



Memorandum

#12-119

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: November 7, 2012

SUBJECT: Safe Sleep (Environments) for Babies DVD

Keeping Babies Safe is a non-profit organization that offers reliable crib and sleep safety information, safety tips, and product recall information for parents, caregivers, and hospital personnel. Keeping Babies Safe has created the *Safe Sleep (Environments) for Babies DVD*. The *Safe Sleep (Environments) for Babies DVD* features Dr. O. Marion Burton, President, American Academy of Pediatrics, demonstrating safe sleep procedures and addressing clinical concerns and baby safety issues.

For a limited time, Keep Babies Safe is offering, free of charge, copies of the *Safe Sleep (Environments) for Babies DVD* and *Safe Sleep* handouts in English and Spanish to WIC Clinics throughout Texas. Each local agency will receive one complimentary copy of the *Safe Sleep (Environments) for Babies DVD* and *Safe Sleep* handout. The DVD and handout will follow shortly.

For more information on *Safe Sleep (Environments) for Babies DVD* and *Safe Sleep* informational handouts, please visit the www.keepingbabiesafe.org. For general information, contact Matt Harrington, Nutrition Education Coordinator, at (512) 341-4515 or matt.harrington@dshs.state.tx.us. To place an order, contact Victoria George, Victoria George Public Relations at (212) 627 1442 or victoria@victoriageorge.com.