

# This Side Up campaign raises SIDS awareness

*Mechanicsville hospital participating in Hayes Hitzeman Foundation educational program*

Contributed Report  
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The Hayes Hitzeman Foundation's This Side Up campaign -- which strives to educate anyone who looks after a baby that babies are at less of a risk for Sudden Infant Death Syndrome (SIDS) if placed on their backs for nap or bed time -- has launched a partnership with Memorial Regional Medical Center to distribute educational baby garments to the parents of newborns.

The baby garments feature logo and the phrase "This Side Up" on the front, providing parents, grandparents, siblings, babysitters, daycare providers, nannies and anyone else who looks after a baby with a reminder about the recommended position for babies to sleep.

The backs of the garments feature additional tips that may reduce the risk of SIDS: giving a baby a pacifier at nap or bed time, breastfeeding, keeping the baby out of a grown-up's bed, making sure the baby sleeps on a firm mattress and not smoking around the baby.

"More than 2,000 families in the United States are traumatized by SIDS each year," said Kyra Oliver Hitzeman, executive director of the Hayes Hitzeman

Foundation, which she founded in honor of her son Hayes, who died of SIDS at 4½ months. "We launched This Side Up in Richmond in 2006 and our goal continues to be to bring it to the rest of Virginia and eventually the rest of the country."

The This Side Up campaign is partnering with about 15 hospitals in Richmond, Mechanicsville, Midlothian, Lynchburg, Hopewell, Farmville, Fauquier, Culpeper, Livingston, Tenn., and Cookeville, Tenn.

It also is partnering with Ukrop's Super Markets Inc., Ukrop's Dress Express, and Smart Beginnings, an initiative launched by Gov. Timothy M. Kaine two years ago to distribute 15,000 baby garments in the Governor's New Parent Kits in Central Virginia, Roanoke, Fredericksburg and Williamsburg.

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The Hayes Hitzeman Foundation has raised more than \$500,000 for SIDS education and

and-expanded state Capitol during the past year, nearly 32,000 were students in kindergarten through 12th grade, said Mark Greenough, Capitol historian and guided-tour supervisor.

Collis said the monument will provide a fuller picture of Virginia history. Only in the past two decades have accounts of the state's past begun to concentrate on the contributions of blacks, women and Native Americans.

"It's not nullifying any particular generation or individual," said Collis, adding that the struggle in Prince Edward more than half a century ago and embodied in the memorial is not an isolated event but a "problem of the human race."

research and has helped raise awareness of SIDS prevention among thousands of families. Its This Side Up campaign

launched in March 2006 to educate parents and anyone who cares for a baby that the safest way for babies to sleep is on their

backs.

For more information, visit [www.hayesfoundation.org](http://www.hayesfoundation.org) and [www.thissideupcampaign.org](http://www.thissideupcampaign.org).

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## STATUE

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our society and legal system," she said.

Collis said she hopes the statue's design -- sculptor Stanley Bleifeld focuses on the students of the ramshackle Robert Russa Moton High School in Farmville -- has special resonance for their successors: contemporary school-children and those from generations to come.

"It should give them a sense that we all can influence the world," said Collis, wife of former Gov. Mark R. Warner, the Democratic nominee this year for U.S. Senate.

Of the more than 100,000 people who visited the restored-