

FIRST LADY HILLARY RODHAM CLINTON
CPSC/GERBER FOODS "BABY SAFETY SHOWER" KICKOFF
EDWARD C. MAZIQUE PARENT CHILD CENTER, WASHINGTON, D.C.
OCTOBER 25, 1995

TALKING POINTS

[Acknowledgements: Ann Brown, CPSC Chairman; Al Piergallini (PAIR GA LEE NEE), CEO, Gerber Foods; Ruth Rucker, Founding Executive Director, Mazique Center; Debra Byrd, Program and Resource Development Director, Mazique Center.]

- Good Morning. I'd especially like to welcome the new or expectant parents who will be participating in the country's first Baby Safety Shower.
- Each of you is experiencing perhaps the most exciting but anxious time of your life. When I was pregnant with my daughter Chelsea, I remember worrying about many things, especially about how I was going to be able to protect my tiny helpless baby from all the possibly dangerous things at home. There were so many things I just didn't know.
- Many parents find themselves caring for a baby with little or no training. I don't think anyone is ever fully prepared to take on the difficult and rewarding job of being a parent.
- Today's Baby Safety Shower will introduce you to some of the most important ways to keep your babies safe and healthy once you bring them home from the hospital.
- Preventing injuries and tragic accidents is not a matter of luck. The information you take away from today's Baby Safety Shower could literally save your baby's life. You can avoid every parent's nightmare of hearing themselves say "If only I'd known."
- The partnership between the CPSC and Gerber to bring these baby safety showers to child care centers across the country demonstrates the positive things government and private industries can jointly accomplish for the good of families and children.
- The Edward C. Mazique Parent Child Center is a perfect place to introduce the first Baby Safety Shower. For more than 25 years, PCC has been a pioneer in helping the District's disadvantaged families with young children become healthier, stronger and more independent. At the center thousands of families have obtained health care, education, other crucial social services.
- I am delighted to report that just last week the

Administration announced that the Mazique Center was one of 68 centers nationwide -- out of almost 600 who applied --- to win funding through the new Early Head Start initiative.

- Early Head Start is a proud, bipartisan achievement of my husband's Administration. It introduces the principles of the Head Start program, which for thirty years has successfully prepared children for the rigors of school, to children at a much earlier age, when they are still babies and toddlers.
- I am also here today to emphasize the Administration's unwavering commitment to children's health and safety even as actions in Congress threaten to make it harder for states to ensure basic health safety measures for kids.
- Today's Baby Safety Shower is just one of the many ways each of us can help create safer and healthier environments for our children. I encourage everyone here to spread the word about this wonderful and effective method of promoting child safety.

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EDWARD C. MAZIQUE PARENT CHILD CENTER, WASHINGTON, D.C.
OCTOBER 25, 1995

TALKING POINTS

*Luth Rucker /
Deborah Byrd*

- Good Morning. I'd first like to thank Consumer Product Safety Commission Chairman Ann Brown and her staff for inviting me to today's Baby Safety Shower kickoff; Gerber Foods CEO Al Piergallini (PAIR GA LEE NEE) for agreeing to sponsor the event ; and XXXXXXXXXXXX, director of the Mazique Parent Child Center, for hosting us]
- I'd especially like to welcome the new or expectant moms and dads who will be participating in the country's first baby safety shower. *ell*
- Each of you is experiencing perhaps the most exciting but anxious time of your life. When I was pregnant with my daughter Chelsea, I remember worrying about many things, especially about how I was going to be able to protect my tiny helpless baby from all the possibly dangerous things at home. There were so many things I just didn't know - for instance, an old crib equipped with a soft mattress could possibly suffocate a baby.
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progressive child and family care centers across the country, I hope today's Baby Safety Shower will be recreated in child care centers across the country.

For the First Lady's remarks:

This is a perfect place and a perfect time to talk about this Administration's broader commitment to ensuring the healthy and safe development of all our children.

o It's wonderful to be here at the Edward C. Mazique Parent and Child Center, which has been a pioneer in early childhood and family support services for families with young children. In fact, I am delighted to report that just last week, the Administration announced that the Mazique Center was one of 68 winners nationwide -- out of almost 600 who applied -- in a competition for the new Early Head Start initiative.

Early Head Start is a proud, bipartisan achievement of this Administration - it takes the 30-year, successful track record of the Head Start program in supporting children's healthy development and helping families succeed and extends it down in age to babies and toddlers and their families. We designed Early Head Start based on the expert advice of pioneers like the people in this room as well as academic experts -- all of whom told us that the first months and years of life are critical to children's development and future success in school and in life.

o The Administration's commitment to children's healthy and safe development is also evident in our Healthy Child Care initiative, which is mobilizing communities around the country to promote children's health every day in child care. For so many children, child care is the new neighborhood -- the place where healthy habits are born for a lifetime, and where healthy and safe development is encouraged or discouraged every day.

o It is hard to believe, standing here surrounded by all of you with such a deep commitment to babies' and toddlers' health and safety, that just blocks away in the Capitol, conference committee members meeting on welfare reform are considering eliminating state accountability at all for health and safety in child care. We're not talking about Federal regulations here -- we're talking about eliminating a simple provision that says states are accountable for coming up with their own regulations, whatever they may choose, to address the most basic issues of keeping babies and toddlers safe.

It makes me wonder if the Republicans sat down to try to figure out who was more vulnerable than elderly people in nursing homes, so they could decide whose safety protections to eliminate next.

