

Go to Market

Fresh Food and Ideas at Ukrop's • November 2006

BE SAFE:

The Hayes Hitzeman Foundation – Richmond's Own Crusader Against SIDS



Hayes Hitzeman was the son of Kyra and Ezra Hitzeman. A killer known as Sudden Infant Death Syndrome (SIDS), the sudden and unexplained death of an infant less than one year old, took Hayes from his loving family all too soon. Just days after their baby's funeral, his devoted parents launched The Hayes Hitzeman Foundation.

Since 2002, the Foundation has worked to raise hundreds of thousands of dollars for SIDS research and education. The Foundation uses funds to award grants for SIDS research and partners with organizations that provide programs toward the prevention of and education about SIDS, the No. 1 cause of death of infants under 1 year of age.

In March, the Hayes Hitzeman Foundation launched the This Side Up campaign, which aims to remind us all that babies are safest from SIDS when put to sleep on their backs. Thanks to partners VCU Health System, CJW Medical Center and Virginia Laundry Service, babies at several Virginia hospitals are being outfitted with special onesies that read "This Side Up" on the front and offer other tips to reduce the risk of SIDS on the back.

While there is no known cause of SIDS, research has shown that the following may reduce the risks:

- Use a firm mattress in a safety-approved crib.
- Place your baby on his or her back to sleep at night and naptime. Babies should not sleep on their sides or stomachs.
- Eliminate fluffy, loose bedding from baby's sleep area.
- Keep baby's face clear of coverings, pillows, blankets and toys.
- Be careful not to let your baby get overheated.
- Breastfeed if possible.
- Don't let your baby sleep in an adult bed.
- Don't allow anyone to smoke around your baby.
- Consider offering baby a pacifier at naptime and bedtime for the 1st year (but after the 1st month for breastfed babies).
- Educate all caregivers about how to reduce the risk of SIDS.

For more information about the Hayes Hitzeman Foundation or the This Side Up campaign, please visit www.hayesfoundation.org, www.thissideupcampaign.org or call 804-708-0033.

