

Baltimore City Healthy Start, Inc.
Recognition of Infant Mortality Awareness Month
September 2007

Activities to Recognize Infant Mortality Awareness Month

Design mailing labels and fax covers with the message “September is Infant Mortality Awareness Month”

Submit letters to all legislators – along with client testimonials

Write an editorial the first week of September

Develop poster advertisements to increase awareness of infant mortality – post throughout all centers

Host Press Conference on Thursday September 20th to release Healthy Start data on very low birth weight

Secure Governor’s Proclamation that September is infant mortality awareness month – dated September 20th

Secure Mayor’s Proclamation that September is infant mortality awareness month –
Dated September 20th

Have supporters literally sign onto “The Pledge” – get 2nd sheet for signatures – used for Healthy Start’s federal reauthorization/

Get or make baby booties representing the number of deaths in 2006 – string booties for the press conference

Order rattle lapel pins offered from National Healthy Start at cost of \$1.13 each to give out during the press conference to everyone that signs the pledge gets a pin)