



SAFE SLEEP SABBATH | MILWAUKEE, WISCONSIN • SUNDAY, OCTOBER 9, 2011

MEDIA ALERT

FOR MORE INFORMATION:

City of Milwaukee: Raquel Filmanowicz, Health Department, 414-286-3175
Columbia St. Mary's Hospital: Bill Solberg, Director of Community Services, 414-270-4921
Church of God in Christ Churches of the Northwest Jurisdiction: Bishop McClelland, 414-447-1965

Mayor Barrett, Columbia St. Mary's and Milwaukee congregations team up to promote infant safe sleep Informational luncheon for clergy to be held in preparation for the City's first Safe Sleep Sabbath

- WHAT** Safe Sleep Sabbath informational luncheon with Mayor Tom Barrett for pastors of all churches and faiths across the City of Milwaukee
- WHEN** Wednesday, September 28, 2011, 11:30 a.m. to 1:00 p.m.
- WHERE** Columbia St. Mary's Hospital, Water Tower Conference Room, 2350 North Lake Drive (Across the street from the new hospital. Media parking is circle drive available.)
- WHY** "Infant mortality" is the number of infants who die before their first birthday. From 2005-2008, there were more than 800 fetal and infant deaths in Milwaukee. For every 1,000 births, 11 infants died. Black infants were three times more likely to die than white infants. In 2009, there were an additional 122 infant deaths and a substantial portion of these were preventable, including those attributed to unsafe sleep.
- Milwaukee's first Safe Sleep Sabbath is set for Sunday, October 9, 2011. On this day, pastors of all churches and faiths across the community are asked to use the power of the pulpit to alert their congregations to the troubling infant mortality statistics in Milwaukee and share critical – often misunderstood – information to promote safe sleep practices for infants.
- The Safe Sleep Sabbath is being planned cooperatively by Mayor Tom Barrett and the City of Milwaukee Health Department, Columbia St. Mary's Hospital and Church of God in Christ Churches of the Northwest Jurisdiction (COGIC). Columbia St. Mary's and COGIC have been working collaboratively to improve the health of church members and the health of the communities served by the churches
- In preparation for this important Sunday, a **Safe Sleep Luncheon for Clergy will be held on September 28. More than 80 pastors from across the city, representing multiple faiths are expected** at the luncheon to receive consistent infant safe sleep messages, including the ten recommendations of the American Academy of Pediatrics, that are critical for parishioners to learn, as well as tools for them to participate in the Safe Sleep Sabbath, including posters, suggested church bulletin messages and materials to hand out to members on October 9.
- MORE** Additional information about Milwaukee's Safe Sleep Sabbath may be found at www.safesleepsabbath.com