

AGES & Stages

Helping you prepare for all *ages & stages* of your baby's growth.

BIRTH TO 6 MONTHS

The Baby Safety Zone (BSZ) helps parents and caregivers prepare for the *arrival and first six months* of their new baby's life. Below are some of the most important items you will use within this window of time. Remember that every baby is different and always consult with your doctor or pediatrician if you have questions related to their development or growth.



Expecting?

Selecting baby and juvenile products can be overwhelming but the Juvenile Products Manufacturers Association's (JPMA) Baby Safety Zone (BSZ) is here to help! At www.BabySafetyZone.org, you can build your own safe nursery by researching and selecting products that are JPMA Certified.



What does it mean when a product is JPMA Certified?

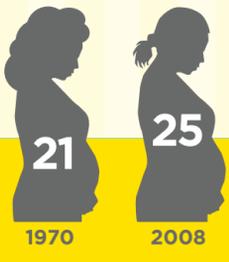
The JPMA certification seal signifies the highest level of product testing and ensures your product adheres to manufacturer standards, federal and state laws, as well as retail requirements. Each product is tested at an independent laboratory to guarantee it meets the highest safety standards.



The Center for Disease Control (CDC) reports that car seats **reduce** the risk of infant (age less than a year) death by **71%** and for toddlers (age 1-4) by **54%** in passenger vehicles.



A **car seat** is one of the first items parents and caregivers should begin to research as this is one of the first most important items you will buy. You will not be able to leave the hospital without one!



Mama
Average age for a first-time mom as reported by the U.S. Census Bureau.

A **bassinet** and/or **crib** is what your little one will sleep in when they come home. Bassinets are great to have if room is available. Cribs can be used as soon as you arrive home or as your baby outgrows the bassinet.



A **safe sleep** environment for children under the age of one does not include items that present a suffocation hazard to the baby, such as pillows, blankets, comforters, stuffed animals, or other pillow-like products.



According to the American Academy of Pediatrics (AAP), **swaddling** can be an effective technique to help calm infants and promote sleep.



Fact:

New parents in the U.S. will spend approximately **\$7,000** the first year on baby items

Source: *First Year of Your Baby*.



Come and get it!

Whether you are breast feeding or bottle feeding, there are some products that every family should have.

Nursing/feeding pillows pillows help with both feeding and holding your baby. The pillow provides support and allows for a more comfortable experience for both parent and baby.

Bottles and breast pumps are also essential items for feeding.



Highchairs come in various designs and sizes to fit the needs of every family.

A baby will eat an estimated **15 pounds** of cereal per year.

Source: "Facts for Features," U.S. Census Bureau.

The average baby will go through approximately

2,700
diapers
a year.*

* Source: *Why Babies Do That: Baffling Baby Behavior Explained* by Jennifer Margulis

Take a Stroll(er)!

From travel systems to compact strollers, there is one for every family. Decide what you will use the stroller for the most and then head to the store to check them out.



Swing time! In the beginning, your baby will sleep a lot but will soon be looking for things to do! A **swing** or **bouncer** is a great item to have and can be used until your baby exceeds the manufacturer's recommended weight limit.

Stationary Activity Centers

are great for your baby's development and are also a source of exercise. Be sure to follow the manufacturer's height and weight recommendations when using.

Barely there hair.

Most newborns will lose all the hair they are born with in the first 3-4 months of life.

Source: *Amazing Baby* by Desmond Morris.



As early as the 16th century, infant spoons were known as "pap boats." Expensive and elaborate versions were available to those who could afford it. The expression "**born with a silver spoon in one's mouth**" probably evolved around the 16th century.

Source: *The World of the Baby: A Celebration of Infancy through the Ages* by Georgina O'Hara.

Who's hungry?

During the 4-6 month period, your pediatrician will tell you that it is time to start introducing cereal, fruits and vegetables. Baby spoons, dishes and wipeable bibs will be a necessity.



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