

# Baby Basics



## Providing Babies With A Healthy And Happy Start: New Charitable Platform by Johnson's Baby Supports Save the Children

(NAPSA)—From the moment of birth, a baby needs essential items to keep him or her healthy and happy. Unfortunately, millions of families don't always have access to these vital resources. According to Save the Children, 90 percent of U.S. children live in areas at risk of natural disasters. In addition, families worldwide are also impacted by various global natural disasters where mothers and babies are deprived of their most basic needs. The good news is that organizations such as Johnson's Baby and Save the Children are working in partnership to provide mothers and caregivers with essential basic resources and simple tools that will lend support in times of unexpected crisis.

Johnson's Baby Cares is Johnson's Baby's new charitable platform dedicated to supporting the healthy development of moms and babies, while addressing the basic care needs of families during crisis situations through product donations, educational initiatives and financial support.

Here are some programs that Johnson's Baby Cares, alongside parent company Johnson & Johnson, are working on in 2012 to support Save the Children:

- **Providing relief during disasters:** During times of crisis, families need essential baby care items to care for their infants and children. Actress, recording artist and new mom Hilary Duff will assist in the assembly of thousands of "Care Kits" that have been earmarked for distribution to families affected by natural disasters.

- **Funding that enables Save the Children programming:** Such as Child-Friendly Spaces,



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which supplies families and children with safe areas in which to recover, play and experience the joy of being together as a family following a disaster.

- **Training health workers:** Vital training for health workers in developing countries through the "Helping Babies Breathe" program, which teaches basic techniques to prevent birth asphyxia, saving newborn lives.

- **Getting consumers involved:** Consumers can show their support of this campaign by purchasing any Johnson's Baby product between April 15 and June 10, 2012 and redeeming a 50-cent coupon at retail stores, in which 25 cents will be donated to Save the Children. Throughout the rest of the year, Johnson's Baby will share additional ways consumers can get involved to help support Save the Children.

Visit the Johnson's Baby Facebook page and select the Our Giving tab to learn more about the program and how you can help support Save the Children.