



CELEBRATE**ONE**

Working to assure that every  
baby celebrates his or her first  
birthday

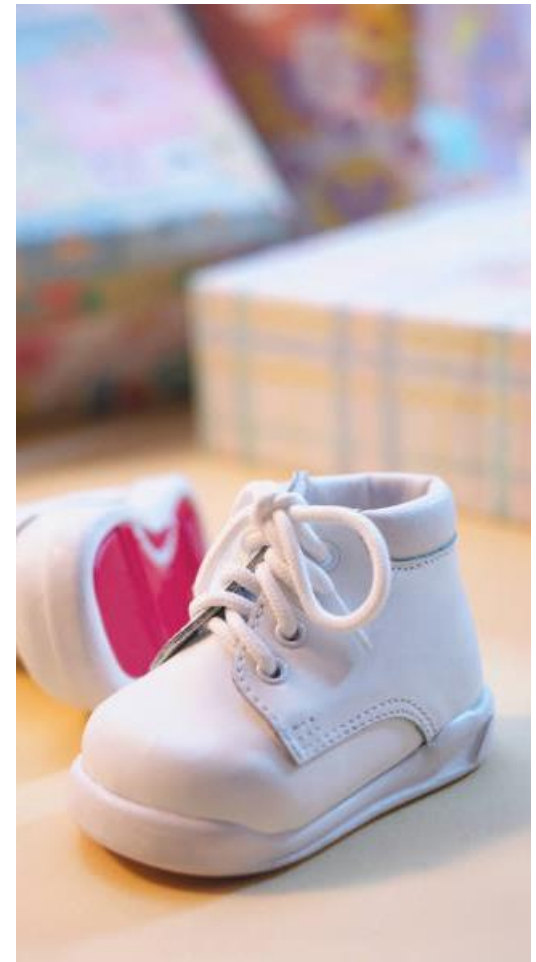
# WHAT IS INFANT MORTALITY?

## What is infant mortality?

- The death of a baby before his or her first birthday

## How is it measured?

- As a rate, that is, the number of deaths per 1,000 live births



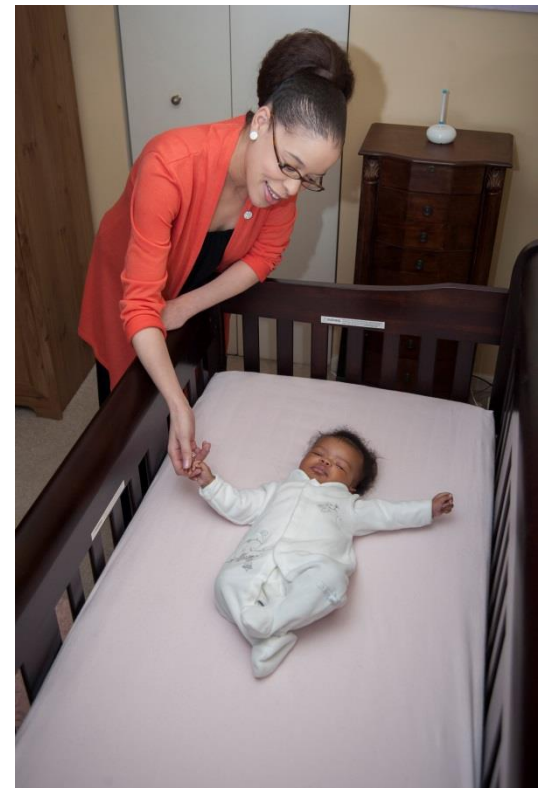
# HOW DOES INFANT MORTALITY AFFECT OUR COMMUNITY?

- **Ohio** ranks 46<sup>th</sup> out of the 50 states for infant mortality
- Every week 3 babies die in **Franklin County** before they reach their first birthday. This amounts to more than 150 babies per year
- **Columbus** ranks 36<sup>th</sup> out of the 50 largest US cities
- In **Central Ohio**, black babies die at a rate 2.5 times that of white babies



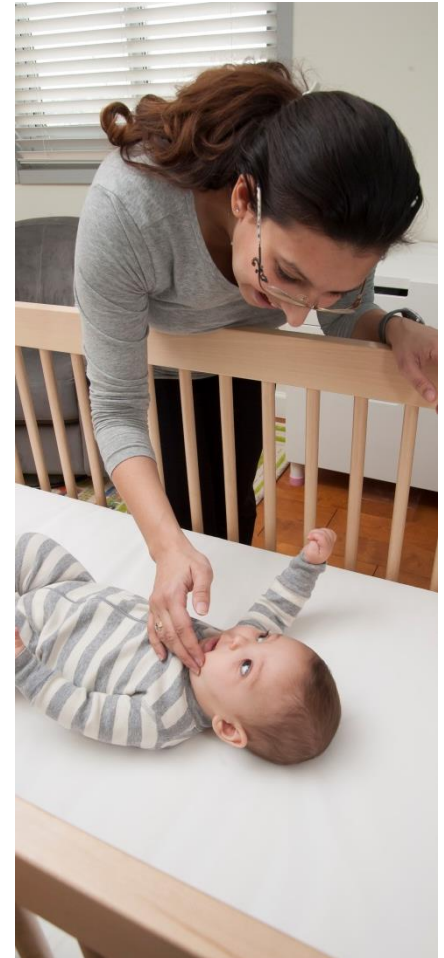
# WHAT CAUSES INFANT MORTALITY?

- Babies born too early, or too small
- Serious birth defects
- Unsafe sleeping conditions
- Smoking
- The health and safety of the neighborhoods in which we live, learn, work and play



# SLEEP-RELATED DEATHS

- Every week in **Ohio** 3 babies die in unsafe sleep environments
- There were 79 sleep-related infant deaths in **Franklin County** between 2009 and 2011
  - 56% of these Franklin County babies died in unsafe sleep environments



# HOW CAN I HELP REDUCE INFANT MORTALITY?

- Improve the health of women and moms-to-be
- Assure the health and safety of babies
- Improve the conditions in neighborhoods to make them as healthy as can be



# HOW CAN I HELP REDUCE INFANT MORTALITY?

## 1. Teach and Practice the ABC's of Safe Sleep

- Babies should sleep: **alone**, on their **backs**, and in an empty **crib**
- **No pillows, bumper pads, blankets, or stuffed animals in the crib**





# HOW CAN I HELP REDUCE INFANT MORTALITY?

2. Help connect moms and mom-to-be to health care
3. Help moms and moms-to-be become smoke-free

Visit [www.CelebrateOne.info](http://www.CelebrateOne.info) for resources to help with these recommendations





# HOW CAN I LEARN MORE?

**[WWW.CELEBRATEONE.INFO](http://WWW.CELEBRATEONE.INFO)**

- One stop shop for all you need to know about infant mortality and how you can help!
- CelebrateOne is the community effort to reduce infant mortality. It is guided by the recommendations of the Greater Columbus Infant Mortality Task Force

**Facebook:** [www.Facebook.com/CelebrateOne](http://www.Facebook.com/CelebrateOne)

**Twitter:** [@CelebrateOne](https://twitter.com/CelebrateOne)



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# TOGETHER WE CAN CELEBRATE ONE

