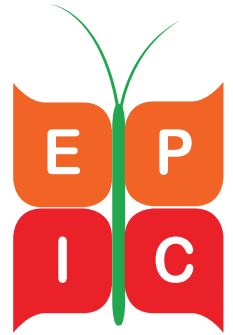## INFANT MORTALITY AWARENESS MONTH

September is Infant Mortality Awareness Month and an excellent opportunity to raise awareness of the issue of infant mortality in your community, as well as promote your Healthy Start program locally and nationally.

This toolkit focuses exclusively on the use of social media for Infant Mortality Awareness Month. Additional Infant Mortality Awareness Month resources and toolkits are available, including:

Celebrate Day 366 Toolkit
(http://www.nationalhealthystart.org/site/assets/docs/IMAC_ToolKit%20Web.pdf)
National Healthy Start Association
This toolkit designed to promote awareness of the high U.S. infant mortality rate and the need to reduce it, can be used in September and throughout the year. It contains ideas for fundraising activities, advocacy, statistics, as well as tips for working with the media, public relations, and marketing.

A Healthy Baby Begins with You Media Tools
(http://minorityhealth.hhs.gov/omh/content.aspx?ID=6953&lvl=3&lvlID=8)

Office of Minority Health
This campaign is designed to raise awareness about infant mortality, with an emphasis on the African-American community. An online media kit supports state and local programs in their efforts to address health inequities among populations disproportionately affected by poor birth outcomes.

Infant Mortality Disparities Fact Sheets
(http://minorityhealth.hhs.gov/omh/content.aspx?ID=6907&lvl=3&lvlID=8)
Office of Minority Health
These fact sheets contain infant mortality statistics for different population groups including African Americans, American Indians/Alaska Natives, Asian Americans/ Pacific Islanders and Hispanic Americans.

JOIN THE CONVERSATION...

By Using IMAM Hashtags

Throughout September, use the hashtag #infantmortality to be involved in the national discussion around Infant Mortality Awareness Month. In addition, if you have space within your messages, please include the hashtag #healthystart to promote the Healthy Start programs on this national stage.
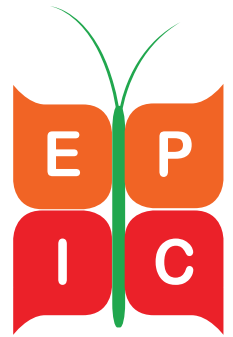
By Following Local and National Partners on Twitter

In order to follow the latest MCH conversations on Twitter, follow the MCH organizations below and find your community partners on Twitter throughout Infant Mortality Awareness Month, listen to what your partners are saying on social media, participate in conversations with them, and retweet their messages.

Organization	Twitter Handle
American Congress of Obstetricians and Gynecologists (ACOG)	@ACOGAction @acognews @ACOGPregnancy
Association of Maternal & Child Health Programs (AMCHP)	@DC_AMCHP
Association of Reproductive Health Professionals (ARHP)	@ARHP_ORG
CityMatCH	@CityMCH
HS EPIC Center	@HSEPICCenter
March of Dimes	@MarchofDimes
National Center for Education in Maternal and Child Health at Georgetown University	@NCEMCH
National Fatherhood Initiative	@thefatherfactor
National Fetal and Infant Mortality Review Program (NFIMR)	@NFIMR
National Healthy Mothers, Healthy Babies Coalition	@HMHBCoalition
National Healthy Start Association	@NatlHealthyStrt
National Institute for Children's Health Quality (NICHQ)	@NICHQ
Office of Head Start	@HeadStartgov
Office of Minority Health	@MinorityHealth
Office of Women's Health	@womenshealth
Tamarack Institute	@Tamarack_Inst
Zero to Three	@ZEROTOTHREE

By Incorporating Social Media into Your Existing Events

Incorporate social media before, during, and after your Infant Mortality Awareness Month events. Use social media before your event to promote the event and build up excitement. Encourage event participants to join you in live tweeting or posting pictures during the event. And wrap up the event on social media by thanking your event attendees and volunteers and posting pictures.
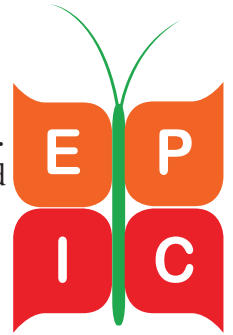
By Participating In or Hosting an Online Event

Research and participate in relevant Twitter chats or Twitterviews, or consider hosting your own. Tips for hosting Twitter chats can be found at http://www.socialbro.com/12-essential-tips-for-hosting-incredible-twitter-chats-that-everyone-wants-to-be-at/ and http://corneralliance.com/hosting-a-twitter-chat/.

By Participating in the Healthy Start EPIC Center's Thunderclap or Starting One of Your Own

Thunderclap (https://www.thunderclap.it/) is a free way to amplify your organization's voice on social media. Join the Healthy Start EPIC Center's Thunderclap at http://thndr.it/1NHUtrg to promote the mission of Healthy Start nationally. Tips for starting your own Thunderclap are available at http://www.digitalgov.gov/2014/06/25/case-studies-in-thunderclap/ and https://medium.com/@lucdudler/6-things-you-should-know-before-using-thunderclap-bc0855efb4db.

By Sharing These Healthy Start-specific ePostcards

The following 4 ePostcards can be shared via social media, including Twitter, Facebook, Instagram, etc. or on your website. Separate image files are available on the Training Calendar at healthystartepic.org under the August 18th webinar (http://healthystartepic.org/event/ask-the-expert-incorporating-social-media-into-your-infant-mortality-awareness-month-activities/). Consider posting an ePostcard each week of IMAM. Template messages are included with each ePostcard, but feel free to customize the messages to your program and community!

Suggested post text for ePostcard 1:
Facebook, etc.: September is Infant Mortality Awareness Month. <Name of Healthy Start Program> works to reduce infant mortality in our community by working with women and their families before, during, and after pregnancy. #infantmortality #healthystart

Twitter: Sept is Infant Mortality Awareness Month. Healthy Start works with families to reduce infant mortality in our community #infantmortality

http://healthystartepic.org/wp-content/uploads/2015/07/infant_mortality2.png

Suggested post text for ePostcard 2:

Facebook, Twitter, etc: <Name of Program> is a proud member of the national Healthy Start community. #infantmortality #healthystart

http://healthystartepic.org/wp-content/uploads/2015/07/infant_mortalitycard2.png
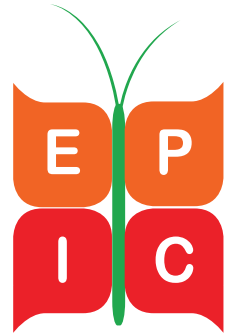
Suggested post text for ePostcard 3:

Facebook, etc.: <Name of Healthy Start program> works to reduce disparities by strengthening community-based systems of care and implementing evidence-based interventions to promote women's and infants' health. #infantmortality #healthystart

Twitter: Healthy Start works to reduce disparities by strengthening community-based systems of care #infantmortality #healthystart

http://healthystartepic.org/wp-content/uploads/2015/07/infant_mortalitycard3.png

Suggested post text for ePostcard 4:

Facebook, Twitter, etc.: Learn more about the services <Name of Healthy Start program> provides to our community at <insert program web link>. #infantmortality #healthystart (may need to take out #healthystart depending on length of web link)

http://healthystartepic.org/wp-content/uploads/2015/07/infant_mortalitycard4.png

Healthy Start strives to ensure access to community-based, culturally sensitive, family-centered, and comprehensive health and social services to women, infants, and their families.

#infantmortality