

## 2011 Infant Mortality Awareness Campaign Summary of Online Statistics and Awareness Activities



Blue Ribbon Panel on Infant Mortality  
November 18, 2011



## Statewide Campaign Activities and Resources

- Updated materials to Blue Ribbon Panel website (Sept, Oct, Nov) – fact sheets, media toolkit, resources, etc.
- 3 proclamations signed by Governor Brownback and two photo opportunities (SIDS Awareness Month, Prematurity Awareness Month)
- Blue Ribbon Panel member events (e.g., Sedgwick County, Mother & Child Health Coalition)
- KDHE-based tweets (once a week Sept, Oct, Nov)
- KDHE Friday Flash (SIDS Awareness Month, Prematurity Awareness Month) – goes to state employees
- KDHE Facebook
- KDHE webpage (SIDS Awareness Month a featured health promotion month)
- KDHE press releases (all three months)
- BrushArt Facebook Ad (3 weeks)
- Quick card, poster, banner tagline
- “Second Wave” county efforts (Butler, Saline, Greenwood, Elk, Chautauqua)



# Governor's Awareness Proclamations



Official SIDS Awareness Month Proclamation



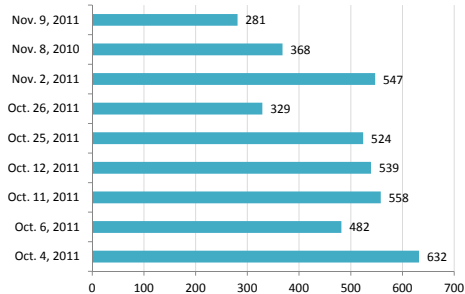
Prematurity Awareness Month Proclamation Signing



# KDHE Facebook Page



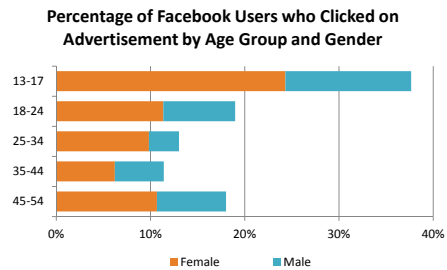
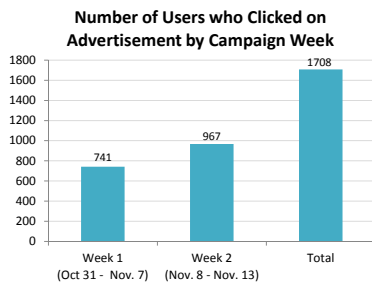
Number of Users who Clicked on Article Link on Day of Posting on Facebook Page



## KDHE Facebook Page Postings

Date	Views	Article Text
Nov. 9	281	A great resource: Kansas Blue Ribbon Panel recommendations which suggest actions to reduce and prevent infant death: <a href="http://www.kansasinfantmortality.org">www.kansasinfantmortality.org</a>
Nov. 8	368	Studies have found that certain lifestyle factors may put a woman at greater risk of preterm labor. Check the factors at: <a href="http://1.usa.gov/uHkUsw">http://1.usa.gov/uHkUsw</a>
Nov. 2	547	Governor Brownback declared November as Prematurity Awareness Month.
Oct. 26	329	Leading causes of infant deaths in Kansas are congenital anomalies (20%), pre-term birth/low birth weight (18%), Sudden Infant Death Syndrome (SIDS) (15%), and maternal complications of pregnancy (10%)
Oct. 25	524	About one-in-five SIDS deaths occur while in the care of someone other than the parent. Talk about Safe Sleep Practices with Everyone Who Cares for Your Baby!
Oct. 12	539	Read more about the Kansas City Healthy Start Program (a program of the Maternal & Child Health Coalition) at: <a href="http://www.mchc.net/programs/healthy_start.aspx">http://www.mchc.net/programs/healthy_start.aspx</a>
Oct. 11	558	Babies who sleep on their tummies are at five times greater risk for SIDS.
Oct. 6	482	SIDS is most common for infants two to four months of age who appear healthy, but die without warning during sleep. Since the Back to Sleep Campaign, SIDS deaths have decreased by about 50 percent.
Oct. 4	632	Read the Kansas Blue Ribbon Panel recommendations which suggest further actions to reduce and prevent infant death: <a href="http://www.kansasinfantmortality.org">www.kansasinfantmortality.org</a>

