

[POWER OF PARENTS]

When Kyra Oliver Hitzeman lost her son, Hayes, to sudden infant death syndrome (SIDS) in 2002, she asked friends and family to donate to a SIDS organization in his memory. But she found that many groups focused on bereavement and grief, and she was more interested in education and prevention. So she and her



Kyra Oliver Hitzeman created the foundation to honor her son, Hayes.

husband created the Hayes Hitzeman Foundation to teach new parents the importance of putting babies to sleep on their back. The foundation distributes, through 11 Virginia hospitals, free one-piece shirts with the slogan "This Side Up While Sleeping." The shirts were also included in the Virginia governor's new-parent kits, which were given to 15,000 families in 2007. "Most people don't want to think about SIDS happening to their child, but this is a nonthreatening way to reach parents," says Oliver Hitzeman. "It's a cute little shirt with a big message that could save a child's life." For more information, visit thissideupcampaign.org.

Parents donated \$500 to the This Side Up campaign. To nominate your organization or community-service project for Power of Parents and be considered for a donation, e-mail us at advocacy@parentsmag.com.

WRITE | Send your comments to Parents, 375 Lexington Avenue, New York, NY 10017; fax us at **TO US** | 212-400-2077; or e-mail us at mailbag@parentsmag.com. Include your daytime phone number, city, and state or province. Submission of your photos and letters constitutes permission to Meredith Corporation, publisher of Parents magazine, to use them in all media. All submissions become the property of Meredith and will not be returned. Want your child's adorable picture in Caught on Camera? Log on to parentsmag.com to enter our Kid of the Day contest.