I am concerned that actions in Congress will make it harder for states to ensure basic safety measures for kids

**FIRST LADY HILLARY RODHAM CLINTON
SAVE THE CHILDREN CEREMONY
THE WHITE HOUSE
SEPTEMBER 18, 1995**

TALKING POINTS

[Acknowledgements: Najeeb Halaby, Chairman of the Board; Dr. Charles MacCormack, President; Phyllis George, Spokesperson]

- Good afternoon. I am delighted to welcome all of you to the White House. I am a great admirer of the passion and commitment you bring to assisting children and families in need throughout the world.
- I am especially glad to address this group because of my recent participation in the U.N.'s Fourth World Conference on Women in Beijing and the parallel forum of Non-Governmental Organizations in Huairou [WHY-roee]. It is no small feat when delegates from more than 180 nations issue a call to action that asks world governments to adopt policies that will help raise the economic status of women, safeguard them from violence and abuse, improve the health and education of women and girls around the world and give women a greater say in political, legal and judicial decisions that affect their lives.
- But this Conference alone is not going to change the world, or the lives of women around the globe. We all know the crucial role that NGOs like Save the Children will play in turning the words and commitments of Beijing into concrete action.
- I know from my trip last spring to South Asia that as Save the Children is making a tremendous difference literally thousands of children and their families. The low-cost, low-tech approach of solutions such as the Safe Home Delivery Kit is helping improve conditions for childbirth and lower the mortality rate among Nepalese women.
- More recently, I was pleased to learn about the "Big Red Schoolbox," your Emergency Response Kit for children whose lives have been disrupted by natural or man-made disasters. After severe crises, psychiatrists believe children need to return to as familiar and comfortable a routine as possible. The easily transported and set-up learning and play materials provided in the "Big Red Schoolbox" can help children achieve security and confidence as their parents work on rebuilding their lives.
- I would like to thank all of you again for the work you do day in and day out on behalf of children and their families. By focusing on enhanced early education, preventive health care and economic opportunities, you make lasting improvements in their lives.

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UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D.C. 20207

The Chairman

*Patt
To Call*

June 22, 1995

First Lady Hillary Rodham Clinton
The White House

Dear Mrs. Clinton:

I want to tell you about a wonderful new safety campaign that CPSC is undertaking in partnership with the Gerber Products Company and invite you to help us launch it.

We are developing a prototype for a new way to reach young teen mothers through "baby safety showers" -- parties that target home safety information to this vulnerable and underserved population. The "baby safety shower" campaign will underscore the importance of young mothers taking responsibility for the safety of their babies and fit in with your interests in the well-being of children. By preventing injuries and saving lives, this effort will help keep down health care costs.

Baby safety showers are designed to be a fun way to provide safety information to new and expectant mothers and day-care providers. Mothers who attend will learn, through games, songs, and other activities, how to make their homes safe havens for their babies. This knowledge will enable them to reduce the risk of injury and death for our smallest, most vulnerable citizens.

CPSC has held several very successful baby safety showers in the New York/New Jersey area, and, now, with its partner, Gerber, will develop the materials and the model to take to other parts of the country. Organizations such as day care centers, Head Start groups, and hospitals, as well as the local business community, will be encouraged to sponsor these events.

We will be launching this national effort during National Consumers Week, October 22-28, with a kickoff safety shower at a day care center in Washington, D.C. We are planning a wide range of festive and colorful activities for this first event. We would be thrilled to have you be the guest of honor and tell these young moms how much they can do to give their babies a safe start.

Sincerely,

Ann Brown

Ann Brown

8/28 Meeting Notes

WHAT: "Baby Safety Shower" kickoff event

WHEN: October 25, 1995
9:30 am- 10:15 (45 mins.)

WHERE: Edward C. Mazique Parent Child Center
1719 13th St., N.W., Washington, DC
202-462-3375

Participants: Ann Brown, CPSC Chairman
CEO of Gerber Products (Co-sponsoring the event)
Manager of the Mazique Child Center

Suggested Program:

- Review of Rooms
Safety Features and demonstrations set up in a mock kitchen, bedroom, bathroom, and living room.
- Meet and Greet with young mothers involved in the Shower
Approx. 15 mothers
(60% African Americans, 30% Hispanic, 6% Asian)
(There will be 80 mothers there in total, many are still in school)
- Kickoff event
HRC to make remarks
Open Press??

Notes:

- Chose this Facility because it was well run, and very active.
- The young mothers will go through each room and see each demonstrations and practice safety measures.
- The young mothers will have lunch at the center.
- All the mothers will receive a package of information produced by the CPSC, and a small gift bag of safety products from Gerber products.

CONTACT:

Barbara Rosenfeld 301-504-0213
Kathleen Begala 301-504-0580 ext. 1193

EDWARD C. MAZIQUE PARENT CHILD CENTER OF THE DISTRICT OF COLUMBIA

formerly Washington, D.C. Parent Child Center, Inc.

1719 13th STREET, NORTHWEST • WASHINGTON, D.C. 20009 • (202) 462-3375 FAX: (202) 939-8696 TDD: (202) 939-8697

FOUNDING
EXECUTIVE DIRECTOR
Ruth E. Rucker

July 14, 1995

Barbara Rosenfeld
Senior Advisor to the Chairman
U.S. Consumer Product Safety Commission
4330 East West Highway
Bethesda, MD 20814

Dear Ms. Rosenfeld:

This is to acknowledge receipt of your letter dated June 29, 1995, regarding the Commissions desire to partner with the Edward C. Mazique Parent Child Center in kicking-off "The Baby Safety Shower" Campaign.

We, at PCC would be happy to provide space and energy in implementing this idea. As you know, we provide services to a large number of teenage and low-income pregnant women and parents. We also have direct linkages with other organizations and groups serving a similar population.

