



555 Towner St., P.O. Box 0915  
Ypsilanti, MI 48197-0915  
Phone (734) 544-6700

**FOR IMMEDIATE RELEASE**

Date: September 22, 2010

Contact: Kelly J. Stupple, Child Health Advocate (734) 544-3079

**WASHTENAW COUNTY INFANT MORTALITY COALITION KICKS OFF  
3X MORE LIKELY CAMPAIGN  
African American Babies are 3X More Likely to Die than White Infants**

YPSILANTI, MI, September 22, 2010 — Join the Coalition for Infant Mortality Reduction and its partners on Monday, October 4<sup>th</sup>, 2010 as they kick off the *3X More Likely* campaign. The event is from noon to 1:00pm at the Washtenaw County Public Health department located at 555 Towner St., Ypsilanti, MI, 48198. The campaign addresses African American women's health and infant mortality in Washtenaw County. Speakers will include Washtenaw County Administrator, Verna McDaniel, and Susan Lee of Washtenaw County Public Health. There will also be an unveiling of the new media campaign including billboards and interior bus signage to draw attention to the problem of the high rate of infant death in our local African American community. The Coalition received REACH grant funding from Genesee County to raise awareness of this problem, which is most prevalent in zip codes 48108, 48197, and 48198.

“In Washtenaw County black infants are three times more likely to die than white infants before their first birthday, and more than two times more likely to be born premature or low birth weight. Many of these deaths and preterm births are preventable,” remarked Marcia Dykstra, Washtenaw Area Council for Children and *3X More Likely* campaign coordinator. One of the goals of the Coalition for Infant Mortality Reduction is to reduce racial disparities in infant mortality and in low birth weight/premature delivery.

“At the kick off we will introduce members of our team of hair stylists and faith-based community health educators who will help spread the word to women in the African American community about ways to prevent infant deaths and stay healthy. We're also planning to highlight a helpful but little known free health insurance plan available to women ages 19-44 in Michigan called PLAN FIRST! Regular check-ups and family planning are two important tools women can use take control of their health,” added Kelly Stupple, Child Health Advocate for Washtenaw Success by 6 and Washtenaw County Public Health. PLAN FIRST! gives income eligible women the opportunity to receive free family planning services such as clinic or gynecologist visits, pap smears, birth control prescriptions, contraceptive supplies and devices, lab tests and treatment for STIs. For information on how to apply for PLAN FIRST, visit your local Department of Human Services or Public Health Department, or call 1-800-642-3195 or go to [www.healthcare4mi.com](http://www.healthcare4mi.com).

In addition, Washtenaw County Public Health is partnering with the national Text4Baby campaign which aims to provide pregnant women and new moms with information to care for themselves and their babies to help them lead the healthiest life possible through a free text messaging information service. Sign up by texting BABY to 511411 or Bebe to receive messages in Spanish.

For more information please contact Kelly J. Stupple at [stupplek@ewashtenaw.org](mailto:stupplek@ewashtenaw.org)

XXX