ Guarde bajo llave lejos del alcance de los niños, los productos de limpieza, cuchillos, cerillos o fósforos y bolsas de plástico.



En otras áreas de su hogar

- ♡ Instale detectores de humo en cada planta o nivel de la casa, especialmente cerca de las áreas donde se duerme. Cambie las pilas o baterías cada año.
- ♡ Coloque rejillas de seguridad en las escaleras y tapas de seguridad en los enchufes eléctricos.
- ♡ Mantenga todos los objetos pequeños, incluyendo juguetes y globos, fuera del alcance de los niños pequeños.



RAZONES PARA LA SEGURIDAD

Medidas de *Proteger a Su Bebé*

En el cuarto

- ♡ Coloque siempre a su bebé sobre la espalda en un colchón firme, plano y bien ajustado en una cuna que cumpla las normas de seguridad, y retire de la cuna todas las almohadas, edredones, colchas, pieles de cordero y retenes similares a almohadas y juguetes. Siga este consejo para reducir el riesgo de que se produzca el síndrome de muerte infantil repentina (SIDS) y asfixia.
- ♡ Asegúrese de que la cuna del bebé sea resistente, y no le falten herrajes o piezas, ni estén flojos. Esto evita el peligro de que el bebé se asfixie o se estrangule al quedar atrapado entre piezas rotas de la cuna.
- ♡ Nunca coloque la cuna o los muebles del bebé cerca de los cordones de persianas o cortinas. Esto evitará que el bebé se estrangule con el lazo que se forme en los cordones. Para evitar que el bebé se caiga por una ventana, manténgalo alejado de ventanas.

En el baño

- ♡ Mantenga los medicamentos y los productos de limpieza en envases con tapas de seguridad y bajo llave, lejos del alcance de los niños. Esto evitará el peligro de envenenamiento.
- ♡ Cerciórese siempre de la temperatura del agua para bañar al bebé tocándola primero con la muñeca o el codo de usted. Esto evitará el peligro de quemar la delicada piel del bebé.
- ♡ Nunca jamás deje a su bebé solito en la tina o bañera, ni cerca de agua. Esto evitará el peligro de que el bebé se ahogue. Además, manténgalo alejado de recipientes con agua, incluyendo el agua en santiarios/inodoros, cubetas/baldes y albercas/piscinas.

En la cocina

- ♡ No deje al bebé solito en su silla alta y póngale siempre los cinturones de seguridad. Esto evitará lesiones o muerte ocasionadas por caídas. Use siempre los cinturones de las carriolas/cochecitos y columpios para bebé.
- ♡ Al cocinar, use los quemadores traseros y mantenga los mangos de las sartenes o calderos, hacia la parte de atrás de la estufa o cocina. Esto evitará lesiones o muerte debido a quemaduras. Además, mantenga a los niños lejos de manteles, para evitar que los halen y les puedan caer encima alimentos o líquidos calientes.
- ♡ Guarde bajo llave, lejos del alcance de los niños, los productos de limpieza, cuchillos, cerillos o fósforos y bolsas de plástico. Esto evitará el peligro de envenenamiento, lesiones, quemaduras, y asfixia.

En otras áreas de su hogar

- ♡ Instale detectores de humo en cada planta o nivel de la casa, especialmente cerca de las áreas donde se duerme. Cambie las pilas o baterías cada año. Esto evitará el peligro de lesiones o muerte debido a incendio.
- ♡ Coloque rejillas de seguridad en las escaleras y tapas de seguridad en los enchufes eléctricos. Esto evitará el peligro de lesiones debido a caídas y a choques eléctricos.
- ♡ Mantenga todos los objetos pequeños, incluyendo juguetes y globos, fuera del alcance de los niños pequeños. Esto evitará que se sofocuen y puedan inclusive morir.

11. Game Workshops

Games and other fun activities are an effective way to teach and reinforce safety and health messages. The games included here focus on the theme of keeping your baby safe at home.

These games are based on the safety messages found in the *Baby Safety Checklist*. There is one suggested game for each area of the home: bedroom, bathroom, kitchen, and other living areas.

