



Tom Barrett  
Mayor

Bevan K. Baker, FACHE  
Commissioner of Health

**Health Department Administration**

Frank P. Zeidler Municipal Building, 841 North Broadway, 3rd Floor, Milwaukee, WI 53202-3653 phone (414) 286-3521 fax (414) 286-5990  
web site: [www.milwaukee.gov/health](http://www.milwaukee.gov/health)

**For Immediate Release**  
June 4, 2010

Media Contact: Kwanza Newson  
414-286-3548 Office  
414-732-7250 Mobile

## **Health Officials Launch Additional Safe Sleep Awareness Messages to Further Reduce Infant Deaths**



Mayor Tom Barrett and Commissioner of Health Bevan K. Baker unveiled additional hard-hitting safe sleep campaign messages to prevent further infant deaths in our city after two reports this week of infants who died after sleeping in an unsafe sleep environment.

“This year alone, there have been at least eight infant deaths associated with an unsafe sleep environment in Milwaukee,” said Mayor Tom Barrett. “It’s clear that we as a community need to take steps to address unsafe sleep practice in our community.”

“This is everyone’s issue, and we need to pull together to protect our little ones and keep our residents safe and healthy,” he said.

“Our hearts go out to these families,” said Commissioner of Health Bevan K. Baker. “Losing a baby is the worst thing that can happen to anyone, and they will have to carry this grief far into the future.”

“We need parents to understand the possible consequences of their choices,” he said. “The safest place for a baby to sleep is by him or herself, in a crib - not in an adult bed.”

For the new campaign, the City of Milwaukee Health Department partnered again with SERVE Marketing to develop radio and television ads to remind residents that the safest place for a baby to sleep is in their own crib or bassinet, on their backs, with no pillows, bumper pads, blankets, or toys.

Similar to our tombstone headboard launched last December, this campaign was designed to be provocative and to serve as a wake-up call to the community that Milwaukee has a serious problem with babies sleeping unsafely and dying unnecessarily.

For more information on infant safe sleep, please contact the City of Milwaukee Health Department at 414-286-8620 or visit our Web site at [www.milwaukee.gov/safesleep](http://www.milwaukee.gov/safesleep).

To view the television PSA or listen to the radio announcement, visit [www.milwaukee.gov/health](http://www.milwaukee.gov/health)

*Think Health. Act Now!*