## Facebook/Brush Art Advertisement



# Campaign Resource Centers

BRP Member Site Campaign Page

KDHE BFH Campaign Page

**Three Month Awareness Campaigns**

September: Infant Mortality  
October: SIDS  
November: Prematurity

**Communications Plan:**  
2011 Kansas Statewide Awareness Campaigns Communications Plan (Word)

**Factsheets:**

English	Spanish	Vietnamese
<ul style="list-style-type: none"> <li>Infant Mortality</li> <li>What Can We Do To Reduce Risks for Infant Death?</li> <li>Sudden Infant Death Syndrome</li> <li>Safe Sleep for Babies</li> <li>Smoking During Pregnancy</li> <li>Prematurity</li> </ul>	<ul style="list-style-type: none"> <li>Infant Mortality</li> <li>What Can We Do To Reduce Risks for Infant Death?</li> <li>Sudden Infant Death Syndrome</li> <li>Safe Sleep for Babies</li> <li>Smoking During Pregnancy</li> <li>Prematurity</li> </ul>	<ul style="list-style-type: none"> <li>Infant Mortality</li> <li>What Can We Do To Reduce Risks for Infant Death?</li> <li>Sudden Infant Death Syndrome</li> <li>Safe Sleep for Babies</li> <li>Smoking During Pregnancy</li> <li>Prematurity</li> </ul>

**Bureau of Family Health**  
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Topeka, Kansas 66612-1274  
Phone: (785) 293-2048  
Fax: (785) 293-6152  
Toll Free: (800) 332-4262

**Statewide Infant Mortality Awareness Campaign 2011**

**November: Prematurity Awareness Month**

**Campaign Resources**

- Prematurity Awareness Fact Sheets
- Prematurity Awareness Fact Sheets - Spanish
- Prematurity Awareness Fact Sheets - Vietnamese
- March of Dimes 2010 Prematurity Birth Report Card
- Theme for 2011: Fight for Premates
- March of Dimes: Fight for Prematures Campaign Page
- March of Dimes Greater Kansas Chapter

**Media Resources**

- Sample Proclamation
- Sample Letter to the Editor
- Swiss Cheese Press Release
- What Goes in a Marketing Kit?
- What Goes in a Press Kit?
- Governor Signs Proclamation Declaring November as Prematurity Awareness Month

Kansas Blue Ribbon Panel on Infant Mortality

# www.kansasinfantmortality.org

**Infant Mortality in Kansas**

**The Problem**

Each year, approximately 200 Kansas babies die before their first birthday. This represents an infant mortality rate of more than 7 deaths for every 1,000 live births.

Thirty years ago, Kansas' infant mortality rate compared favorably to other states. In recent years, Kansas' infant mortality rate has stagnated while the US rate has continued to decline. Furthermore, while many states have made progress closing the mortality gap between black and white infants, Kansas has not.

**What We're Doing**

In 2009, the Kansas Blue Ribbon Panel on Infant Mortality was formed to tackle this problem. The Panel brings together several organizations in Kansas with a broad range of expertise, including many that have been working for years to address infant mortality risk factors and improve birth outcomes. The Panel has helped focus efforts among partners and generated new collaborative initiatives. For more information, we invite you to explore this website, or contact us at [info@kansasinfantmortality.org](mailto:info@kansasinfantmortality.org) or 1-800-332-6056.

**More Information**

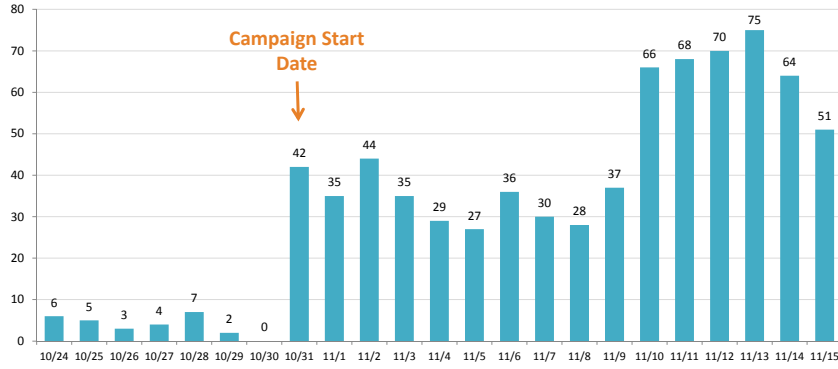
- Kansas Fact Sheet
- KDHE Bureau of Family Health
- Kansas Birth and Infant Death Database
- HCH Library: Infant Mortality and Pregnancy Loss