This Campaign's emphasis is in the area of most concern to politicians, community leaders including ECM-PCC, and others both in the public and private sector; that is, "parenting skills". We must continue to provide information and support to the millions of new and young parents in our society. . . "for the childrens' sake!"

Therefore, we are pleased to meet with you and discuss plans for the October event. You have the full support of our Board, Management Committee and staff.

Deborah Byrd



Comprehensive
Child
Development
Program

Funded by DHHS-UPO-United Way-Department of Human Services



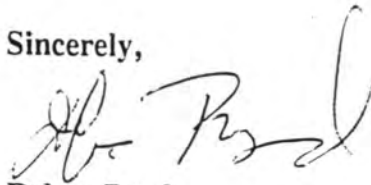
United Way

Barbara Rosenfeld

As a private, non-profit organization, contributions and donations often assist us in meeting the various needs of our programs. We would like to propose a financial contribution by the funders of "the Baby Safety Shower" Campaign in the amount of one thousand dollars (\$1,000), which we intend to use to replace worn out toys in our facility classrooms. This will assist us in continuing to provide a stimulating and safe environment in which babies and young children can learn. Any other in-kind donations of infant items would be greatly appreciated. Let's talk about this and other plans during our next meeting.

Thank you.

Sincerely,

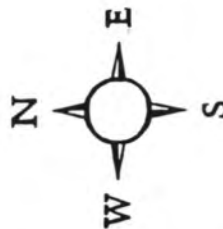
A handwritten signature in dark ink, appearing to read "Debra Byrd", written in a cursive style.

Debra Byrd

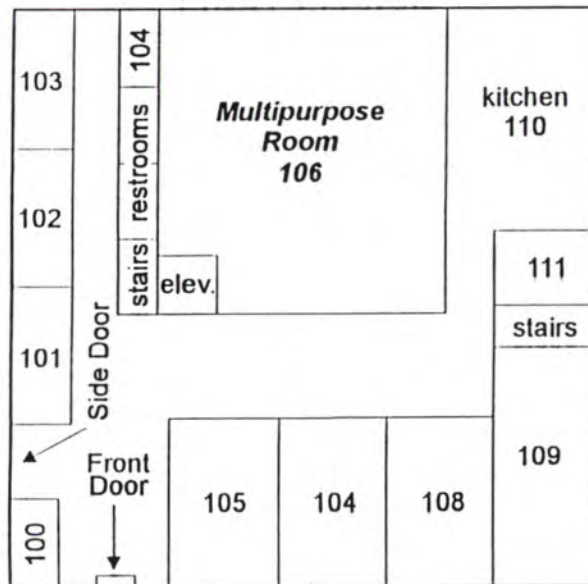
Program and Resource Development

Handwritten notes at the bottom of the page, possibly a date and time, which are mostly illegible due to fading.

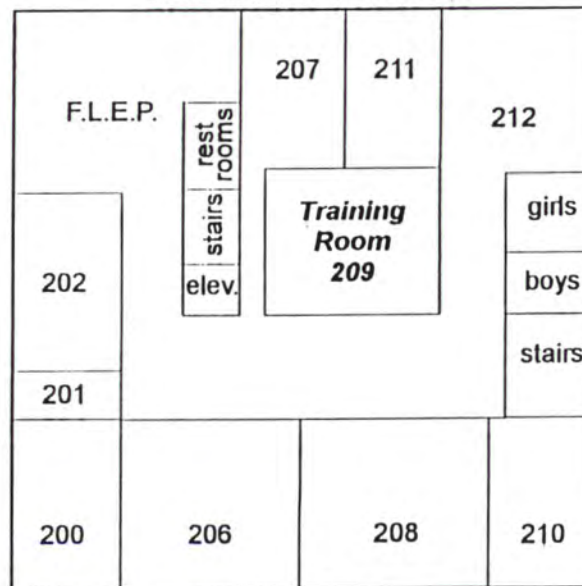
EDWARD C. MAZIQUE PARENT CHILD CENTER LAYOUT OF MAIN FACILITY



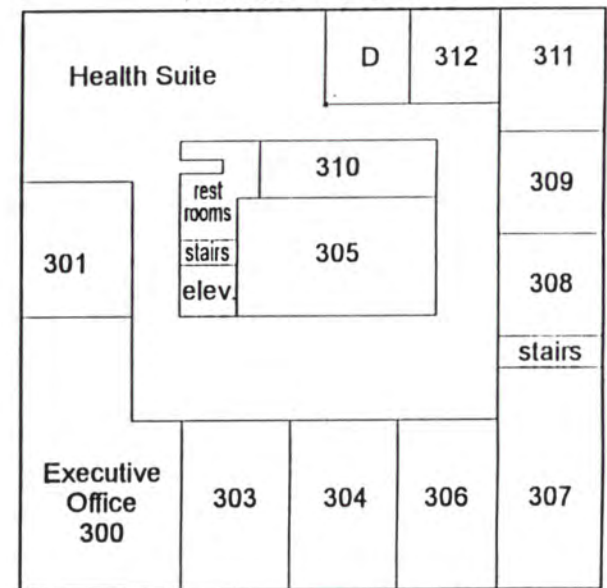
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



FRONT OF MAIN FACILITY

← 13th Street Northbound

13th Street Southbound →



United States
CONSUMER PRODUCT SAFETY COMMISSION
 Washington, D.C. 20207

MEMORANDUM

TO : Patty Solis
 Office of the First Lady/Scheduling

FROM : *Barbara B. Rosenfeld *BR* 2 301-504-0213
 Senior Advisor to the Chairman

SUBJECT: Scheduling "Baby Safety Shower" kickoff event

Melanne Verveer has told us that the First Lady has agreed to take part in the kickoff event for the national "Baby Safety Shower" campaign that we are conducting with our partner, the Gerber Products Company.

