



FOR IMMEDIATE RELEASE

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Strong Baby Campaign Promotes Home Visiting for Milwaukee Families

City of Milwaukee Health Department and partners launch new Strong Baby campaign as part of collaborative effort to reduce infant mortality

MILWAUKEE – From push-ups and chin-ups to karate kicks and more, Milwaukee’s Strong Baby campaign has celebrated its miniature stars’ acts of strength for a very serious cause. On September 28, Mayor Tom Barrett and Commissioner of Health Bevan K. Baker were joined by partners from the Lifecourse Initiative for Healthy Families at United Way of Greater Milwaukee & Waukesha County as well as Serve Marketing to release the latest phase of the iconic campaign.

“I want every baby in Milwaukee to be a Strong Baby,” said Mayor Tom Barrett. “Strong Babies start at home. By supporting parents and families, our City of Milwaukee Health Department’s Home Visiting Programs help families achieve healthier birth outcomes and child development. But, more importantly, the moms and dads we serve become more equipped and confident with the skills needed to create families where children feel loved, safe and supported.”

The campaign is aimed at increasing awareness for the City of Milwaukee Health Department Home Visiting Programs. The programs, which serve pregnant mothers, fathers and their families through the prenatal period and after the child is born, support healthy birth outcomes, child development and family self-sufficiency.

“The City of Milwaukee Health Department’s home visiting programs have proudly served hundreds of families annually with exceptional results,” said Commissioner of Health Bevan K. Baker. “By partnering pregnant women and soon-to-be fathers with trained home visitors, we help support families achieve better health outcomes and meet their own personal goals.”

Outdoor and bus advertisements featuring families served by the programs will begin appearing in targeted locations this week with the message “Home visits help support stronger families.” A new [website](#) will be launched and [Facebook](#), [Twitter](#) and Instagram messages will provide information and resources to Milwaukee residents.



“Our goal with the newest Strong Baby effort is to make sure that every Milwaukee parent knows how amazing Milwaukee Home Visiting programs are and what they can do for families,” explains Gary Mueller, founder of Serve Marketing. “It’s time someone shined a light on these programs that have operated under the radar far too long.”

The campaign is part of the communitywide effort to reduce infant mortality in Milwaukee. Each year, an average of 100 infants die before their first birthdays. Complications of prematurity is the leading cause of infant deaths, contributing to more than 60% of all deaths.

“This is the most critical outcome we strive for at United Way—working to ensure that babies reach their first birthdays,” Nicole Angresano, Vice president of Community Impact, of United Way of Greater Milwaukee & Waukesha County, which leads the Lifecourse Initiative for Healthy Families. “United Way is very proud to partner with the City and others to play a role in helping women and men be strong parents, raising strong, healthy babies.”

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About City of Milwaukee Health Department: *The City of Milwaukee Health Department is the largest local public health agency in the state of Wisconsin, serving a population of more than 600,000 residents through direct services, evidence-based programs, strategic partnerships and community education efforts.*

About Milwaukee Lifecourse Initiative for Healthy Families: *The Milwaukee Lifecourse Initiative for Healthy Families (LIHF) is a community-wide collaborative, led by United Way of Greater Milwaukee and Waukesha County, working to eliminate racial disparities in birth outcomes and ensure more babies reach their first birthday. It is funded through the UW School of Medicine and Public Health from the Wisconsin Partnership Program.*

About Serve: *Serve is the country's only all-volunteer, nonprofit advertising agency whose mission is to give under-served charitable causes a stronger voice in the community. Since 2002, Serve volunteers have created behavior-changing public service campaigns for over 50 local and national non-profit causes. For more information, go to servemarketing.org.*