



FOR IMMEDIATE RELEASE

October 26, 2017

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MEDIA ADVISORY

Strong Baby Campaign to Address Major Risk Factor in Infant Deaths

New phase of citywide Strong Baby campaign to raise awareness of impact of secondhand smoke on premature births, sleep-related infant deaths

MILWAUKEE – On Friday, October 27, Mayor Tom Barrett, the Milwaukee Lifecourse Initiative for Healthy Families, City of Milwaukee Health Department, and Community Advocates will be joined by community partners to launch a new phase of the citywide Strong Baby campaign.

With a message that “Smoke-Free Homes Promote Strong Babies,” the campaign will call on families to make their homes smoke-free for healthier birth outcomes and healthy infants. The campaign seeks to raise awareness that smoking while pregnant is a significant risk factor for premature births, and smoking around pregnant women and infants can cause serious health problems and increase risk of sleep-related infant deaths.

From 2012 to 2015, tobacco use during pregnancy was documented in nearly 35% of infant deaths and exposure to secondhand smoke during pregnancy was documented in nearly 44% of infant deaths in Milwaukee. Additionally, exposure to secondhand smoke was documented in 71% of sleep-related infant deaths during this time period. Premature births remain the leading cause of infant deaths in Milwaukee, followed by birth defects and unsafe sleeping environments.

The campaign will be seen on transit shelters citywide, along with outreach on social media, and directly to families through programs and outreach efforts.

Strong Baby is a citywide public awareness campaign focused on raising awareness for the factors that promote healthy birth outcomes and a healthy first year of life. The campaign, developed by the nation’s only all-volunteer advertising agency, Serve Marketing, is led by the Milwaukee Lifecourse Initiative for Healthy Families (LIHF), a communitywide coalition funded by the UW School of Medicine and Public Health’s Wisconsin Partnership Program that is working to eliminate the racial disparity in infant deaths.

WHAT: Smoke-Free Homes Strong Baby Campaign Launch

WHEN: Friday, October 26

TIME: 10:45 a.m.

WHERE: Hillside Family Resource Center
1452 N 7th Street, Milwaukee, WI 53205

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