Below is a brief description of each game.

Adapt these games to your needs or develop new ones. Be sure you have more than enough materials for every participant to play each game.

- For the bedroom: *Can You Answer This?* The game leader asks each team questions. The team that answers the most questions correctly wins the round.
- For the bathroom: *Safety Sayings*. Each team calls out letters that spell a safety message. The team that first guesses the safety message wins.
- For the kitchen: *Picture Safety*. One person on each team draws an image based on the *Baby Safety Checklist*. The team that first identifies the image and tells why it's important wins the round.
- For other living areas: *Safety Bingo*. Each guest marks an answer to each question asked on her bingo card. The winner is the first to mark three answers in a row and call out "bingo!"

If you only have time for one game, play *Safety Bingo* — it includes safety tips from each area of the home, it's easy, and it's fun!

BEDROOM SAFETY GAME: “Can You Answer This?”

Game Tips:

- Before playing this game, review the relevant bedroom *Baby Safety Checklist* tips and reasons with shower participants.
- Decide whether your guests can peek at the *Checklist* for the answers during the game. Award points for other common-sense answers not included in the *Checklist*.
- After each game, review the *Checklist* again.

Materials Needed: Flip chart or blackboard, markers for scoring.

Game Rules

Participants are split into two teams. The moderator asks Team A for three answers to each game question. For each correct answer, Team A gets one point. If Team A is stumped, Team B gets a chance to answer. The moderator then asks Team B one game question — and so on.

When the four game questions are answered, the moderator simultaneously asks each team a bonus round question. The team that first answers the question correctly wins.

Game Questions (1 point for each correct answer):

Q: Can you name three things that describe an unsafe crib?

A: (1) missing hardware (2) not sturdy (3) loose hardware

Also correct: mattress that doesn't fit snugly; corner posts; decorative cutouts in head or foot boards; crib slats that are too far apart

Q: What is the safest sleep position for your baby in a crib?

A: (1) back (safest) (2) side (less safe) (3) stomach (unsafe)

Q: Can you name three examples of soft bedding?

A: (1) pillows (2) soft, fluffy comforters (3) quilts

Also correct: sheepskin

Q: Can you name three things you should never place near a window with blind or curtain cords?

A: (1) crib (2) playpen (3) highchair

Also correct: other children's furniture

Bonus Round Questions (2 points for each correct answer):

Q: Can you name three small objects that are choking hazards for children under three years of age?

A: *Accept answers like:* buttons, balloons, marbles, foods like grapes, peanuts, hard candy, cut-up hot dogs

Q: What are three safety concerns to look for in and on your child's toy box or toy chest?

A: *Accept answers like:* toys with sharp edges or points; toys that are too small; toys with detachable small parts; hinged-lid toy boxes without safety-lid supports

Q: What are three common hazards found on children's clothing?

A: *Accept answers like:* loose buttons, drawstrings, loose snaps, small decorations that detach

BATHROOM SAFETY GAME: “*Safety Sayings*”

Game Tips:

- Before playing this game, review the relevant bathroom *Baby Safety Checklist* tips and reasons with shower participants.
- Decide whether your guests can peek at the *Checklist* for the answers during the game.
- After each game, review the *Checklist* again.

Materials Needed: Flip chart or blackboard, markers.

Game Rules

Participants are split into two teams. On the flip chart, draw the number of blank lines (similar to the game of hangman) corresponding to the number of letters and spaces in the safety saying. Each team in turn guesses a letter to go in the spaces; correct letters are written in the appropriate blank(s). To make the game go more quickly, you may want to fill in the vowels beforehand. When one team thinks it knows the saying, it calls out the answer. The team correctly guessing the most safety sayings wins.

Safety Sayings:

- Keep baby safe
- Use child-safety caps
- Keep medicines locked up
- Babies and water don't mix
- Never leave children alone in water
- Check bath water with wrist or elbow

KITCHEN SAFETY GAME: “*Picture Safety*”

Game Tips:

- Before playing this game, review the relevant kitchen *Baby Safety Checklist* tips and reasons with shower participants.
- Decide whether your guests can peek at the *Checklist* for the answers during the game.
- After each game, review the *Checklist* again.

