



**\*\*\*MEDIA ADVISORY\*\*\***

For Immediate Release

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**PREVENT CHILD ABUSE IN IDAHO**

*Join us at St. Luke's Boise to Spread the Important Message of Child Abuse Prevention*

- Who:** St. Luke's Children's Hospital, the Idaho Chapter of the American Academy of Pediatrics, and twenty other hospitals in Idaho will be spreading the message of preventing child abuse.
- What:** Every newborn in the state of Idaho will receive a specially designed onesie during the first week of April. The message to parents and caregivers is simple – **Fragile: Handle With Care** – and the biggest supporters of this message are Idaho's children.
- Where:** St. Luke's Boise  
190 East Bannock Street  
Boise, ID 83712
- When:** **Monday, April 3, 2006**  
**11:00 am**  
**Please meet in the main lobby for an escort to the newborn nursery**
- Why:** It is important to educate new parents about the dangers that exist when frustrating parent moments arise, especially during a newborn's early stages of development.
- Notes:** Great photo opportunities of newborns wearing onesies. The following interviews will be available:
- Dr. David Christensen, president of the Idaho Chapter of the American Academy of Pediatrics
  - Dr. Michael Sexton, medical director of St. Luke's CARES
  - Sherry Iverson, director of Women's and Children's Community Education

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