



**FOR IMMEDIATE RELEASE**

September 27, 2016

Contact: Sarah DeRoo  
City of Milwaukee Health Department  
Office (414) 286-3548  
Cell (414) 708-4060

Jacquelyn Gozdowiak  
Serve Marketing  
jacquelyn.gozdowiak@bvk.com  
(414) 247-3866

**MEDIA ADVISORY**

**Strong Baby Campaign to Promote Home Visiting for Milwaukee Families**

*City of Milwaukee Health Department and partners to launch new Strong Baby campaign as part of collaborative effort to reduce infant mortality*

MILWAUKEE – From push-ups and chin-ups to karate kicks and more, Milwaukee’s Strong Baby campaign has celebrated its miniature stars’ acts of strength for a very serious cause. What will the next Strong Baby do?

On Wednesday, September 28, Mayor Tom Barrett and Commissioner of Health Bevan K. Baker will be joined by partners with the Lifecourse Initiative for Healthy Families at United Way of Greater Milwaukee & Waukesha County and Serve Marketing to release the latest phase of the iconic Strong Baby campaign.

The Strong Baby Home Visiting campaign, being launched as Infant Mortality Awareness Month comes to a close, is aimed at increasing awareness for the City of Milwaukee Health Department Home Visiting Programs as a benefit to expecting families. These programs, which serve pregnant women, men and their families through the prenatal period and after the child is born, support healthy birth outcomes, child development and family self-sufficiency.

**WHAT:** Strong Baby Home Visiting Campaign Launch

**WHEN:** Wednesday, September 28, 2016  
10 a.m.

**WHERE:** City of Milwaukee Health Department Southside Health Center  
1639 S. 23<sup>rd</sup> St., Milwaukee

**WHO:** Mayor Tom Barrett  
Commissioner of Health Bevan K. Baker  
Mary Lou Young, United Way of Greater Milwaukee & Waukesha County  
Wanda Montgomery, Milwaukee Lifecourse Initiative for Healthy Families  
Gary Mueller, Serve Marketing  
Strong Baby Home Visiting families and children

###