Materials Needed: Two flip charts, markers, 3" x 5" cards (for safety clues).

Game Rules

Participants are split into two teams. The teams sit or stand facing each other. The flip charts are positioned back to back between the teams. The moderator selects a safety clue card and shows it to one person from each team. When the moderator says “go,” each person draws a picture of the safety clue on her team’s flip chart. The first team to guess the picture wins 5 points. The team can win 5 more points if it correctly describes how the clue is safety-related. The team with the most points wins.

Safety Clue Cards:

Safety or Hazard Issue:

Cabinet safety latch

Prevents children from getting into cabinets where harmful household products are kept.

Dish detergents

Can be harmful if children swallow them.

Highchair with safety straps

Prevents children from climbing or falling out and getting injured.

Pots and pans on stoves

Can burn children if they reach handles and spill hot liquid or food on themselves.

Knives

Can injure children if they reach them and cut themselves.

Plastic trash bags

Can cause children to suffocate if the bag gets over their noses and mouths.

Matches

Can burn and start fires.

OTHER LIVING AREAS SAFETY GAME: “*Safety Bingo*”

Game Tips:

- Before playing this game, review the relevant *Baby Safety Checklist* tips and reasons, as well as the clues on the bingo cards, with your shower guests.
- Let your guests peek at the *Checklist* for the answers during the game.
- After each game, review the *Checklist* again.

Materials Needed: bingo game cards (see the attachments section) and several “chips” or buttons for each participant.

Game Rules

This game is similar to bingo. Each participant is given a game card with a picture in each box. The moderator reads a safety clue aloud, and each participant covers the appropriate picture box on her bingo card. The winners are those who first correctly cover all the boxes on their cards in a row across, down, or diagonally and call out “bingo.” This game can be played many times, with the questions read in different order.

Safety Clues:

Q: One of these should be on every level of the home for protection from fires.

A: Smoke detector.

Q: One of these will prevent children from falling down stairs.

A: Safety gate.

Q: Stops children from poking fingers and inserting objects into electrical outlets.

A: Safety plugs.

Q: This round game part is a choking hazard to young children who put things in their mouths.

A: Small toy ball and jacks set.

Q: If burst or uninflated, these can be a choking hazard to young children.

A: Balloons.

Q: These may look like candy to small children. Keep in container with safety cap.

A: Medicine pills in bottles with safety caps.

Q: This is the best position for babies to sleep.

A: On their backs.

Q: Stops children from opening cabinet or cupboard doors where cleaning products or medicines are stored.

A: Cabinet lock.

Q: In a smoke detector, this should be changed every year.

A: Battery.

PART THREE: Putting Your Shower Together

12. Equipment and Supplies

Plan far ahead for all the materials, equipment, and supplies you'll use at the shower. Your own list of needed materials will reflect the specific activities planned for your shower. Here are some suggestions:

- *Reception area:* welcome signs, tables, chairs, name tags, markers, and information packets/bags for guests.
- *Opening session:* chairs and podium for VIP guests, microphones, and colored posters illustrating shower themes.
- *Game workshops/exhibits:* tables, chairs, table coverings, signs and posters for exhibit booths, tabletop displays with props and literature, lighting, decorations, TV monitor/VCR, colored markers, and game materials.

13. Food

No party is complete without food! Whether you serve snacks or a full meal, make it a festive and sociable part of the shower. What you serve depends on the time of day, your resources, and the generosity of your sponsors. Here are some basics.

- *Table/food center:* Be sure you have ample space for food preparation and serving and a place to seat your guests. You also may need a refrigerator for storage; a coffee maker, stove or microwave for hot foods, as well as the following items: tables, tablecloths, napkins, plates, cups, eating utensils, trays, serving dishes, ice, and plastic trash bags and trash cans for cleanup.
- *Healthy snacks:* Fruit and juice reinforce good nutrition messages.
- *Box or bag lunches:* Try to get a local supermarket to contribute food, such as sandwiches, drinks, and fruit.
- *Decorations:* Baby-related centerpieces and other decorations will brighten up your shower.