**Fact Sheets**

Fact Sheet Title	English	Spanish	Vietnamese
Infant Mortality in Kansas	English	Spanish	Vietnamese
Infant Mortality Awareness	English	Spanish	Vietnamese
What Can We Do To Reduce Risks for Infant Death?	English	Spanish	Vietnamese
Sudden Infant Death Syndrome	English	Spanish	Vietnamese
Safe Sleep for Babies	English	Spanish	Vietnamese
Smoking During Pregnancy	English	Spanish	Vietnamese
Prematurity	English	Spanish	Vietnamese

[www.kansasinfantmortality.org](http://www.kansasinfantmortality.org)

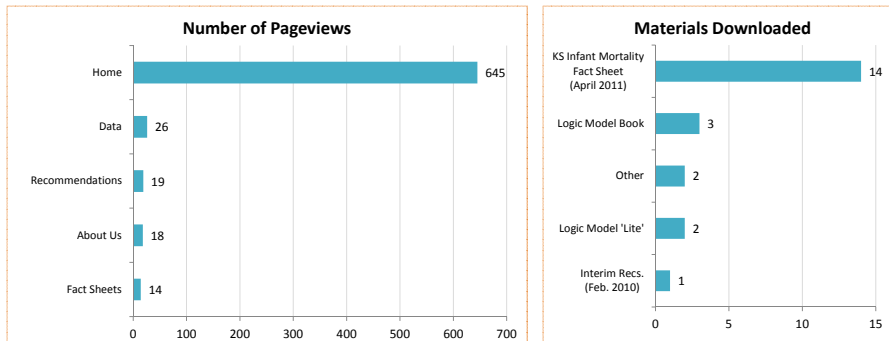
**Visits by Day**



Kansas Blue Ribbon Panel on Infant Mortality

[www.kansasinfantmortality.org](http://www.kansasinfantmortality.org)

**During Campaign Period:  
Oct. 31 – Nov. 13**



Kansas Blue Ribbon Panel on Infant Mortality

# www.kansasinfantmortality.org

## Prior to Campaign

(Oct. 1<sup>st</sup> – 30<sup>th</sup>)

- 95 Visits (83 unique)
- 186 Page views
- 1.96 Pages / Visit
- Average Time on Site: 3min 35sec
- Approximately half of site visitors made additional clicks beyond the home page.

## During Campaign

(October 31<sup>st</sup> – Nov. 13<sup>th</sup>)

- 622 Visits (585 unique)
- 723 Page views
- 1.16 Pages / Visit
- Average Time on Site: 18sec
- Approx. 10% of visitors clicked beyond the home page.



# Brush Art Quick Card

**Healthy Babies,  
Healthy Kansas**  
*Every baby, Every time.*



**10 Steps to Having a Healthier Baby**  
Each year, approximately 300 Kansas babies die before their first birthday. Kansas ranks 40th among all states for overall infant mortality and black infant mortality is more than twice the rate of white infant mortality. The leading causes of infant death in Kansas are birth defects, preterm and low birth weights, and Sudden Infant Death Syndrome (SIDS).

**For Mom:**

- Get a check-up to identify high blood pressure, diabetes, asthma, seizures and thyroid disease.
- Make and keep your prenatal care appointments.
- Take prenatal vitamins with folic acid everyday.
- Don't smoke, drink or do drugs. They can harm you and your baby.
- Eat a healthy diet, with plenty of fruits and vegetables, drink plenty of water, and maintain a healthy weight.

(front)

**For Baby:**

- Put your baby to sleep on his/her back EVERY TIME to prevent sudden infant death syndrome (SIDS).
- Avoid using soft objects, stuffed toys, loose bedding and blankets in the crib.
- Give your baby breast milk. Breast is best!
- Keep your baby's shots current and keep your wellbaby appointments.
- Follow your health care provider's recommendations.



1-800-444-6472  
www.kansasinfantmortality.org

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