



SHELBY COUNTY HEALTH DEPARTMENT



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Public Health
Prevent. Promote. Protect.

FOR IMMEDIATE RELEASE
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NEWS RELEASE

#PaintSCPurple: Support National Infant Mortality Awareness Month

MEMPHIS – **National Infant Mortality Awareness Month** occurs every September and is a great opportunity to remind the community of ways to prevent infant deaths in Shelby County, TN. As the nation recognizes Infant Mortality Awareness Month, the Shelby County Health Department, along with many community partners, continues to work to reduce the Infant Mortality Rate (IMR) through collaborative efforts.

SCHD asks everyone in Shelby County, TN to *Paint Shelby County Purple*, or #PaintSCPurple, in support of **National Infant Mortality Awareness Month**. On **Friday, September 22, 2017**, wear purple, share a picture of yourself or your group wearing purple, and post on Facebook, Instagram, and/or Twitter.

Use the hashtag: #PaintSCPurple and tag SCHD @ShelbyTNHealth.

Throughout the day, be sure to share the “KEY FACTS TO REDUCE INFANT DEATHS” on the attached flyer as well.

“I encourage all residents throughout the county to participate in the *Paint Shelby County Purple* initiative. It’s an important campaign that will help save the lives of infants,” says Shelby County Mayor Mark Luttrell, Jr.

For Shelby County, TN, the 2015 IMR—the rate at which babies die before their first birthday—decreased from 9.6 infant deaths per 1,000 live births to 8.2 infant deaths per 1,000 live births. The National IMR target established by the Centers for Disease Control and Prevention (CDC) through Healthy People 2020 is 6.0 deaths per 1,000 births.

“Infant Mortality is widely regarded as a key measure of the status of a community’s overall health as well as social and economic well-being. While there is noted progress, there is still much work to be done,” says Dr. Alisa Haushalter, Director of SCHD.

Everyone can play an important role in reducing infant mortality. By painting Shelby County purple, it demonstrates the collective effort needed to further progress on this issue.

To learn more about programs aimed at ensuring the health and safety of babies, call (901) 222-9000.

What: Paint Shelby County Purple/ #PaintSCPurple

When: September 22, 2017

Where: Facebook, Twitter, Instagram

Tag: @ShelbyTNHealth

Hashtag: #PaintSCPurple

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Mission

To promote, protect and improve the health and environment of all Shelby County residents.

814 Jefferson Avenue ♦ Memphis, Tennessee 38105
(901) 222-9000

SEPTEMBER IS INFANT MORTALITY AWARENESS MONTH

LET'S #PaintSCPurple!

WEAR PURPLE ON FRIDAY, SEPTEMBER 22, 2017 TO SHOW YOUR SUPPORT



POST YOUR PICTURES!

Post pictures of yourself or your group wearing purple and post on Facebook, Instagram, and/or Twitter using **#PaintSCPurple @ShelbyTNHealth**.

SHARE KEY FACTS TO REDUCE INFANT DEATHS

To ensure healthy birth outcomes, women should:

- **PLAN** for a pregnancy. *Be healthy before, during and after pregnancies.*
- **SEEK** prenatal care within your first trimester.
- **TAKE** 400 mcg of FOLIC ACID daily. *Reduce chances of birth defects.*
- **KNOW** the factors that can contribute to infant death: *chronic diseases, lack of prenatal care, poor nutrition, smoking and substance abuse.*
- **QUIT** smoking and provide a smoke-free environment.
- **GET TESTED** (and treated, if necessary) for sexually transmitted illnesses.
- Have a **FULL-TERM** pregnancy (approximately 40 weeks).
- **KNOW** the signs and find help for postpartum depression.
- **CHOOSE** breastfeeding as a method and **SUPPORT** a woman's choice to breastfeed.
- Understand the **ABCs** of Safe Sleep: *Babies should sleep Alone, on their Backs and in a Crib.*
- **NEVER** leave a baby unattended.

Show
Support

To learn more about programs aimed at ensuring the health and safety of babies, call (901) 222-9000.



#PaintSC
Purple

Raise
Awareness

LOOKING FOR WAYS TO CONNECT WITH US?

Follow Us @ ShelbyTNHealth



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