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FOR IMMEDIATE RELEASE

On average, at least two children die each week in Indiana as a result of bed sharing or sleeping in an unsafe environment. Even as media outlets across the state feature stories of the dangers of unsafe sleep practices, well meaning parents inadvertently continue to put their infants in dangerous, sometimes fatal situations.

The Kids First Trust Fund, in partnership with the Indiana Department of Child Services, has created a media campaign aimed at combating these tragedies. Following a press conference Tuesday, July 7th, public service announcements will begin airing across the state. A website, kidsfirst.in.gov, will be available for those wanting to learn more about the dangers of co-sleeping and suggestions for protecting babies while they sleep.

The press conference will be held in the Indiana Government Center South, Conference Room D, on July 7th at 2pm. A copy of the new PSA will be available in addition to information about safe sleep practices.

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Protecting our children, families and future