

FOR IMMEDIATE RELEASE -

Baby Buggy and R Baby Foundation announce partnership to educate parents; started in Harlem, NY and expanding

Harlem, New York - Two of New York's high-impact organizations aiding families have joined together to help educate parents and ultimately, save babies' lives. Baby Buggy and R Baby Foundation recently held their inaugural workshop at Little Sisters of the Assumption Family Health Service in East Harlem entitled, "How to Navigate an Emergency Room Visit with your Child." This innovative bilingual workshop was the first in a series of parent education initiatives for parents in low-income and underserved communities on preparing for pediatric emergencies. The project began at Little Sisters of the Assumption and will expand to additional areas to reach more families in underserved communities.

Dr. Audrey Paul from Mt. Sinai Hospital was joined by two residents, Dr. Alex Leader and Dr. Viviana Benitez. Together they presented clinical scenarios to the parents gathered at Little Sisters. These scenarios were designed to teach parents how to be effective health advocates for their children. A visit to the emergency department can be an overwhelming experience for a parent and their child. This workshop pointed out different resources available in the emergency department such as an interpreter, access to a child life specialist (to provide a broad range of support services for the child and family), and effective pain control. Participating parents were also encouraged to ask about discharge planning, diagnoses and medications. Dr. Paul shared, "Children who cannot speak for themselves need their parents' voices to help them through any kind of emergency or urgency."

Baby Buggy Program Director, Laurel Parker West, also attended this educational workshop and noted, "Baby Buggy is always looking for unique ways to strengthen the work of the over 60 community-based organizations that comprise our network. This unique workshop preparing the primarily immigrant mothers served by Little Sisters to be strong advocates for the health and well-being of their children is a great example of how, by building partnerships, we can do even more to help vulnerable children and families."

Phyllis Rabinowitz, Co-founder of R Baby Foundation notes, “ Being an advocate for your child in an emergency situation can have a significant impact on the outcome. You know your child better than anyone and your instincts matter. Providing workshops like this allows us to reach parents before an emergency occurs to help them navigate the process and speak up for their child. Babies are not mini-adults. They need specialized care and it is important to help parents know how they can advocate in an emergency.”

This powerful partnership combines Baby Buggy’s valuable community network in underserved areas and R Baby’s extensive physicians network and educational tools to bring critical information to parents. In addition, Baby Buggy now includes the R Baby Emergency postcard that educates parents on when to visit the Emergency Department in product packages they provide to mothers in need.

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About Baby Buggy:

Founded in 2001 by Jessica Seinfeld, Baby buggy is a non-profit organization dedicated to providing critical gear, clothing and services for children aged newborn-12 to families in need. With an extensive network of community-based organizations, Baby Buggy has donated over 5.9 million items to hundreds of thousands of children across the country.

About R Baby Foundation:

R Baby Foundation was co-founded by Phyllis and Andrew Rabinowitz in 2006 after the loss of their 9 day old daughter Rebecca Eva after a misdiagnosis in an ER. R Baby Foundation® is the first and only not-for-profit foundation uniquely focused on saving babies lives through improving pediatric emergency care by supporting life-saving pediatric training, education, research, treatment and equipment. R Baby is a 501(c)(3) non-profit charitable organization that has raised over \$6.5M and has funded programs impacting hundreds of thousands of babies nationwide.

To learn more about these organizations and our initiatives please visit
R Baby Foundation: www.rbabyfoundation.org
Baby Buggy: www.babybuggy.org

Important Statistics:

Most Emergency Departments are not prepared for babies and children. See more stats at:

<http://www.rbabyfoundation.org/resources-facts.php>

To sign and share R Baby Foundation's petition advocating for all
Emergency Department to be prepared for babies and young children
and for a clear definition of a Pediatric Emergency Department:

<http://www.change.org/petitions/demand-that-your-emergency-department-is-prepared-for-your-child>

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