



*For Immediate Release
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NEWS CONFERENCE
Tuesday, May 12, 2009
2pm
Hahn Hall of Administration
500 West Temple Street, Room 140
Los Angeles, California

**Launching of Los Angeles Countywide Safe Sleeping Campaign
To Save Infant Lives**

The Inter-Agency Council on Child Abuse and Neglect (ICAN) will hold a news conference on Tuesday, May 12, 2009 to launch the **Safe Sleeping Campaign** to Save Infant Lives.

This campaign is a joint effort of ICAN Associates, First5 LA, the LA County Department of Children and Family Services and the LA County Department of Public Health to prevent the tragic deaths of babies under one year who suffocate while sleeping.

A recently released report by ICAN indicates that in Los Angeles County, from 2006 up to 2008, 86 infants under the age of one were determined by the Coroner to have suffocated while sharing a bed with adults.

A report released in February 2009 by the National Centers for Disease Control indicates a four fold increase in the rate of infant death during the past twenty years due to a rise in numbers of babies who share a bed with their parents.

The news conference will address issues related to bed sharing, unsafe sleep surfaces, positions and other factors that increase the possibility of infant death.

Materials such as the newly published Child Death Review Report with specific data on Infants Deaths, reference materials and visuals on safe sleep tips will be distributed. The news conference will also introduce the Safe Sleeping pamphlet, in English and Spanish, funded by First5 LA, ICAN Associates and the Department of Children and Family Services. Over half a million of these will be distributed to new parents and care providers through public and private organizations.

Participants in this news conference will include **Dr. Carol Berkowitz, former President of the American Academy of Pediatrics; Dr. Jonathan Fielding, Director of LA County Public Health; Trish Ploehn, Director of the LA Department of Children and Family Services; Dr. Lakshmanan, Chief Medical Examiner; as well as Sheriff Leroy D. Baca and ICAN Executive Director, Deanne Tilton Durfee.** Participants will make statements and answer questions. These experts have first hand knowledge of the risks regarding unsafe sleeping and will offer recommendations regarding how the Safe Sleeping Campaign can save the lives of infants.