



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 Bring Safe Sleep Message to Milwaukee Homes

*Mayor to lead joint effort with Milwaukee Fire Department and
City of Milwaukee Health Department to prevent infant deaths*

MILWAUKEE – On Wednesday, Oct. 9, Mayor Tom Barrett will join two of Milwaukee’s leaders in safe sleep education, the Milwaukee Fire Department and City of Milwaukee Health Department, in bringing a message about safe sleep practices directly to Milwaukee residents.

“While we have made progress in reducing Milwaukee’s infant mortality rate, we continue to see a disheartening number of infant deaths in our city,” said Mayor Barrett. “Infant deaths related to unsafe sleep are preventable, and continuing our door-to-door effort will bring the safe sleep message directly into homes in our community.”

The effort is part of Mayor Barrett’s goal to reduce the overall infant mortality rate in Milwaukee by 10 percent by 2017, while simultaneously reducing the African-American infant mortality rate by 15 percent in the same time period.

Infant deaths related to unsafe sleep environments make up approximately 15 to 20 percent of all infant deaths in the city.

WHAT: Mayor Barrett to address infant deaths related to unsafe sleep

WHERE: Milwaukee Fire Department Engine 13
2901 N. 30th Street, Milwaukee

TIME: 1:15 p.m.

SPEAKERS: Mayor Tom Barrett
Milwaukee Fire Chief Mark Rohlfing
Commissioner of Health Bevan K. Baker

Milwaukee Fire Department will go door-to-door after remarks.

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