

## Foundation for the Study of Infant Death (FSID)

### Mechanic

Room Thermometer

### Aim:

To work with the UK's leading baby charity who help to prevent sudden deaths and promote health in babies.

### Solution:

We produced 10,000 colourful branded Nursery/Room Thermometers for The Foundation for the Study of Infant Death (FSID), The thermometers carried important health and safety tips on the reverse of the cards with regards to the correct room temperature suitable for new born babies together with other useful safe baby care advice.

The thermometers, in this instance, were not giveaways, but were available for purchase from the FSID's informative website which is accessed mainly by expectant mothers and new parents.

### Comments:

The FSID funds research and also supports bereaved families

