**Update: Statewide Campaign to Increase Awareness of Infant Mortality in Kansas**

For Blue Ribbon Panel on Infant Mortality

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April 5, 2013

Highlights December 2012– March 2013

1. ASTHO Challenge to Reduce Prematurity (Joint March of Dimes/KDHE project) (Miranda Steele, Diane Daldrup, Erin Kiekbusch)

* KDHE Media Advisory – March 7
* KDHE press conference – March 8 – Capitol Rotunda
* Coverage (picked up close to 25 times across the state and it was also picked up in Missouri, Nebraska, Texas and California

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| ASTHO Press Conference | KSNT 27 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 5:07PM |
| ASTHO Press Conference | KSNT 27 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 6:05PM |
| ASTHO Press Conference | KSNT 27 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 10:06PM |
| ASTHO Press Conference | KTKA 49 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 5:35PM |
| ASTHO Press Conference | KTKA 49 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 6:34PM |
| ASTHO Press Conference | KTKA 49 Kansas First News | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 10:06PM |
| ASTHO Press Conference | 41 Actions News | Kansas City | 8-Mar | 6:11AM |
| ASTHO Press Conference | KSN News | Wichita (Hutchinson) | 8-Mar | 6:04PM |
| ASTHO Press Conference | Fox 4 News | Kansas City | 8-Mar | 5:24PM |
| ASTHO Press Conference | KTMJ Fox | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 5:24PM |
| ASTHO Press Conference | WIBW | Topeka (Salina, Manhattan, Junction City) | 8-Mar | 5:07PM |
| ASTHO Press Conference | Kansas AP | Kansas | 8-Mar |  |
| ASTHO Press Conference | 41 Action News | Kansas City | 8-Mar | 6:06PM |
| ASTHO Press Conference | WIBW Radio | Topeka (Salina, Manhattan, Junction City) | 8-Mar |  |
| ASTHO Press Conference | WIBW | Topeka (Salina, Manhattan, Junction City) | 9-Mar | 6:28AM |
| ASTHO Press Conference | WIBW | Topeka (Salina, Manhattan, Junction City) | 9-Mar | 6:58AM |
| ASTHO Press Conference | WIBW | Topeka (Salina, Manhattan, Junction City) | 9-Mar | 7:28AM |
| ASTHO Press Conference | Wichita Eagle | Wichita (Hutchinson) | 9-Mar |  |
| ASTHO Press Conference | Kansas City Star | Kansas City | 9-Mar |  |
| ASTHO Press Conference | Kansas Health Institute (Print publication) | Kansas | 9-Mar |  |
| ASTHO Press Conference | Hutchinson News | Hutchinson | 11-Mar |  |
| ASTHO Press Conference | KCTV 5 | Kansas City | 11-Mar | 5:04 AM |
| ASTHO Press Conference | KCTV 5 | Kansas City | 11-Mar | 6:05AM |
| ASTHO Press Conference | 41 Action News | Kansas City | 11-Mar | 6:34AM |

1. Healthy Babies Kansas Facebook Page Posts

December: HIV Awareness Month/Folic Acid Awareness Week (number of impressions – 789,135 with 190 “likes”)

January: Stalking Awareness Month (380,271 impressions with 139 “likes”)

February: Teen Dating Violence Awareness Month (420,180 impressions with 184 “likes”)

March: Nutrition Month ( an amazing 4,725,097 impressions with 81 “likes”)

Note: We decreased the number of ads from four to the two highest performing ads from January 2013. This is so we could have a cost savings – going from $1500 spent a month to $1000 for two ads.

As we speak -

*April: Minority Health Awareness Month (health care access); Child Abuse Awareness Month; Alcohol Awareness Month/Fetal Alcohol Spectrum Disorders*

1. PPE activity: Kansas City Kansas Community College (PPEs will be at Kansas City Kansas Community College health fair April 11, the Greater Kansas City Kansas Baby Shower April 14, and participate in the Mother & Child Health Coalition quarterly meeting April 26). The PPE team was the first to use funding of up to $499 provided for PPE events – April, Minority Health Awareness Month and beyond.