



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Mayor Barrett to Mark Third Annual Safe Sleep Sabbath

City of Milwaukee partners with local faith communities to reduce infant deaths

MILWAUKEE – On Sunday, Oct. 13, Mayor Tom Barrett and Commissioner of Health Bevan K. Baker will mark the third annual Safe Sleep Sabbath by visiting area churches to raise awareness of infant deaths related to unsafe sleep.

“While we have seen some success in reducing our overall infant mortality rates, we continue to see too many infant deaths that are entirely preventable,” said Mayor Tom Barrett. “Working with area churches, we can reach right into the heart of the community to share a common message about safe sleep. We are grateful to all churches who have pledged to share this message on Sunday.”

The effort supports Mayor Barrett’s goal to reduce Milwaukee’s overall infant mortality rate by 10 percent and reduce the African-American infant mortality rate by 15 percent by 2017. The leading cause of infant deaths in the city is complications due to prematurity, which make up more than 50 percent of infant deaths. Deaths due to unsafe sleep environments make up approximately 15 to 20 percent of all infant deaths.

The annual event is planned cooperatively by the City of Milwaukee Health Department and Columbia St. Mary’s. United Way of Greater Milwaukee, Church of God in Christ (COGIC) Northwest Jurisdiction, General Baptist State Convention of Wisconsin Inc., Urban Church Wellness Program, Common Ground Southeastern Wisconsin, and Milwaukee Inner-city Congregations Allied for Hope (MICAH) also support the day.

Churches can continue to pledge to share safe sleep educational materials and information at www.SafeSleepSabbath.org.

Please find a full schedule of appearances attached.

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2013 Safe Sleep Sabbath Schedule of Appearances

10:30 a.m. Ebenezer Church of God in Christ
3132 N. Martin Luther King Dr.
Milwaukee

11:30 a.m. Holy Cathedral Church of God in Christ
2677 N. 40th St.
Milwaukee

12:30 p.m. Christian Faith Fellowship
8605 W. Good Hope Rd.
Milwaukee

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