14. Exhibits

If your shower includes exhibits displaying health and safety information or baby-related products and services, be sure your facility can accommodate this. Provide each exhibitor with this list:

- Set-up and take-down times.
- Space dimensions.
- Table dimensions allowable (whether provided by facility or by exhibitor).
- Dimensions of backdrop allowable (whether provided by site or by exhibitor) and if items can be hung from it.
- The number of items (literature, samples, etc.) needed based on the number of guests expected.

15. Gifts and Prizes

Everyone loves receiving gifts, and your shower guests are no exception.

Supermarkets, drug stores, baby stores, and specialty shops are great places to ask for contributions of gifts and prizes. Remember that your invited guests are potential customers — and merchants are always looking for ways to establish a good reputation in the community.

Try to get some donated items related to baby safety, such as cabinet locks or electric socket plugs. Also include products every parent can use: baby bath items, disposable diapers, baby food, toys, and baby clothing. Moms also may welcome special treats for themselves — like a makeover or gift certificates from local stores.

You may want to give a prize to game winners, or even better, to all participants in a game. A “goody bag” filled with product samples, discount coupons, gift certificates — and safety literature — would delight all your guests.

Save your best and biggest prize for a raffle or door prize. Finish off your shower with an exciting finale!

16. Shower Day Schedule

Whether you plan a large or small event, develop a realistic schedule for the day. The suggestions below may help you with a large event. Make arrangements ahead of time with the building management to reserve the room, tables, chairs, partitions, kitchen, and other facilities or equipment at the site. Allow sufficient time before and after the shower for setup and cleanup.

Room Setup (1-1/2 hours)

Make sure volunteers help set up the room. Consider traffic flow around room entrances, game workshops, exhibits, food tables, and child-care area. Room arrangements may include:

- *Registration table.* Provide chairs for volunteers helping with registration. Have name tags, paper, and pens for signing in. Keep “goody bags” of prizes, products, and other materials here.
- *Refreshment table.* Use simple table decorations that reflect the shower theme.
- *Game workshops.* Make sure there are enough chairs, tables, and materials for each game area.
- *Exhibit booths.* Arrange enough floor space for each booth.
- *Signs.* If needed, post signs to designate game workshops, exhibits, and rest room locations.
- *Audio-visual equipment.* If used, make sure all equipment works *before* the day of the shower. Provide extension cords and duct tape. Tape loose cords to the floor to prevent tripping.

Registration and Welcoming Activities (1/2 hour)

Register each guest, hand out name tags, and provide materials about the day’s event. Consider including refreshments and entertainment as ice-breakers.

Opening Remarks (15 minutes)

The primary organizer welcomes the guests, sets the theme, and reviews the overall shower program. Consider asking a parent to relate a human interest story based on the importance of child safety in the home.

Game Workshops (1 hour)

At the start of the shower, each guest is assigned to a game workshop focusing on one topic or room area. Throughout the hour, guests rotate to each of the other game workshops. Or, if your group is not too large, you might hold one session where all the games are played.

Closing Remarks (15 minutes)

The primary organizer summarizes the game workshop messages, encourages guests to use the products and materials given out, and thanks all the sponsors and organizations who contributed to the event.

Other Options

Meal (1/2 - 1 hour)

If time and resources permit, serve a meal, like lunch. This allows time for further exchange of information with your guests.

Exhibits (1/2 - 1 hour)

Schedule time for guests to visit exhibits for additional health and safety information. This can be done during the lunch hour or after the program's closing remarks.

Finally

Cleanup (1 hour)

After the guests leave, clean up! Make arrangements with the building management for janitorial services or tell your volunteers ahead of time what they need to do before leaving the facility. A simple checklist might include such duties as packing up unused workshop materials, sweeping the room, cleaning kitchen facilities, and removing trash. Be sure to leave the facility in clean condition.