She said we should talk to you to schedule a date. Our preferred time is the last week in October (Oct. 23-27), which we have picked because it is National Consumers Week.

The kickoff event would begin at 9:30 or 10 a.m. and will be held at the Edward C. Mazique Parent Child Center, 1719 13th Street, N.W., Washington, D.C. We will be happy to work with you to arrange media opportunities that suit the First Lady's schedule.

I can be reached at (301) 504-0213. I look forward to speaking with you.

✓ cc: Melanne Verveer

Thanks for the good news!

*Michelle -
 Set up meeting
 w/ me, + meet
 w/ them.
 Patty.*

*- call to let them know:
 (Text) Oct 25th.*

DATE: July 20, 1995

*Patty -
 Pls call her
 to confirm
 a date*

Thank.

Baby Safety Showers

The Concept:

Baby safety showers are an innovative and lively way to deliver life-saving home safety information to young teen mothers from low-income backgrounds. This campaign underscores the importance of young mothers taking responsibility for the safety of their babies. More children die from accidental injuries than from childhood diseases. By preventing injuries and saving lives, this effort can help keep down health costs, particularly in underserved communities.

The Kickoff Event:

This national effort will be launched during National Consumers Week, October 22-28, at a day care center in Washington, DC. The kickoff event will feature a wide range of festive activities, including speakers, videos, music, refreshments, prizes, balloons, clowns, decorations, and free baby safety products from Gerber Products Company.

The Program:

The baby safety showers are designed to be a fun way to interest young mothers in home safety information. In a typical baby safety shower, the mothers visit a variety of exhibit booths, each of which uses games, prizes, puzzles, songs, and other activities to illustrate important information. Experienced volunteers staff each booth to organize activities and to answer questions.

The Messages:

A simple home safety checklist -- a room by room check of possible hazards -- contains the core messages presented. These messages are repeated throughout the baby safety shower in a multitude of ways: through games, videos, handouts, posters, songs, refrigerator magnets, and other means. Some of the 12 basic messages include:

- o *In the bedroom:* Put your baby to sleep on her back in a crib with a firm flat mattress and no soft bedding underneath her.
- o *In the bathroom:* Keep all medicines and household products in child-resistant packaging, locked away from children.
- o *In the kitchen:* Never leave your baby alone in a high chair; always use all safety straps.
- o *In other living areas:* Install smoke detectors on each floor of your home, including near sleeping areas and the kitchen.

The Audience:

Teen mothers are at high risk for health and safety problems -- too often because of a lack of basic safety knowledge. At CPSC, we have grappled with ways to reach families in low-income communities with life-saving information. These baby safety showers illustrate our determination to try creative methods to reach this vulnerable population.

The First Lady's Role in the Kickoff

- o The First Lady will, by her participation, endorse the baby safety shower concept and underscore its importance.
- o As a mother, the First Lady can stress from first-hand experience the necessity to learn how to keep one's baby safe and the theme of parents' responsibility for their children's well-being.
- o The First Lady will be launching a national campaign. This kickoff event will be a prototype for baby safety showers to be held around the country.
- o The partners in this event -- CPSC and Gerber -- have developed the model and set the pattern for public/private cooperation. In addition, we are expecting other sponsors to join, including the Food Marketing Institute, Giant Foods and others.

The First Lady's participation will gain attention for this event, which will encourage others to organize and underwrite similar efforts elsewhere.

The First Lady and Consumer Product Safety

- o Safety, health, and families: This is the message the First Lady can carry to Americans -- and it is the mission of the Consumer Product Safety Commission (CPSC).
- o CPSC's purpose is to prevent and reduce the risk of injury or death from consumer products. Our focus is safety in home and leisure activities.
- o We are particularly concerned with protecting the most vulnerable populations -- children, the elderly, low-income, non-English speaking -- and helping others to promote their own safety and well-being.
- o Every action CPSC takes to reduce injuries contributes to the public's health and cuts the national health care bill.
- o CPSC shows that government works -- and cares. It is government with a human face, helping children and the elderly to be safe. It protects individuals when they cannot protect themselves, but also calls on their sense of responsibility by giving them the knowledge and tools to promote their own safety.
- o CPSC deals each day with trying to prevent individual tragedies like these: a little girl who is strangled when the string of her jacket hood catches on playground equipment; a three year-old boy who dies after being struck with a baseball hit by his seven year-old brother; children who are injured by defective toys or the lack of a bicycle helmet.
- o CPSC works with issues the First Lady cares about -- the welfare of children, the responsibility of families and community, promotion of good health, and reduction of health care costs.

- o Working with Ann Brown and CPSC would allow the First Lady to communicate her personal warmth and concern, and demonstrate another facet of her interest in children, families, and health care.

- o These are messages the First Lady can carry with her across the country to promote the administration's policy agenda on children, families, and health care.



Office of Information & Public Affairs
U.S. CONSUMER PRODUCT SAFETY COMMISSION
Washington, DC 20207

Date: 10/19 Time: 12:40 a.m./p.m.

