



Michigan's Safe Delivery of Newborns Law

Safe Delivery Communications Toolkit

SAFE. LEGAL. CONFIDENTIAL.





COMMUNICATIONS/ MEDIA RESPONSE

Help Raise Awareness of Safe Delivery

Often, the message of Safe Delivery does not get shared. Please take advantage of any opportunities to educate the public about the safe, legal, and confidential alternative provided by the Safe Delivery law.

Snippets:

Spread the word via websites, newsletters, and social media.

- #SafeDelivery allows parents to surrender their newborn child, no more than 3 days old, to an employee inside and on duty at any hospital, fire department, or police station, or by calling **9-1-1**. Michigan.gov/SafeDelivery
- Feeling scared or unsure about your pregnancy? Call the #SafeDelivery hotline to discuss your options: **866-733-7733**. Michigan.gov/SafeDelivery
- #SafeDelivery for newborn babies is safe, legal, and confidential. Michigan.gov/SafeDelivery
- #SafeDelivery gives new parents options; learn more today at Michigan.gov/SafeDelivery
- Michigan's #SafeDelivery law allows for the safe, legal, and confidential surrender of a newborn. Michigan.gov/SafeDelivery
- Michigan's #SafeDelivery law allows parents to surrender a newborn within 72 hours of birth: Michigan.gov/SafeDelivery
- Not ready? Surrendering your baby is safe, legal, and confidential. Michigan.gov/SafeDelivery

Safe Delivery of Newborns Press Release

Consider submitting a press release to your local media outlets that focuses on these facts:

- Where an infant can be safely surrendered
- Parent(s) can surrender confidentially
- Criminal charges will not be filed for surrendering through the Safe Delivery law
- Number of surrenders since January 1, 2001 (found at [Michigan.gov/SafeDelivery](https://www.michigan.gov/SafeDelivery))

Format of a Press Release

FOR IMMEDIATE RELEASE: Date

Contact person's name, phone number (can also include: agency name, fax number, email address, and website address)

Headline

City, State – Opening paragraph (should contain: who, what, where, when, why)

Body of text: Should include relevant information, statistics, quotes, etc.

After last paragraph, summarize message one last time. For additional information direct readers/viewers to website, resources, etc.

(Indicates press release is finished; should be no longer than one page.)

If sending to a newspaper or a TV station (by email or regular mail), send to the reporter or editor who covers the area you are targeting.

Refer to the next page for a sample press release.

Sample Safe Delivery of Newborns Press Release

FOR IMMEDIATE RELEASE: Date
CONTACT: Name, phone number

Safe Delivery of Newborns Law Saves the Lives of Newborns in Danger of Infant Abandonment or Death

City, State – Parents who believe they are unable to raise their newborn child have options to safely, legally and, confidentially leave an infant no more than 72 hours old in safe places. Parents can surrender their infant to an emergency service provider. An emergency service provider is a uniformed or otherwise identified employee or contractor of a hospital, fire department, or police station that is inside the building and on duty, or a paramedic or emergency medical technician who responds to a **9-1-1** call.

The law allows a parent to surrender an infant without breaking any laws or giving any identifying information. The parent(s) is/are encouraged to provide family and medical background that could be useful to the child in the future. After the newborn is placed in the temporary protective custody of the emergency service provider, the infant is examined at a hospital, and if no signs of abuse or neglect are found, the infant is released to the temporary protective custody of an adoption agency for placement with an approved prospective adoptive family.

Since 2001, the Safe Delivery of Newborns law has helped more than 240 babies to be safely surrendered. (Updated statistics are on Michigan.gov/SafeDelivery.)

Parents, professionals and the general public can visit Michigan.gov/SafeDelivery for more information or call the toll-free 24-hour hotline at **866-733-7733**. Free resources are available to promote public and professional awareness.

Safe Delivery of Newborns Law Talking Points

- Surrendering parents may choose to share or not share their name when surrendering an infant.
- Surrendering parents may also choose to share identifying information with assurances that this information will remain confidential.
- Only the biological parent(s) may legally surrender an infant.
- The infant must be surrendered to an on-duty employee who is inside a hospital, fire department or police station or by calling **9-1-1** and surrendering the infant to an EMT or paramedic.
- The surrendered infant must be less than 72 hours old. (A physician will determine the age of the infant.)
- A surrendered infant is not placed in a foster care home.
- A surrendered infant is placed with a pre-approved prospective adoptive family.
- The child-placing agency that assumes temporary protective custody of the infant is mandated to make a reasonable effort to identify and locate the non-surrendering parent.

Web and Social Images

Safe Delivery of Newborns Law – Web and Social Images

Social Images



Web Image



Safe Delivery Communications Toolkit: Promoting Public and Professional Awareness



866.733.7733
Michigan.gov/SafeDelivery



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