PART FOUR: Attachments

17. Publication Ordering Information

From the U.S. Consumer Product Safety Commission (CPSC)

Your organization can order up to five copies of the *How-to Kit* and up to 100 copies each of the other materials listed below. Complete this form and send it to CPSC at the address shown. Be sure to include your name and address. Allow at least three weeks for delivery.

<u>Title</u>	<u>Item Number</u>	<u>Quantity</u>
Baby Safety Checklist Growth Chart*	CPSC 206 (Eng.)	_____
Baby Safety Checklist Growth Chart*	CPSC 206S (Span.)	_____
Baby Safety Shower How-to Kit*	CPSC 207	_____ (up to 5)
Child Care Safety Checklist*	CPSC 242	_____
Protect Your Child	CPSC 241	_____
Safety Alert: Soft Bedding May be Hazardous for Infants*	CPSC 201	_____
The Super Sitter	CPSC 243	_____
Think Toy Safety Coloring Book (Combined English and Spanish)	CPSC 283	_____
Tips for your Baby's Safety	CPSC 200 (Eng.)	_____
Tips for Your Baby's Safety	CPSC 200S (Span.)	_____

* Available over the Internet at <http://www.cpsc.gov>

Mailing Address

Publication Request
U.S. Consumer Product Safety Commission
Washington, DC 20207

18. Sample Press Release

Recommended Use: 5-7 days prior to event

For Immediate Release
(date of release)

Contact: (your name)
(your phone number)

(Your organization) Launches Baby Safety Shower Event

(Your city, state, date) — (Your organization name) plans to launch its Baby Safety Shower event on (date), teaming up with (names of partners involved in program) to reduce the risk of injury and death to infants and children at home. This (length of shower event) Baby Safety Shower event is designed to encourage young parents to make their homes safe for children.

“We want to help educate parents about home safety,” (quote from well-known figure who supports the event). Parents who attend the shower will learn through games, fun, and other activities about home safety. Each participant will receive free gifts to take home, courtesy of (partner’s name).

In (your community), the shower is (description of Baby Safety Shower activities and events). Call (phone/times to call) for information on how to register for this free Baby Safety Shower to be held at (exact date, time and location).

“We are proud to sponsor this event” (quote from well-known figure who supports the event). “Working together, we can ensure that every home is a safe home, and that our babies have a safe start in life.”

19. Sample Broadcast Advertisement

Medium: Radio
Length: 60-second Spot
Topic: General Event Announcement
Recommended Use: Use 5-7 days prior to event; may use as public service announcement

Baby Safety Showers are coming — no need for an umbrella! Expectant mothers, new parents, and day-care providers are invited to attend this free (time) event. The shower will be held at (location) on (date/time).

Parents who attend will learn through games, fun, and other activities how to make their homes safe havens for their babies. This information will help reduce the risk of injury and death for our smallest, most vulnerable citizens.

For more information about home safety for your child, come to the Baby Safety Shower at (location). Pre-registration is required. Call (name and phone) during (hours) to register for the Baby Safety Shower. (Free baby-sitting will be available.)

Safety for children is everyone's business. Working together, we can ensure that every home is a safe home, and that our babies have a safe start in life.

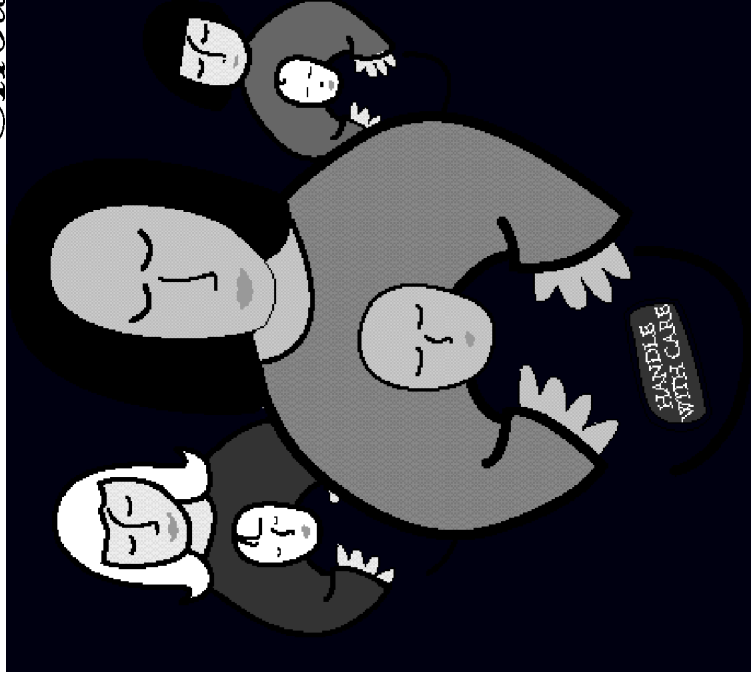
{Optional: This message is brought to you as a public service by (your organization) and this radio station.}

