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Milwaukee Health Department Unveils New Campaign to Lower Infant Mortality

***Health Disparities Like INFANT MORTALITY Are A Focus Of National Public
Health Week***

As concern continues to grow about racial and ethnic health disparities in our area, community agencies and public health officials in Milwaukee are using **National Public Health Week, April 5-11, 2004**, to call attention and build awareness to ways of addressing this problem. The two areas of focus this year for the City of Milwaukee Health Department (MHD) are decreasing the infant mortality rate for the city of Milwaukee and promoting health and wellness for all ages.

Mayor Marvin Pratt and Health Commissioner, Seth L. Foldy will hold a press conference on **Monday, April 5, 2004 at 2:30 p.m.** to launch the week-long celebration of National Public Health Week which is focused on eliminating racial and ethnic disparities in health. "Public Health Week is a great opportunity to build awareness of the health issues affecting our city and the public health professionals dedicated to better health," said Mayor Marvin Pratt.

Monday's event will also **unveil a new infant mortality education campaign and the development of a hotline dedicated to linking pregnant mothers to health insurance, WIC services and prenatal care.**

Milwaukee infant mortality rates are higher than many other city's, largely because death rates among African-American infants is nearly three times that of white infants. Premature birth and Sudden Infant Death Syndrome are the leading causes of this disparity. Early prenatal care and safe sleep conditions for infants could save many lives. "Healthy babies start with healthy parents who are pregnant by choice, free from tobacco and disease. Early prenatal care is the next ingredient, followed by keeping infants safe in the home," said Health Commissioner, Seth L. Foldy.

WHAT: Press Conference to launch infant mortality education campaign
WHEN: Monday, April 5 at 2:30 PM
WHERE: Milwaukee County Transit System
2932 N. 35th Street
SPEAKERS: Mayor Marvin Pratt
Seth L. Foldy, M.D.
City of Milwaukee Health Commissioner