# Agency Name Contact:

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# Press Release

# Date of Release

## [YOUR AGENCY] WORKS TO MAKE SURE NEWBORNS GROW AND THRIVE THIS SEPTEMBER: Helping Families in [Your Catchment Area] Have A Healthy Start

**Your Location –** [Your Agency] has been linking women and families to the services in the [catchment area] community for [# of years your agency has exited] and is highlighting Infant Mortality Awareness Month this September in order to continue to help babies grow and thrive. The Centers for Disease Control and Prevention describes the death of a baby before his or her first birthday as infant mortality. Unfortunately, over 23,000 infants died during 2013 in the United States. Sadly, [xxx] babies died in [Your State] (find number of infant deaths for you state here: <http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64_09.pdf> - remove link once used, reference as a footnote if you want). The loss of a baby remains a sad reality for many parents and takes a serious toll on the health and well-being of families.

“At [Your Agency], we focus on family centered care, bringing parents and babies together through the first two years of life,” said [Your Director], [Your Director’s Title]. “Our programs include parenting support and educational tools to strengthen family resilience, breastfeeding education and support, depression screening and linkage to behavioral health services and health insurance, and a fatherhood component; additionally, we provide [add other program or service you want to highlight]. Our goal is to create optimal infant and young child health and development within our community.”

[Your Agency], a program of Healthy Start, focuses on impacting the health of women, infants, children in the first two years of life, and their families by providing access to and education around health services and reproductive life planning. [Your Agency] supports women before, during, and after pregnancy by addressing their health and social service needs, strengthening family resilience, and engaging community partners to enhance systems of care.

Pregnancy and childbirth have a huge effect on the health of women and their families. Pregnancy-related health outcomes are influenced by factors such as race, ethnicity, age, and income, but most importantly—a woman's health. Good preconception (before pregnancy) health and care means living a safe, healthy lifestyle and managing any current health conditions before getting pregnant.

The top five leading causes of infant mortality (over 50% of all infant deaths) are: birth defects, preterm birth (birth before 37 weeks of pregnancy) and low birth weight (less than 5 pounds 8 ounces), maternal complications of pregnancy, sudden Infant Death Syndrome (SIDS), injuries (e.g., suffocation). Many of these deaths are preventable.

“The infant mortality rate is higher in the United States than in comparably wealthy countries, and tends to be twice as high for black babies than for white babies,” says [Your Director’s Last Name]. “That is why [Your Agency], is dedicated to working in the community, for the community, and for the health of our babies.”

For more information about the [Your Agency Here], visit [your agency website] or call [your agency phone number]. [Your Agency Tagline if you have one].

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