To: Sara Grote

Organization: Off. Scheduling + Advance
White House

Voice: _____

Fax: (202) 456-5346

Subject: Baby Safety Shower - 10.25.95

From: Hannah Spillner

Voice: (301) 504-0580

Fax: (301) 504-0862

No. of pages (including cover sheet): _____

Comments:

Per Our Conversation

28 total (14 pages at a
time being
faxed)

(cont'd)

BIOGRAPHICAL SKETCH

Alfred A. Piergallini
Vice Chairman of the Board, President and Chief Executive Officer

Gerber Products Company
445 State Street
Fremont, MI 49413

ALFRED A. PIERGALLINI is Vice Chairman, President and Chief Executive Officer of Gerber Products Company. Piergallini joined Gerber Products Company in April, 1989, as president and chief operating officer. He was elected to the position of chairman, president and CEO in January, 1990. Piergallini came to Gerber with 19 years of marketing and operating experience with leading consumer goods companies. He began his business career in 1970 as a marketing trainee at Procter and Gamble, where he quickly moved to brand manager and then to sales management. In 1976, he joined Beverage Management Inc., as marketing planning manager and then became regional director. He joined Sara Lee Corporation in 1979 as vice president and general manager of the Midwest region for Shasta Beverages. In 1980, he became corporate vice president of marketing and was named president and CEO of Shasta Beverages in 1983. He joined the Carnation Company in 1986 as vice president and general manager of the Friskies Pet Care division. He was promoted to senior vice president in 1987 with additional responsibilities for the Carnation Products and Nutritional Products divisions. Piergallini holds an MBA in finance and marketing from the University of Chicago and a BA in Economics from Lafayette College. He and his wife, Lorraine, have two children.

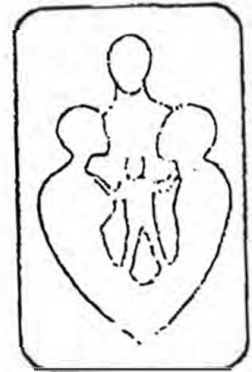
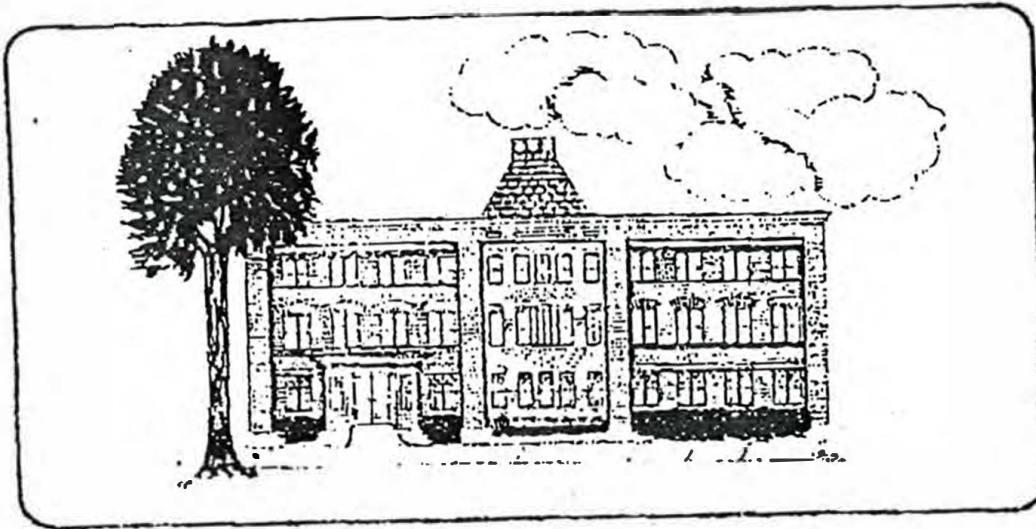
PCC enrolls pregnant women, teen parents, and children from birth to age 5 in its home intervention option, and children from 6 weeks to 5 years in its center based options. Overall, nearly 450 families are served daily.

The efforts of PCC are made possible by a variety of funding agents which provide financial resources to the agency.

PCC is a private, non-profit, community based organization.

"The Next Best Place to Home"

(202) 462-3375 / FAX (202) 939-8696
Ruth Rucker, Founding Executive Director
Charlene Walker, Chief Operating Officer



THE EDWARD C. MAZIQUE PARENT CHILD CENTER

The organization was established in 1968 as the Washington DC Parent Child Center (PCC). It was one of 36 National Parent Child Centers established by the Office of Economic Opportunity (OEO), Head Start Bureau, hence renamed the Administration on Child Youth and Families (ACYF); now the Administration on Children and Families (ACF).

PCC had been one of the leading family and child development programs in the District of Columbia over the past quarter century. Our mission is to address and positively influence the health, education, social services and environment needs of disadvantaged families with young children in the District of Columbia. We strongly believe that all children have a right to develop to the fullest potential so that they may become productive citizens in the world in which they live. We further believe that parents are the primary facilitators of their child's growth and development and need assistance in developing skills and obtaining knowledge that will empower them to successfully raise their children. We view our role as that of providing supportive services, counseling and skills development for parents as they might function more effectively.

In 1988 the organization was dedicated to the late Dr. Edward C. Mazique and renamed in his honor. PCC's main facility is a tribute to Dr. Mazique and the work that he has done towards improving the quality of life for disadvantaged residents of the District of Columbia.

The many services and programs that are housed in the main facility include the following:

- Full day child development program for 160 children, aged 6 weeks - five years.
- Services for children with special needs.
- Creative programs for teen parents to prevent further unplanned pregnancies.
- Programs to help further the education of teen parents.
- Medical services for the children enrolled.
- Home-based outreach services.
- Nutrition, social services and other related supportive services.

