

Welcome

GOAL: Gain insight into Baby Safety Month: JPMA's largest consumer-facing education and awareness program.

LEARN: How you can be a Baby Safety Month Ambassador

July 12, 2022





About Baby Safety Month

1983- JPMA initiated “Expectant Mother’s Day”

1986- Campaign extended to a week-long celebration

1991- JPMA sponsored the first “Baby Safety Awareness Month”

Since then, every September has been designated as Baby Safety Month.





Baby Safety Month 2021

The focus for 2022: This year, JPMA is helping guide parents and caregivers on the safe selection and use of all juvenile products with a special focus on:

- Locks and Latches
- Safe sleep
- Car seat safety (Child Passenger Safety Week)
- Safety and Sustainability





Retailers Are Key

Always at the forefront of the juvenile products industry, Baby Safety Month reflects the industry's commitment to safe products and industry developments.

As a retailer of juvenile goods, you have a great opportunity to connect with customers and help educate them on the importance of the safe selection and use of juvenile products in September and all year long.





Consumer Education

Help raise awareness of Baby Safety Month and the safe selection and proper use of juvenile products!

WHY?

Injuries are the leading cause of death in children ages 19 and younger. But most child injuries can be prevented.

Parents and caregivers can play a life-saving role in protecting children from injuries.





Consumer Education

Help raise awareness of Baby Safety Month and the safe selection and proper use of juvenile products!

HOW:

Provide parents and caregivers the tools and information they need to provide the safest environment for their child. (JPMA makes this easy for you)





Let's Educate Consumers

Consider in-store or online promotions targeted towards first-time parents, caregivers, and grandparents:

- Product Round Up
- Virtual Safety Seminars
- Social Media Contests and Giveaways
- Special Baby Safety Month E-newsletter during September



Be A Baby Safety Ambassador

Being a Baby Safety Month Ambassador is easy! JPMA has created a turnkey digital toolkit that features:

- easy-to-implement ideas
- social media graphics
- plug and play social media safety tips
- short video perfect for social media and your website

www.babysafetymonth.org



20 Social Media Graphics to Choose From



Be A Baby Safety Ambassador



www.babysafetymonth.org

Retailer resources and toolkit can be downloaded at:

www.babysafetymonth.org

Don't see something you need?
Ask us!



Good To Know

- Campaign runs September 1-30
- JPMA has been working with the industry for months gaining campaign support
- Official campaign launch: Sept 1 via press release over the wire
- Weekly blogs, prize bundle giveaways
- Partners include: RILA, Safe Kids Worldwide, Walmart, Childproofing Experts.com

www.babysafetymonth.org

***How Can JPMA Help You
During Baby Safety Month?***

~

Q&A

Contact: Amy Chezem, achezem@jpma.org

THANK YOU!