20. Invitation and Bingo Game Masters

The following three pages are masters for the invitation and bingo game. They can be removed from the kit (at the perforations) and photocopied on 8½" x 11" paper. The two-sided invitation folds in half and the bingo masters should be cut between the two game cards.

You're Invited to a

Baby SAFETY Shower



*invites you to join us
for some fun and games at our*

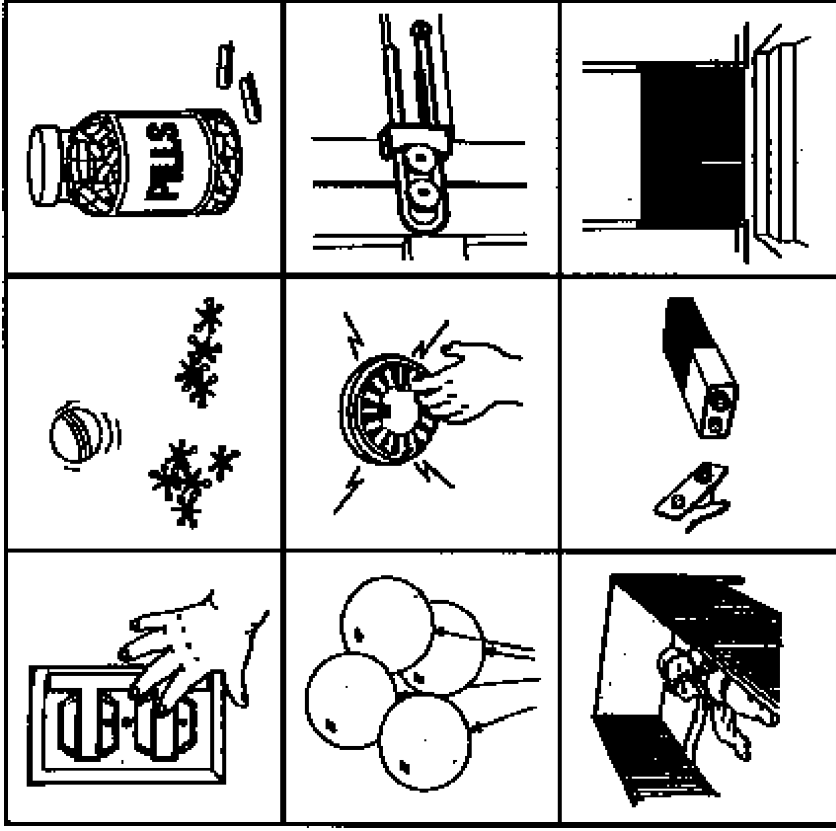
Baby Safety Shower!

