



Tom Barrett
Mayor, City of Milwaukee

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Contact: Jodie Tabak
(414) 286-8504

Mayor Barrett and UWM Officials United in Effort to Reduce Infant Mortality with Emphasis on Pre-Natal Care

Launch of 5th Strong Baby ad aims to increase awareness of importance of early doctor visits for pregnant women and those planning to become pregnant

What: Milwaukee Mayor Tom Barrett will announce and discuss a new “Strong Baby” ad, which highlights the importance of prenatal care and early doctor visits for pregnant women and those planning to become pregnant. Mayor Barrett will speak along with Milwaukee Health Commissioner, Bevan Baker and Director of the Center for Urban Population Health, Dr. Ron Cisler at the University of Wisconsin- Milwaukee Union, room #191 located at 2200 E. Kenwood Boulevard.



When: The press conference will promptly begin on Thursday, January 12 at 10:00 a.m.

Interview Opportunities:

- Mayor Tom Barrett
- Bevan K. Baker, Milwaukee Commissioner of Health
- Dr. Ron Cisler, Director of Center for Urban Population Health
- Kia Brazil, mother of Strong Baby, Madyson Dixon, featured in the ad

Where: The press conference will be held at the University of Wisconsin-Milwaukee Union, room #191, 2200 E. Kenwood Boulevard.

Why: Late or no prenatal care can contribute to the loss of pregnancy, complications, and prematurity - the leading cause of infant mortality and morbidity. As part of a community-wide effort, the City of Milwaukee Health Department partnered with the University of Wisconsin-Milwaukee Zilber School of Public Health to develop and execute this campaign. Because high-quality, early prenatal care is an important component of a comprehensive infant mortality reduction strategy, the collaboration decided to

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focus on this issue. The Zilber School of Public Health, through funding from the Center for Disease Control and Prevention (CDC), was able to conduct market research within the targeted audience— young, low-income parents—to assess the value of the “Strong Baby” campaigns in general, and the prenatal message in specific. Milwaukee experiences infant mortality in numbers higher than many developing countries.

Infant Mortality Background: The ads are part of the city’s initiative to reduce the overall infant mortality rate (IMR) by at least 10% by 2017, while simultaneously reducing infant mortality among African-Americans by at least 15%. From 2008-2010, there were more than 340 infant deaths in Milwaukee. For every 1,000 births, over 10 infants died before their first birthday. Within these statistics, there is also a startling racial disparity. African American infants are 2.6 times more likely to die than Caucasian infants.

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