



The *Debby Sayah* Grandparent Outreach Project

Named in memory of Deborah R. Sayah, this education campaign seeks to help grandparents protect grandchildren from dangerous recalled products by providing lifesaving information on how to identify and remove these items from homes and other settings.

Mother to KID board member Judy Sage, Debby was a wonderful grandma who was passionately devoted to her grandchildren. Her grandson, Judy's son Andy, was killed by a foam sleep positioner in 2001. Sleep positioners are marketed to parents worried about SIDS to encourage side or back sleeping, but they are unnecessary products and pose a very dangerous suffocation hazard.

Product Safety Facts

- * Between 1990 and 2000, there was a 30-percent jump in the number of children living in grandparent-headed households.
- * According to the U.S. Census, 2.4 million grandparents are taking on primary responsibility for their grandchildren's basic needs. The pool widens exponentially when non-custodial grandparents, like those who care for children on a daily basis, only occasionally, or for simple family visits are factored in.
- * On a purchasing level, 76% of grandparents say they buy toys for their grandchildren.

There is virtually no recall information targeted specifically to this population of caregivers.



Program Objectives

- * Build relationships with state agencies and senior organizations that serve grandparents.
- * Design materials specifically tailored to meet the needs of grandparent caregivers; provide specific tools and resources to identify and remove recalled items from childcare settings.
- * Partner with community organizations that serve grandparent caregivers to assess recall education practices and to develop and test new materials
- * Engage grandparents in advocacy for children's safety.
- * Provide safety material for grandparent-focused websites.
- * Help national and regional publications reach grandparents with our vital safety message.
- * Develop an education model other grandparent-oriented organizations can replicate to become valuable resources on unsafe and recalled children's products.