Date: _____

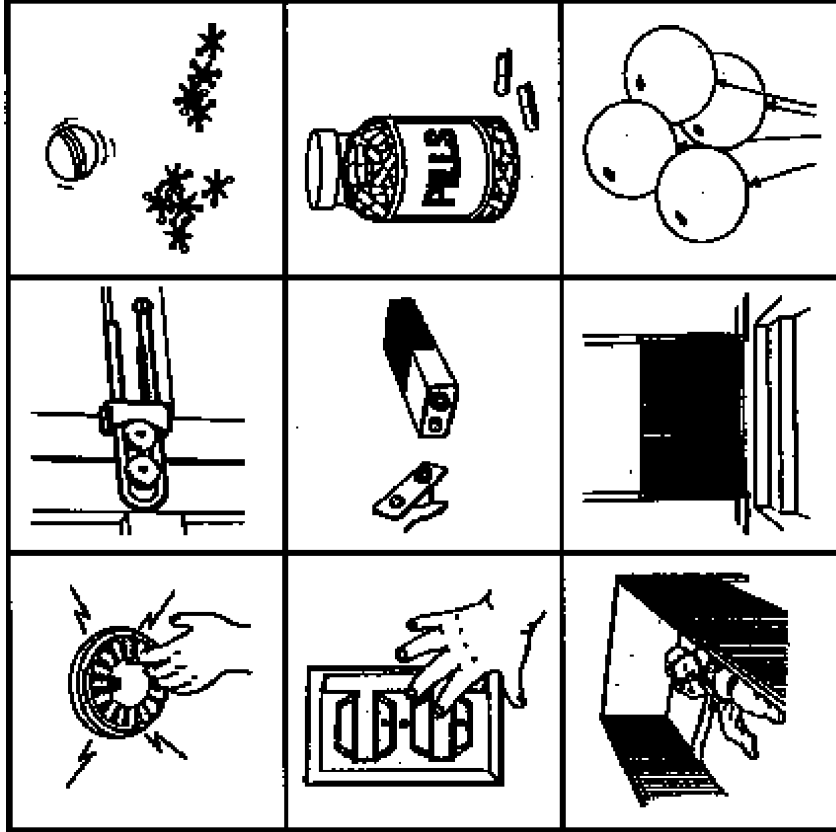
Time: _____

Place: _____

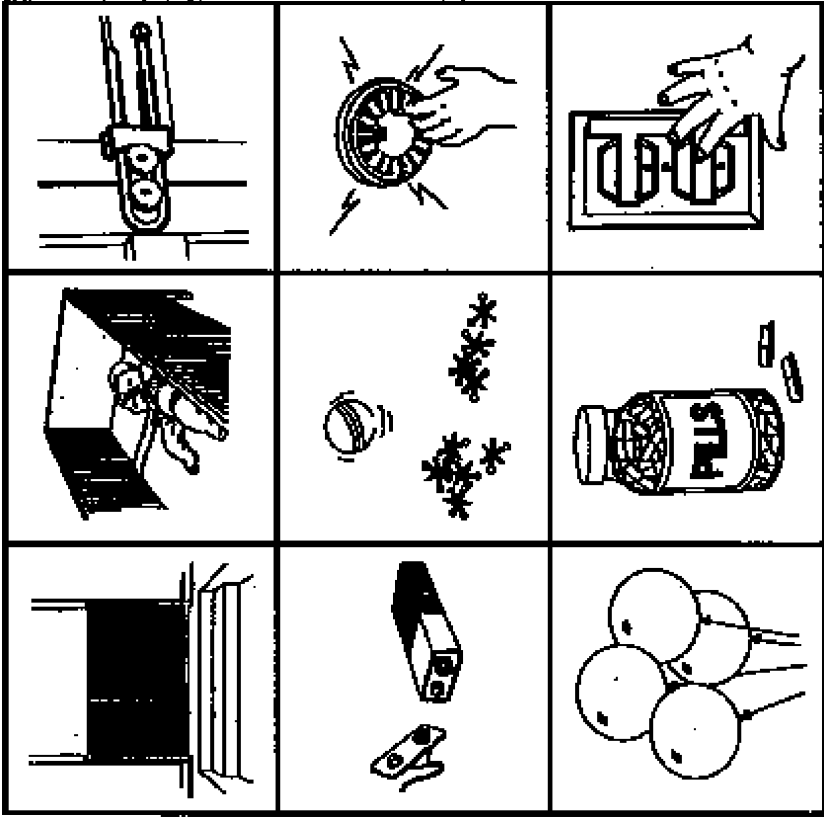
SAFETY BINGO



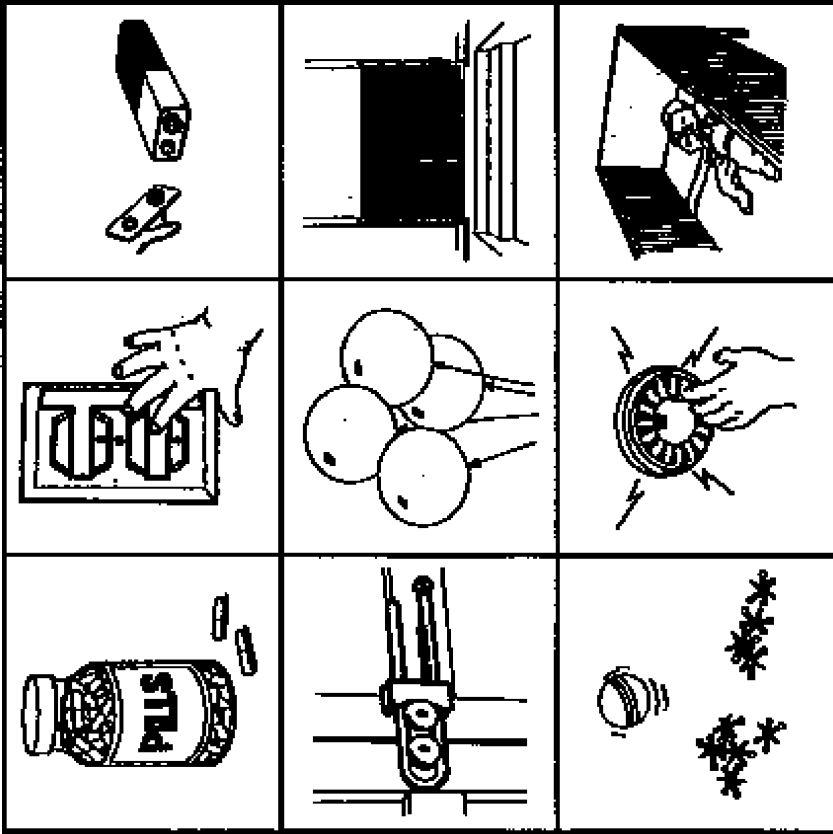
SAFETY BINGO



SAFETY BINGO



SAFETY BINGO



21. Evaluation Form

AT CPSC, we're always trying to improve. If you'd like to help us make the Baby Safety Shower program and materials better, you can use the space below to tell us what you think about them.

Baby Safety Shower How-to Kit. Check each one you used:

Timetable Publication order form Sample broadcast ad
 Shower day schedule Invitation Bingo cards
 Baby Safety Checklist Sample press release

Which parts of the kit did you find most useful (+)? Least useful (-)?

Timetable Publication order form Sample broadcast ad
 Shower day schedule Invitation Bingo cards
 Baby Safety Checklist Sample press release _____ Other
Please specify

What additional information would you have found useful?

Shower Event. Please send any special materials you developed for your shower.

Who was your target audience? (Check each that's appropriate.)

Parents-to-be Low-income parents Middle-income parents Mixed
 Low-literacy parents Ethnic minority parents _____ Other
Please specify

How many attended? _____

What were your theme and activities?

How did your guests like the event? Not at all Some A lot Not sure

Additional Comments

Optional Information

Your name

Title/phone no.

Organization

Address

[Please fold this over and mail it to the address on the other side. No postage is necessary if mailed in the United States.]

S. Consumer Product Safety Commission
Washington, D.C. 20207

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**U.S. CONSUMER PRODUCT SAFETY COMMISSION
BABY SAFETY SHOWERS RM 708
WASHINGTON, D.C. 20207**

CPSC HOTLINE

If you have any questions related to the safety of a consumer product or want to report a safety problem with a consumer product, call the U.S. Consumer Product Safety Commission!

The toll-free Hotline number is 1 (800) 638-CPSC/1 (800) 638-2772. The TTY number is (301) 595-7054. You can contact CPSC any time, day or night.

CPSC also offers several Internet services @ <http://www.cpsc.gov>, where you can:

- Get product recall information
- File a product complaint or report an injury
- View CPSC publications

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