

COPY

Queensland Government

Department of  
**Employment, Economic  
Development and Innovation**

**Office of Fair Trading**

sch.4/3/3

Safety Manager, Matel

[Redacted]

10 January 2011

Dear [Redacted]

I write in reference to my previous correspondence sent by email on the 17 December 2010 regarding our concerns of the Fisher Price Newborn Rock n Play Sleeper.

As previously advised, [Redacted]

[Redacted] alerted the Queensland Product Safety Unit, Office of Fair Trading (this Office) that the product is being endorsed as a sleeping environment.

The advertising states that:

*"The Fisher Price 'Newborn Rock 'n Play Sleeper' is a nighttime sleeper and playtime seat all in one! So besides using it as a place for baby to rock (with a gentle push from you!) and play during the day, you can also use it as a place for baby to sleep at night. It has an inclined seat, which makes sleeping more comfortable for babies who need their head elevated".*

**Better for Baby**

- *Comfortable incline for babies who need it.*

**Better for Mom**

- *Goes anywhere—folds flat for storage and portability!*
- *So convenient—take it from room to room!*
- *Versatile—baby can even sleep overnight in it".*

The main concern with the Fisher Price Newborn Rock n Play Sleeper is that its promotion is at odds with widely accepted and promoted best practices that these types of products should not be used as an infant bedding alternative. Infants should not be left in these types of products without constant supervision.

Product Safety regulators in Australia and New Zealand all promote the practice of safe sleeping principles in all environments. SIDS and Kids urge parents and carers not to leave children sleeping unattended in a pram, baby rocker or bouncer as

Deaths have occurred when babies have been left unsupervised to sleep in these types of products.

- 1) Babies head can easily fall forward in a way that obstructs their airways and suffocate;
- 2) A baby can slide down the rocker and be strangled by the strap (especially if the product is inclined); and
- 3) The product can tip over causing serious injuries or death.

Since it's inception in the early 1990's, the safe sleep campaign has reduced the incidence of SIDS by 85% saving over 6000 babies lives. Vigilance is still required in delivering the Safe Sleeping message to the broad community.

Although there are no Australian standards for these types of products at this time, this Office in conjunction with the respective Standards Technical committee are currently investigating safe sleeping environments for infants and the development of standards for the various ranges of products.

Under the circumstances this Office would strongly recommend that in the interests of child safety you give your most serious consideration to removing all references of sleeping (especially night time sleeping) from all of your advertising on the packaging and promotional material associated with the Fisher Price Newborn Rock n Play Sleeper

As I am sure you will appreciate, products that are alleged to have hazards associated with them are dealt with as a matter of urgency.

We would appreciate your comments on these matters in writing by letter or email within 10 working days upon receipt of this letter.

Yours Sincerely

Stephanie Young  
Product Safety Officer  
Product Safety Unit  
Office of Fair Trading  
Department of Employment, Economic Development and Innovation  
Ph: 07 3008 5979 Fax: 07 3008 5977  
Email: stephanie.young@deedi.qld.gov.au  
GPO Box 3111 Brisbane Qld 4001

COPY

R