

September Marks National Baby Safety Month

Jool Baby Teams Up with the Baby Safety Alliance to Raise Awareness Around Everyday Hazards and Injury Prevention

LAKEWOOD, NJ, UNITED STATES,
August 19, 2026 /EINPresswire.com/ --
In observance of [Baby Safety Month](#)®, [Jool Baby](#), is joining a national initiative led by the [Baby Safety Alliance](#)®, formerly the Juvenile Products Manufacturers Association (JPMA), to highlight preventable risks in everyday baby care and promote safer practices at home and on the go.

Baby Safety Month kicks off in September with a month-long awareness campaign at www.BabySafetyMonth.org, a website dedicated to baby safety education.

Through the portal, parents and caregivers can learn how to create the safest environment for their children and understand the risks tied to leaving children unattended or not using juvenile products as intended.

This year's campaign takes on the rise of "convenience culture" in parenting, the tendency to adopt shortcuts, hacks and everyday practices without recognizing the potential safety risks. Not all parenting advice circulating on social media is created equal or safe, and the confusion can lead to dangerous outcomes. The campaign aims to cut through the noise and remind families that safety should never be a guessing game.

According to Baby Safety Alliance, many childhood injuries can be prevented through informed product selection, correct usage and ongoing supervision. Baby Safety Month encourages families to stay current on safety recommendations and remain proactive in creating a secure environment for young children.

For Jool Baby, the campaign reflects a value the company was built on. Every Jool Baby product is



Baby Safety Alliance - September Baby Safety Month

extensively tested to meet and exceed regulatory standards before it reaches a family's home. That commitment recently earned the company a seat at the industry's table: in June 2026, Jool Baby Founder and President Judah Bergman was elected to the Baby Safety Alliance Board of Directors for a three-year term, where he works alongside fellow industry leaders to guide strategic safety initiatives, support regulatory advocacy and help parents make informed product choices.

"Safety has been at the heart of Jool Baby since day one, and it guides every product we make," said Judah Bergman, Founder and President of Jool Baby and a member of the Baby Safety Alliance Board of Directors. "Serving on the Baby Safety Alliance board lets me extend that commitment beyond our own catalog and help every family, no matter which brand they choose, give their child the safest possible start."

Jool Baby and Baby Safety Alliance encourage families to follow these key safety practices:

- Supervise children closely during product use. Stay within reach, be observant and remain attentive at all times.
- Select products suited to your child's current age and developmental needs.
- Always read and follow the manufacturer's instructions, usage guidelines and warning labels before use.
- Register products to receive important updates, including safety notices and recalls.
- Routinely check baby gear for signs of wear, damage or missing components such as screws, straps or stitching.
- Discontinue use of products once your child outgrows them or if they no longer meet safety standards.

“

Safety has been at the heart of Jool Baby from day one. Serving on the Baby Safety Alliance board extends that commitment beyond our catalog, helping every family give their child the safest start.”

Judah Bergman, Founder and President of Jool Baby

SLEEP SAFETY

If your baby falls asleep in a product intended for play—like a swing, bouncer, rocker, or lounger—move them to an approved product for sleeping ASAP.

Approved sleep products include bassinets, bedside sleepers, cradles, cribs, play yards, and when baby is ready, toddler beds.



Sleep Safety for Baby Safety Month

About Jool Baby

Founded in 2017, Jool Baby is the partner that helps parents find balance in the chaos with

smart, affordable, and design-forward baby and potty training solutions that work. Built on innovation, value, and trust, Jool Baby is loved nationwide. Its award-winning product lineup ranges from a best-selling baby swing to safety-focused products such as cabinet locks, potty training solutions, diapering essentials, and bath products. Jool Baby products are available at major retailers including Target, Walmart, Babylist, Meijer, Amazon.com, TikTok Shop, and at joolbaby.com.

About Baby Safety Month

Baby Safety Month started in 1983 when the Baby Safety Alliance (formerly JPMA) initiated "Expectant Mother's Day." In 1986, it was extended to a weeklong celebration, until 1991, when the Baby Safety Alliance sponsored the first "Baby Safety Awareness Month." Since then, every September has been designated as Baby Safety Month.

About the Baby Safety Alliance

The Baby Safety Alliance, formerly the Juvenile Products Manufacturers Association (JPMA), is the leading voice for baby and children's product safety in North America. Established in 1962, its members represent approximately 95 percent of the prenatal-to-preschool product market across the United States, Canada, and Mexico. The organization advances safety through four primary pillars: advocacy, public education, independent product testing through its Verification Program, and philanthropy.

Maria Olsson-Tysor

Global Media PR

maria@globalmediapr.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)



Jool Baby strap locks - baby proofing lock

This press release can be viewed online at: <https://www.einpresswire.com/article/934882970>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.