The main facility is located at 1719 - 13th Street, N.W. This 30,000 square foot forwarding thinking structure is the first facility in the District of Columbia built from the ground-up exclusively for "parents and young children". It serves as a local and national model. It also acts as a training laboratory for students and professionals in a variety of areas & vocations. The intergenerational volunteer program has provided an outlet for individuals and groups throughout the Washington Metropolitan Area who need to perform community service or who just care to share their expertise.

In brief, The PCC offers early intervention, early childhood education and parent education programs in a family services setting to low income residents of the District of Columbia. Services include: Child Development (day care), Pediatric Health Care, Nutritious Meals, Nutrition Education, Crisis Intervention, Counseling, Home Based Intervention, Resource and Referral, as well as Case Management to influence and positively support the overall well being of family and child.

Baby Safety Shower Talking Points
for Mrs. Clinton

1. No one is fully prepared for being a parent. It is our most difficult and rewarding job, but it comes with no training. We're here to change that. Just the smallest amount of information can prevent every parent's nightmare of hearing themselves say, "If only I'd known."
2. The day I brought my daughter Chelsea home from the hospital, I remember wondering and even worrying about how I was going to take care of this tiny, helpless baby. How was I going to protect her? What unknown dangers did she face?
3. When Chelsea was born, I lived in Arkansas and my parents lived in Chicago. Like many American families spread out across the country, I didn't always have my mother nearby for help and guidance.
4. I was lucky with Chelsea. A CPSC's baby safety shower would have been a wonderful way for me to learn that preventing injuries is not a matter of luck. We want today's new and expectant moms to be more than lucky - we want them to be informed.
5. The partnership between CPSC and Gerber demonstrates that government and industry must work together to help keep families and especially children safe in their homes. But parents must also take responsibility for the safety of their children.
6. When I was a young mother, I knew about some hazards but I didn't know about hidden hazards in the home. I never would have known that an old crib passed down from my mother or a family friend could be dangerous for my baby.
7. CPSC is another example of how the Clinton Administration has revitalized government. Chairman Ann Brown has taken a small agency and turned it into a powerhouse that helps keep kids safe in their homes.

The Reasons Behind the Baby Safety Checklist

In the bedroom:

Put your baby to sleep on her back or side in a crib with a firm, flat mattress and no soft bedding underneath her. *Follow this advice to reduce the risk of suffocation and Sudden Infant Death Syndrome (SIDS). To prevent suffocation, never put babies to sleep on adult beds.*

Make sure your baby's crib is sturdy and has no loose or missing hardware. *This will prevent babies suffocating or strangling by becoming trapped between broken crib parts.*

Never place your baby's crib or furniture near window blind or curtain cords. *This will prevent babies from strangling on the loop of the cord. To prevent falls, keep children away from windows.*

In the bathroom:

Keep medicines and cleaning products in containers with safety caps and locked away from children. *This will prevent children from being poisoned.*

Always check bath water temperature with your wrist or elbow before putting your baby in to bathe. *This will prevent burns to a baby's delicate skin.*

Never, ever, leave your child alone in the bathtub or near any water. *This will prevent children from drowning. In addition, keep children away from all standing water, including water in toilets, 5-gallon buckets, and pools.*

In the kitchen:

Don't leave your baby alone in a highchair; always use all safety straps. *This will prevent injuries and deaths from the baby climbing out, falling, or sliding under the tray. Be sure to use safety straps in strollers and baby swings.*

Use your stove's back burners and keep pot handles turned to the back of the stove. *This will prevent deaths and injuries from burns. In addition, keep children away from tablecloths, so they can't pull down hot foods or liquids on themselves.*

Lock household cleaning products, knives, matches, and plastic bags away from children. *This will prevent poisonings, bleeding injuries, burns, and suffocation.*

In other living areas:

Install smoke detectors on each floor of your home, especially near sleeping areas; change the batteries each year. *This will prevent deaths and injuries from fires.*

Use safety gates to block stairways and safety plugs to cover electrical outlets. *This will prevent injuries from falls and electric shocks.*

Keep all small objects, including tiny toys and balloons, away from young children. *This will prevent choking and possible death.*

Talking It Over by Hillary Rodham Clinton (683 words)

Being a parent is life's most important job. And yet, no one is ever formally trained for the role. Most of us learn on the job with help from family and friends. I remember how I felt bringing Chelsea home from the hospital. At the same time I was experiencing the euphoria of being a new mom, I was also feeling terrified at the thought of how I was going to protect and care for this new little helpless baby.

Recently, I co-hosted an event with Ann Brown, chairman of the U.S. Consumer Product Safety Commission (CPSC), to help good parents become even better parents. CPSC is a small federal agency that helps keep families, especially children, safe in their homes by protecting them from risks associated with consumer products. The agency sponsored its first Baby Safety Shower in Washington on Oct. 25 to kick-off its national safety campaign that will teach new and expectant mothers how to make their homes safe for their babies.

A baby safety shower is a baby shower with a twist ---it has baby safety as its theme. As a new parent, a baby safety shower would have been a wonderful way for me to learn that preventing injuries is not just a matter of luck.

CPSC's "baby safety shower" parties are a fun way for new mothers to learn life-saving information for every room in the house. In a festive, friendly atmosphere with games, prizes, and refreshments, moms (and dads) learn serious messages about safety.

For example: Never place your baby's crib or nursery furniture near a window blind cord. Babies can strangle if they get caught in the loop of the blind cord. Always check the temperature of the bath water with your wrist or elbow before you bathe your baby. A baby's sensitive skin can burn easily from water that is too hot. And, keep all small objects, such as tiny toys and balloons, away from babies and young children. Young children who are still putting things in their mouths can choke on objects with small parts.

