



SIDS? Not SIDS?

A New Look at Sudden Infant Death Syndrome



EXHIBIT M Health Care
Document consists of 14 pages.
Entire exhibit provided.
Meeting Date 3-05-14



SIDS is NOT Suffocation

Although SIDS is different from suffocation, all the measures we use for SIDS risk reduction also help to prevent accidental deaths such as positional asphyxia, overlay, and entrapment.

These are 100% PREVENTABLE deaths!

Unsafe Sleep Environment:

Soft Bedding



Unsafe Sleep Environment



What's Wrong With This Picture?



What's wrong with this picture?



What is wrong with this picture?



**WARNING
PARENTS AND
CAREGIVERS!**

**HIDDEN HAZARDS
OF PLACING BABIES ON
ADULT BEDS**

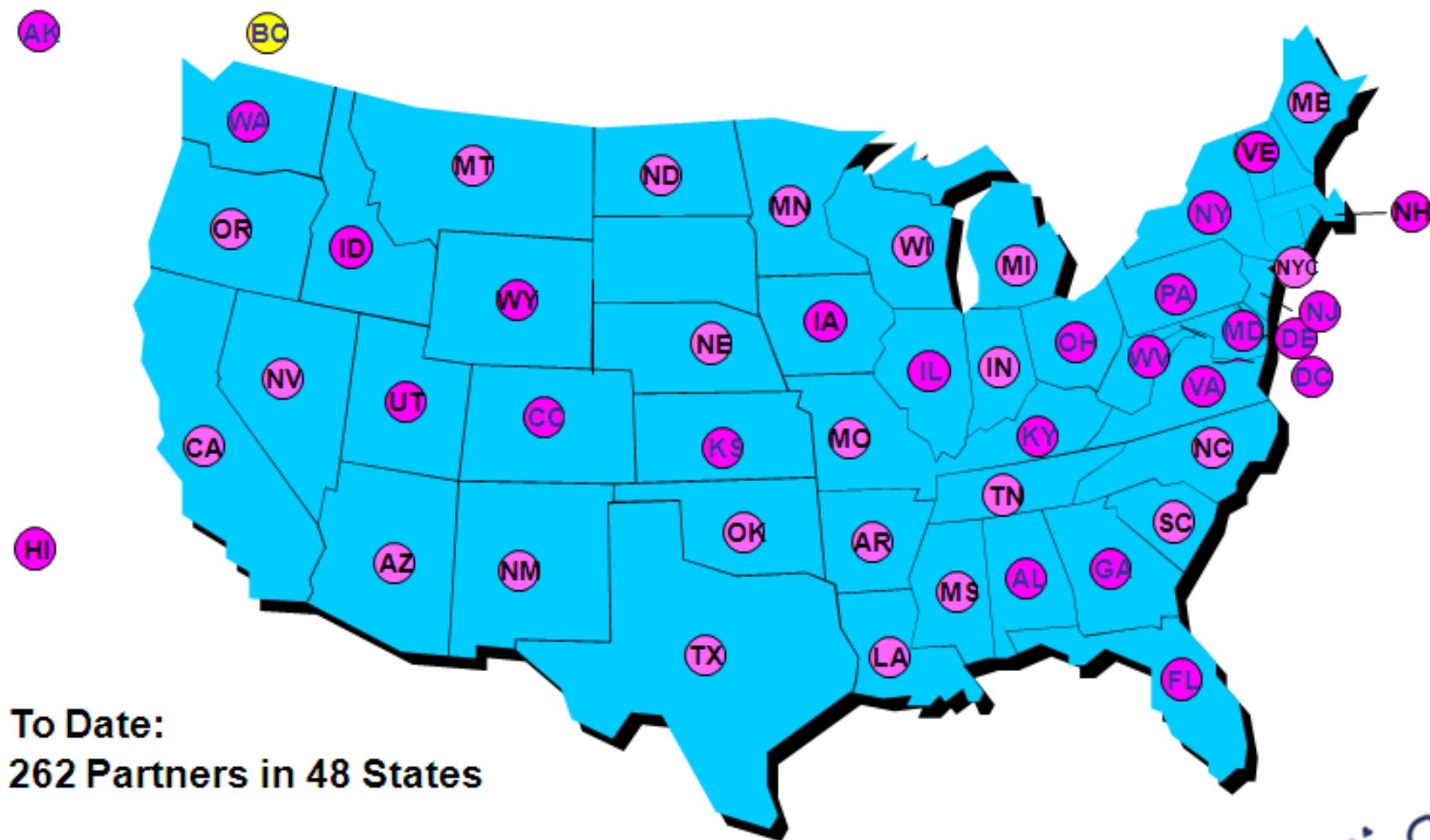
What is wrong with these pictures?



