

Memo

To: Healthy Start Project Directors
From: Cynthia Dean, NHSA, Board President
Jerry Roberson, Marketing Committee Chair
Date: July 22, 2008
Re: September Awareness Month Poster

September is National Infant Mortality Awareness Month and we want to again help our Healthy Start members observe the month by providing promotional materials. We have received tremendous feedback about the tool kit and the promotional items from last year and we have heard from many of you about your desire to use these items again in this year's observance.

The National Healthy Association Start is also creating a poster to accompany the rattles and other promotional items. If successful, a signature poster would be created each year and hopefully will become an item displayed throughout every Healthy Start community across the nation symbolizing National Infant Mortality Month, the Association, and the work of local project.

As part of the design for this year's poster, we are requesting that each project send us a picture of one of their many healthy babies born during the last 12 months. This picture will appear on the poster as representing your project so choose accordingly. The picture should be:

- High resolution, in JPEG or TIF file format.
- Labeled with the child's first name and birthweight in pounds and ounces
(normal weight babies, please) and the full name of the Healthy Start project
- Accompanied by a current media release form completed and signed by the appropriate adult (see attached form which will also be posted on NHSA website)
- Sent by email to creativesource70@yahoo.com
- Mailed to: Donnell Lewis, One Creative Source, 811 Quincy St., N.W. Suite 309, Washington, DC 20011

To have your project included on this poster, please have the picture mailed/emailed by Monday, August 4, 2008. We expect to print about 3,000 posters so that each project will receive about 30 posters. We want to have 100% participation, so get your pictures in.