And, there is much more to learn. A home can have "hidden hazards." Some products seem innocent enough when in fact they can harm your baby. Even the most conscientious parents are not always aware that everyday products can have hidden hazards.

One such parent is a wonderful man named John Lineweaver who is president of the Danny Foundation. John's son Danny strangled in his crib when a piece of his clothing got caught on the crib's decorative corner post. While CPSC has worked with crib manufacturers to put safer cribs on the market, many people keep unsafe used cribs around for sentimental reasons and to pass along to expectant friends and family members.

By establishing the Danny Foundation, John works to collect and destroy old and unsafe used cribs. He does not want another parent to experience what he has with the death of his son. John said, "I had no idea that used cribs could be deadly, if only I had known. Now, my goal is to collect and destroy old and unsafe used cribs and to communicate this information so that no other parent will have to say, "If only I had known."

This is just a small sample of the information that will be available for new parents at CPSC's baby safety showers. And the best news about this shower is that it is designed to be given by day care centers, Head Start groups, hospitals, and other caregiving organizations in your hometown. CPSC is working in partnership with the Gerber Products Company, which is donating the materials so that the shower can be replicated across the country.

A baby safety shower is an enjoyable way for new parents to get important information that will help them keep their babies safe. If you would like to host a baby safety shower, please write to CPSC, Baby Safety Shower, Washington, D.C. 20207. You can tell them a mom in the White House sent you.

TABLE OF CONTENTS

SECTION A

- I. "BABY SAFETY SHOWER" INVITATION
- II. OVERVIEW/CPSC BACKGROUND INFORMATION
- III. BABY SAFETY CHECKLIST
- IV. TIMELINE FOR THE EVENT
- V. LIST OF GUESTS IN THE "GREEN ROOM"
- VI. BIOGRAPHIES FOR FEATURED SPEAKERS
AND CPSC COMMISSIONERS
- VII. THE EDWARD C. MAZIQUE CENTER
- VIII. EVENT DIAGRAMS

SECTION B

- I. TALKING POINTS
- II. PROPOSED DRAFT OF SPEECH
- III. PROPOSED ARTICLE
FOR THE FIRST LADY'S COLUMN

You're Invited to a

Baby **SAFETY** *Shower*



*Edward C. Mazique Parent Child Center,
in cooperation with the
U.S. Consumer Product Safety Commission,
Gerber Products Company and
the Food Marketing Institute,
invites you to join us
for some fun and games at our*

Baby Safety Shower!

October 25, 1995

9:00 a.m. to 12:30 p.m.

*Edward C. Mazique Parent Child Center
1719 13th Street, Northwest
Washington, D.C. 20009*

BRIEFING INFORMATION /"BABY SAFETY SHOWER"
THE EDWARD C. MAZIQUE PARENT-CHILD CENTER
OCTOBER 25, 1995

OVERVIEW

Chairman Ann Brown and the United States Consumer Product Safety Commission are hosting this "Baby Safety Shower" for expectant mothers, mothers and women who are looking forward to starting a family to educate and interest them in home safety information. The shower will feature speakers, games, prizes, refreshments and free baby safety products from Gerber Products Company. This will be the kick-off event for the national campaign.

Our guests will take part in a number of game workshops. Through specifically designed games, such as "Safety Bingo," they will learn about the many hidden hazards throughout the home and how to make each room safer for their babies. Safety checklists will be provided in both English and Spanish. A sample checklist is enclosed. Participants will be encouraged to help educate family members and friends about this important safety information.

There will be approximately 80 participants in the program from all backgrounds, ethnic groups and socioeconomic groups; most of the participants do, however, participate in the parent child program at the Mazique Center. There will be a large number of teenage mothers in the group.

The Gerber Products Company is paying the costs for this event. They have also paid to have 2,000 "how-to" kits printed for distribution groups and organizations which want to host their own baby safety shower, including child care centers, and Headstart programs around the country. This event is example of government and private industry are working together for consumer safety

Chairman Ann Brown and the Vice Chairman, CEO and President of Gerber Products Company, Mr. Al Piergallini (pronounced PAIR GĀ LĒE NĒE) will meet with the First Lady upon arrival. (Event timeline enclosed)
An information sheet about the Mazique Parent Child Center is enclosed.

The list of official sponsors for this event are as follows:

- The U.S. Consumer Product Safety Commission
- The Gerber Products Company
- The Food Marketing Institute

THE UNITED STATES CONSUMER PRODUCT SAFETY COMMISSION

WHO WE ARE...WHAT WE DO

The Consumer Product Safety Commission (CPSC) is an independent federal agency that was created in 1972 by Congress in the Consumer Product Safety Act. In that law, Congress directed the Commission to "protect the public against unreasonable risks of injuries and deaths associated with consumer products."

We have jurisdiction over about 15,000 types of consumer products, from automatic-drip coffee makers to toys to lawn mowers.

The CPSC works to reduce the risk of injuries and deaths from consumer injuries and deaths from consumer products by:

- developing voluntary standards with industry
- issuing and enforcing mandatory standards; banning consumer products if no feasible standard would adequately protect the public;
- obtaining the recall of products or arranging their repair;
- conducting research on potential product hazards; and
- informing and educating consumers through the media, state and local governments, private organizations, and by responding to consumer inquiries.

Consumers who have had a problem with a consumer product or need information may contact our re-vamped consumer hotline, write to the CPSC, or contact one of our 37 field offices across the country.

The Reasons Behind the Baby Safety Checklist

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U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D.C. 20207-0010

ANN BROWN
BIOGRAPHICAL SKETCH

Ann Brown became Chairman of the U.S. Consumer Product Safety Commission (CPSC) on March 10, 1994. She was nominated by President Clinton and confirmed by the U.S. Senate as a Commissioner and the seventh Chairman of CPSC.

