

September 3, 2010

Dear Kansas Blue Ribbon Panel Members:

At the August meeting, the Panel tasked us to undertake development and implementation of a statewide campaign to raise awareness of the seriousness of infant mortality in Kansas. This implements one of the Panel's key recommendations identified in November 2009, "Develop a public awareness campaign on infant mortality".

We have developed an inter-related three month campaign that magnifies messaging about infant mortality September (National Infant Mortality Awareness Month), October (SIDS Awareness Month), and November (Prematurity Month). Attached is the "big picture" health communication campaign plan so you can be aware of the variety of activities that may occur over the three month period. The objective is to saturate our communities with a prolonged message about infant mortality.

A primary strategy, which we hope you will support, is to include the materials assembled (marketing and media kits and other resources) that will promote awareness of infant mortality through your agency website, coalitions, and other partners. These materials are being finalized, and we will let you know when materials go "live" on the Bureau of Family Health website after the Labor Day holiday.

We are also hopeful that you will identify a coordinator to track your campaign through the attached campaign log. If you have a tracking tool please compare it with the one that is attached. Please make revisions to incorporate the same measures. Aiko will collect the logs at the end of each month (and check in with coordinators bi-weekly to address any concerns). The goal is to summarize our successes and challenges in getting the word out on the campaign.

This opportunity came very quickly, and we have seized the moment to move forward and focus attention on infant mortality. The success of the campaign statewide depends on the efforts of all Panel members and partners to join together in getting the word out.

Thanks to everyone for your continued work on this issue, and we are available to answer any questions you may have about the materials or awareness campaign.

Sincerely,



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