

“This Side Up” Raises Awareness for SIDS

Hayes Hitzeman was four and a half months old when his mother, Kyra Oliver, received the phone call that her son had died one summer afternoon in 2002. He died from SIDS (Sudden Infant Death Syndrome).

Oliver and her husband, Ezra Hitzeman, hope the “This Side Up” campaign, launched in March of this year in Richmond to promote awareness about SIDS, will help save the lives of babies everywhere. In partnership with Owens & Minor, the CJW and VCU Health Systems, onesies for babies will be distributed to new parents at the participating hospitals. The front of the onesie says “This Side Up,” and the back of the onesie lists tips for reducing the risk of SIDS. The campaign is based on research that indicates children are less likely to die of SIDS if they are placed on their backs to sleep.

Photo Courtesy of Missy Bane Photography



Kyra Oliver, owner of Oliver Creative, with Hugh Gouldthorpe at the launch of “This Side Up” in March.

“The program existed in the form of T-shirts and I was being given those T-shirts by the health department,” Oliver says. “I felt like we needed a fresh design and approach to it, as well as being able to accommodate other languages.”

SIDS is a topic that is often uncomfortable for parents-to-be, new parents and even veteran parents to discuss. Oliver says the “This Side Up” onesies are a reminder to parents without having to have an in-depth discussion about the subject.

The onesies cost \$15 each and all proceeds go toward printing and distribution of the onesies and funding the program. Onesies can be purchased by visiting www.thissideupcampaign.org.