For more than two decades prior to her appointment, Mrs. Brown was a leader in consumer rights' activities. She has worked with many civic, cultural, religious, and special-interest groups and has spearheaded a number of product safety initiatives. Prior to becoming CPSC Chairman, Mrs. Brown was Vice President of the Consumer Federation of America (CFA) for nearly 15 years; and, since 1983, Chairman of the Board of Public Voice, a consumer advocacy group focused on improving health and nutrition.

In addition, between 1972 and 1994, Mrs. Brown was the national and local Chairman of the Consumer Affairs Committee of Americans for Democratic Action. During that time, she directed several nationally recognized product safety studies and price surveys, including the *Toy & Children's Products Quality, Safety and Price Survey*, an annual update on unsafe toys that has helped consumers become safety-conscious shoppers. Since 1991, Mrs. Brown has been a member of the Institute for Injury Reduction, which has continued the toy and children's products safety survey. Mrs. Brown has also been an active member of the Coalition for Consumer Health and Safety. She played a major role in launching the Washington, D.C. Consumer Protection Office and served as Chairman of its advisory board.

Mrs. Brown is a long-time Washingtonian. In 1989, she was named "Washingtonian of the Year" by *Washingtonian* magazine. Other honors include: a merit award from the Washington, D.C. City Council for protecting Washington, D.C. consumers, and *Member of the Year* award for Consumer Activism from Americans for Democratic Action. She is listed in *Who's Who of Southern American Women*. Mrs. Brown attended Smith College from 1955 to 1958 and received a B.A. in 1959 from The George Washington University.

She is married to Donald Brown, an attorney, who has been a professor at the Harvard Business School. They have been married for 35 years. They have two children, Cathy, 32, and Laura, 29, and three grandchildren, ages 11, 8, and 6. Mrs. Brown is an avid tennis player and moviegoer.

For Additional Information, call: Office of Information & Public Affairs, (301) 504-0580.



U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D.C. 20207

THOMAS HILL MOORE

Biographical Sketch

President Clinton nominated Thomas Hill Moore as a Commissioner of the U.S. Consumer Product Safety Commission in December, 1994. The Senate confirmed Mr. Moore in April, 1995 and he was sworn in May 1, 1995 to complete a term that expires October 26, 1996.

Commissioner Moore has served as Legislative Counsel to U.S. Senator John Breaux for the past seven years. Mr. Moore also served as principal adviser to Senator Breaux on commerce, finance, and trade policy matters. In addition, his responsibilities on Mr. Breaux's staff have included authority over banking, housing and urban affairs, judiciary, and governmental affairs issues. Other congressional experience includes four years from December, 1977 to January, 1981 as a legislative assistant to former U.S. Senator Richard Stone.

An attorney by training, Mr. Moore previously served as an executive vice president at the National Medical Association, where he supervised a 12-member staff in activities that included congressional and federal relations, conference planning, fund raising, and corporate and community relations.

From 1974 to 1977, Mr. Moore served as assistant dean at the University of Florida College of Law, where he directed the law school's programs for minority students. His professional experience also includes stints as a government relations consultant, legislative affairs director at Allen, Rovin & Associates, and staff attorney at the National Consumer Law Center, where he developed legislative policy on consumer credit issues.

Mr. Moore received a bachelor of science degree in accounting from Jacksonville University in 1971 and a Juris Doctor degree from the University of Florida College of Law in 1974. He is a member of the Florida Bar Association, the District of Columbia Bar Association and the Communications Bar Association.

His wife of more than 30 years, Adrienne, is an information specialist with AT&T and a former teacher. The Moores have two children: Carlton, a fourth year medical student at the Johns Hopkins University School of Medicine, and Phyllis, a third year law/MBA graduate student at the American University.



U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D.C. 20207

MARY SHEILA GALL

BIOGRAPHICAL SKETCH

President Bush nominated Mary Sheila Gall as a Commissioner of the Consumer Product Safety Commission in July, 1991. The Senate confirmed Ms. Gall in November, 1991 and she was sworn in for a seven-year term on December 9, 1991.

Commissioner Gall served as Assistant Secretary of the U.S. Department of Health and Human Services (HHS) where she administered the division serving children, youth, families, people with disabilities, the elderly and Native Americans (1989-1991).

Prior to her appointment as Assistant Secretary at HHS, Ms. Gall served as Counselor to the Director, Office of Personnel Management (1986-1989). She worked directly with the White House Cabinet Council, other federal agencies, federal labor unions and public interest organizations on the subject of managing the federal civil service (3.5 million employees). A single adoptive parent, she was selected by President Reagan to chair the President's Task Force on Adoption.

From 1981 to 1986, Ms. Gall served at the White House as Deputy Policy Advisor to then Vice President Bush. Ms. Gall participated in the President's Cabinet Council meetings, travelled extensively with the Vice President and contributed to the development and implementation of the President's domestic policy agenda. Prior to her White House service, Ms. Gall worked as a senior legislative analyst, a consultant to the Reagan-Bush Presidential Campaign and the transition team (1980-1981), and director of research in the George Bush for President Campaign during 1979-1980. During 1971-1979, she served in various legislative positions on the staffs of several members of the Senate and House Representatives (Sen. James Buckley, New York; Rep. Jack Kemp, New York; and Rep. Tom Coleman, Missouri).

Ms. Gall graduated in 1971 from Rosary Hill College in Buffalo, New York. She has received a number of distinguished service awards in recognition of her leadership in service to children.