



Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

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

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Contact: Sarah DeRoo
Office (414) 286-3548
Cell (414) 708-4060

MEDIA ADVISORY

Mayor Barrett to Host Faith Leaders for Safe Sleep Educational Breakfast *Partnership with Columbia St. Mary's and local faith communities seeks to reduce infant deaths*

MILWAUKEE – On Saturday, Sept. 21, Mayor Tom Barrett will host local faith leaders and health experts at an educational breakfast that will focus on spreading a message in support of infant safe sleep throughout the community. The breakfast, held with support of Columbia St. Mary's and United Way of Greater Milwaukee, takes place prior to the third annual Safe Sleep Sabbath, set for Sunday, Oct. 13, a day in which faith leaders pledge to share the safe sleep message with their communities.

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. Preliminary data indicates that 96 infants died before their first birthdays in 2012, the lowest number of infant deaths on record in Milwaukee. Data indicates that 15 to 20 percent of infant deaths in Milwaukee are attributed to unsafe sleep environments.

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 (MICAHA) also support the day.

WHAT: Safe Sleep Clergy Breakfast

WHERE: Columbia St. Mary's Hospital Atrium
2301 N. Lake Dr., Milwaukee

TIME: 9-10 a.m.

SPEAKERS: Mayor Tom Barrett
Commissioner of Health Bevan K. Baker
Bill Solberg, Director of Community Services, Columbia St. Mary's
Bishop C.H. McClelland, Church of God in Christ Northwest Jurisdiction
Pastor Fuller, General Baptist State Convention of WI, Inc.

Further information can be found at www.safesleepsabbath.org.

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