



NEWFOUNDLAND AND LABRADOR
MEDICAL ASSOCIATION

NL Physicians provide safe rides home for 2022 New Year's babies

For immediate release – January 6, 2022

St. John's, NL – The Newfoundland and Labrador Medical Association (NLMA) has once again proudly donated new car seats to the families of Newfoundland and Labrador's New Year's babies – the first babies born in 2022 – at each of the province's hospitals performing routine deliveries.

Parents Jasmine Budgell and Brady Power, along with big sister Elaine Power, 13 months, welcomed New Year's baby Aubree Dianne Power into the world at 12:49 a.m. on January 1, 2022, at the Janeway Children's Health and Rehabilitation Centre in St. John's.

NLMA President Dr. Susan MacDonald said the intent of the NLMA's car seat program is to encourage the use of approved car seats from the moment parents leave the hospital with their newborns. Over the past 35 years, the NLMA has presented close to 400 car seats to families across Newfoundland and Labrador.

"Safety is the top priority when it comes to caring for our children," said Dr. MacDonald. "The proper use of car seats is essential for keeping children protected while travelling in vehicles."

According to The Canadian Paediatric Society, the leading cause of injury-related deaths in Canada is motor vehicle collisions, with an estimated 68 children 14 and younger killed, and another 880 seriously injured, every year. The three main causes for collisions are speed, impaired driving, and lack of occupant restraint. When used correctly, car seats reduce the risk of death by 71 per cent for infants and by 54 per cent for children ages one to four and reduce the risk of hospitalization in children aged four and under by 67 per cent. Yet, it is estimated that anywhere from 44-81 per cent of car seats are not used correctly.

Parents can learn more about the proper use of motor vehicle restraints for children at: www.parachutecanada.org/injury-topics/topic/C2.

PHOTO: Newfoundland and Labrador's 2022 New Year's Baby Aubree Dianne Power.

-30-

Media Contact:
Jonathan Carpenter
(709) 701-2024
JCarpenter@nlma.nl.ca

NEWS RELEASE