

For Immediate Release

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**CAUSE FOR ALARM: NEW PARENTS' HOMES MAY NOT BE  
AS CHILD-SAFE AS THEY BELIEVE**  
*Survey Shows Parents Overlook Fire Safety*

**Mebane, NC, September 1, 2007** – A new survey shows that new and expectant parents may underestimate the deadliest threat to young children in the home. Only 11 percent of parents surveyed by Kelton Research believe that a home fire is more likely to occur than a baby falling or being poisoned. While falls occur more often, fires are more deadly. Fires and burns are the leading cause of unintentional home injury deaths for children over age 1, and the second leading cause for infants, according to the Home Safety Council's *State of Home Safety in America*. The report found fewer than 5 percent of young children died from an accidental fall or poisoning in the home, while 43 percent died from home fires and burns.

"New parents undoubtedly have safety on their minds," said Meri-K Appy, president of the Home Safety Council. "However, the misplaced concerns revealed in this survey show a greater need for educating new and expectant parents about the risk their baby could face regarding fire and burns. Because a fire can happen at any time, parents need to incorporate fire safety into their childproofing plans."

The Home Safety Council partnered with Kidde, a leading manufacturer of fire safety products, to commission this survey, which asked expectant parents and parents of children under age 2 their preparations for having a child. Nearly two-thirds of respondents believe their home is as safe as possible. Yet, while most parents had childproofed drawers and cabinets, put up safety gates and locked poisons away, fewer focused on potentially deadly threats by installing extra smoke and carbon monoxide (CO) alarms. Additionally, 78 percent of those surveyed had never conducted a home fire drill.

The survey also revealed that the average parent spent about \$915 on baby clothing, supplies, toys and décor since finding out they were expecting, close to four times the average amount (\$236) spent to baby-proof their home in the same time period.

According to the National Fire Protection Association, a home fire occurs about every 80 seconds in America, and children under age five face nearly twice the risk of dying than adults. A working smoke alarm cuts your risk of dying in a fire almost in half.



# safe home safe baby

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"Families have on average three minutes from the time a smoke alarm sounds to escape a home fire," said Chris Rovenstine, vice president for Kidde Residential and Commercial. "That's why parents must take steps to help protect their family, including installing working smoke and CO alarms in every sleeping area, having fire extinguishers within reach and developing and practicing a fire escape plan."

Carbon monoxide is the leading cause of accidental poisoning deaths in America. The Centers for Disease Control and Prevention found children ages 4 and under had the highest rate of nonfatal CO exposure among those treated in emergency rooms from 2001 to 2003. The only safe way to detect this odorless, tasteless and invisible gas in your home is to install a CO alarm.

As part of Baby Safety Month in September, Kidde and Babies "R" Us have partnered to raise awareness of child safety in the home. Complimentary "Safe Home, Safe Baby" clinics will be held at all Babies "R" Us locations nationwide on Saturday, September 15, 2007. The Home Safety Council will provide participants with key childproofing tips on the top home dangers for infants, including fire and carbon monoxide safety.

"New and expectant parents rely on us for the products and information they need to keep their babies safe and healthy, and we take that responsibility very seriously," said Janet Taake, senior vice president, general merchandise manager, Babies "R" Us. "When a new baby comes home for the first time, parents need to make sure the rest of the home is as ready as the nursery. Partnering with Kidde and the Home Safety Council for our essential 'Safe Home, Safe Baby' clinics will provide our guests with the expert information they need to make their homes safe for the babies and children in their lives."

Kidde smoke and CO alarms will be available in Babies "R" Us stores nationwide on September 1.

For more information on this survey, childproofing tips and a schedule of safety clinics around the country, visit [www.SafeHomeSafeBaby.com](http://www.SafeHomeSafeBaby.com).

## About Kidde

As the world's largest manufacturer of fire safety products, Kidde's mission is to provide solutions that protect people and property from the effects of fire and its related hazards. For 90 years industry leaders, the military, airlines and firefighters have relied on Kidde to deliver superior fire detection and suppression. Consumers will find that same advanced fire safety technology in Kidde's residential and commercial smoke alarms, carbon monoxide alarms, fire extinguishers and other life safety products. Based in Mebane, NC, Kidde is part of UTC Fire & Security, a leading global supplier of fire safety and security services serving government, industrial, commercial and retail industries with brand names such as Kidde, Chubb and others. UTC Fire & Security is a division of United Technologies Corporation (NYSE:UTX) a diversified company that provides high technology products and services to the aerospace and commercial building industries worldwide. For more information, visit [www.kidde.com](http://www.kidde.com).



## About Babies 'R' Us

Babies "R" Us is the nation's premier baby products retailer and specialty store chain and a leader in the juvenile industry. Since opening its first store in Westbury, NY in early 1996, the company has grown to 256 locations nationwide. Babies "R" Us features a wide selection of products for newborns and infants, including cribs and furniture, car seats, strollers, formula, diapers, health and beauty aids, bedding, clothing for preemies through size 48 months, toys, and plenty of gift ideas in store and online at [www.Babiesrus.com](http://www.Babiesrus.com).

## About the Home Safety Council

The Home Safety Council is a 501 (c)(3) nonprofit organization dedicated to helping prevent the nearly 21 million medical visits that occur on average each year from unintentional injuries in the home. Through national programs and partners across America, the Home Safety Council works to educate and empower families to take actions that help keep them safer in and around their homes. To learn more about the Council's programs, partnerships and resources, visit the Home Safety Council at [www.homesafetycouncil.org](http://www.homesafetycouncil.org). Kidde has been a long-time supporter of the programs and activities of the Home Safety Council.

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## Survey Methodological Notes:

The Kidde Survey was conducted by Kelton Research between June 20 and June 27, 2007, via telephone of expectant and new parents over the age of 18. Quotas are set to ensure reliable and accurate representation of the total U.S. population age 18 and above. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.9 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

