



Health Care Providers Outreach Program

For Immediate Release

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Kids In Danger's Health Care Program Proves Successful

(CHICAGO) KID's Health Care Providers Outreach Program (HCPOP) has proven that pediatrician's offices are an effective outlet to reach parents and caregivers with information on children's product safety. Launched in 2003, HCPOP has educated a large and diverse body of parents and caregivers about unsafe and recalled children's products through their health care providers by providing pediatrician and pre-natal offices with posters and brochures to display in the waiting and exam rooms.

Evaluations of the program have shown that parent's knowledge of children's product safety increased dramatically. The number of people interviewed who considered themselves very informed about children's product safety increased from 20% to 30%, additionally the number of parents who considered themselves uninformed dropped from 15% to 0. Parents also reported they thought doctors would be the most reliable source on children's product safety. The percentage of people who reported that they received children's product safety information from their physician's office increased from 0 to 55%.

"The program has been extremely beneficial in disseminating KID's lifesaving message" stated Nancy Cowles, executive director of Kids In Danger. "We are very excited to continue and broaden this partnership with health care providers to prevent injuries and save lives."

Participating health care providers agree with Cowles that the program has been beneficial in increasing awareness of children's product safety. Overall, they rated the program both easy to incorporate into practice as well as an effective means to reach parents and caregivers.

"I was pleased with both the appearance and quality of KID information," stated Lori Walsh, a participating pediatrician. "I think that the program played a very important role in helping to educate parents about children's product safety."

HCPOP will serve as the foundation for *Safe From The Start*, KID's newest public education campaign. *Safe From The Start* will incorporate the positive benefits of HCPOP along with new innovative ideas to continue to educate parents and caregivers as well as expand outreach efforts.

"We are very excited to build on the success of this program" sated Megan Gray, *Safe From The Start* coordinator. "With such a positive foundation *Safe From The Start* has the potential to grow into an extremely influential grassroots education campaign."