Jennifer Lopez's nursery



Growth between 2006 and present!



To Date:
262 Partners in 48 States



Crib for Kids locations

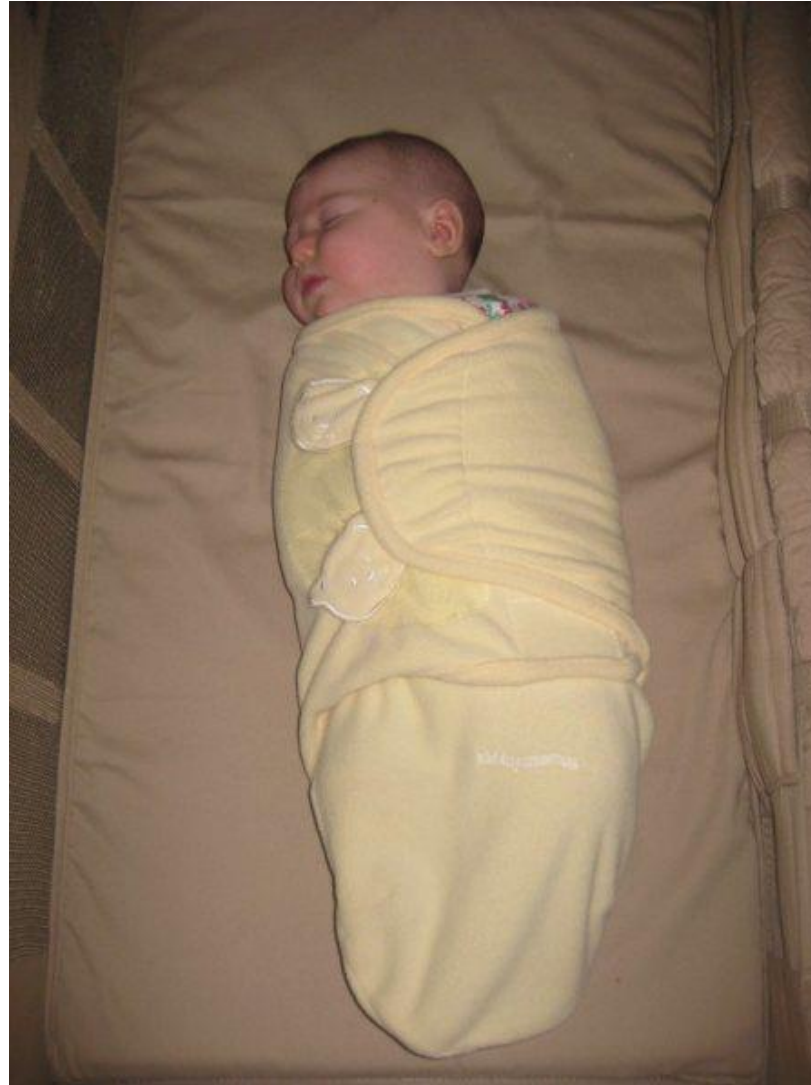


Awaiting signed agreement

Safe-Sleep Survival Kit \$74.99



What's right with this picture?



What's right with this picture?





Contact Information

Regina Washington
REMSA/Safe Kids Washoe County
450 Edison Way
Reno, NV 89502

Office - (775) 858-5700, ext. 3139
Fax – (775) 858-5731

Email – rwashington@remsa-cf.com

Website – www.safekidswc.com