



Cincinnati-Hamilton County Community Action Agency

We help make things happen

1740 Langdon Farm Road

Cincinnati, OH 45237

MEDIA ADVISORY: March 28, 2011

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Agencies Partner to Help Lower Infant Mortality in Greater Cincinnati

What: 2011 Bright Futures Infant Mortality Awareness Conference
The Bright Futures Conference will stress the importance of knowing and preventing some of the risk factors associated with premature birth infant death.

When Tuesday, March 29, 2011
8:30 a.m. to 2:30 p.m.
Breakfast and lunch are provided.

Where: Cincinnati-Hamilton County Community Action Agency
1740 Langdon Farm Road
Cincinnati, OH 45237

Who: The Bright Futures Conference targets high school and college-aged youth, along with social service and health care professionals. WCPO Channel 9's Annette Peagler (Reporter/Associate Producer) will emcee the event.

The conference is sponsored by the Cincinnati-Hamilton County Community Action Agency's (CAA) Head Start/Early Head Start Program, the Women & Infant Vitality Network, and Aetna.

Why: More than 100 infants die before their first birthday each year in Hamilton County and Cincinnati's rate of infant mortality is nearly 14 per 1,000, double the national rate. Educating youth and professionals on how to care for both the mother and baby before, during, and after birth will save lives and ensure a healthier community.

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