

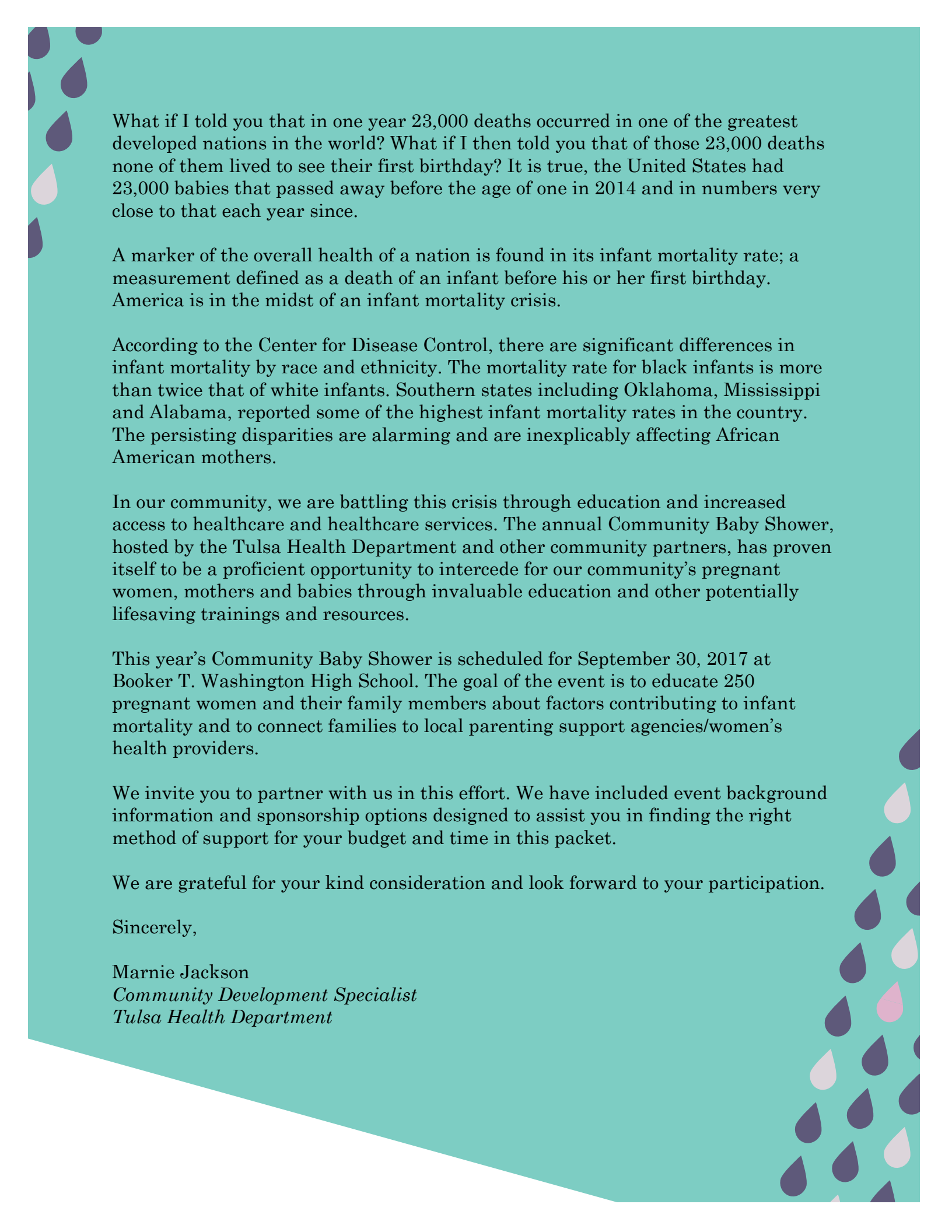


Baby Shower

Sept 30
11a - 2p

A free baby shower
honoring expecting mothers
and parents of young infants

How can you help?



What if I told you that in one year 23,000 deaths occurred in one of the greatest developed nations in the world? What if I then told you that of those 23,000 deaths none of them lived to see their first birthday? It is true, the United States had 23,000 babies that passed away before the age of one in 2014 and in numbers very close to that each year since.

A marker of the overall health of a nation is found in its infant mortality rate; a measurement defined as a death of an infant before his or her first birthday. America is in the midst of an infant mortality crisis.

According to the Center for Disease Control, there are significant differences in infant mortality by race and ethnicity. The mortality rate for black infants is more than twice that of white infants. Southern states including Oklahoma, Mississippi and Alabama, reported some of the highest infant mortality rates in the country. The persisting disparities are alarming and are inexplicably affecting African American mothers.

In our community, we are battling this crisis through education and increased access to healthcare and healthcare services. The annual Community Baby Shower, hosted by the Tulsa Health Department and other community partners, has proven itself to be a proficient opportunity to intercede for our community's pregnant women, mothers and babies through invaluable education and other potentially lifesaving trainings and resources.

This year's Community Baby Shower is scheduled for September 30, 2017 at Booker T. Washington High School. The goal of the event is to educate 250 pregnant women and their family members about factors contributing to infant mortality and to connect families to local parenting support agencies/women's health providers.

We invite you to partner with us in this effort. We have included event background information and sponsorship options designed to assist you in finding the right method of support for your budget and time in this packet.

We are grateful for your kind consideration and look forward to your participation.

Sincerely,

Marnie Jackson
Community Development Specialist
Tulsa Health Department

Community Baby Shower 2016 Event Summary

The 2016 Community Baby Shower took place on September 24th at Booker T. Washington High School from 11am – 2pm. The event was hosted by the Tulsa Health Department with assistance from the Family Health Coalition, which is part of the Community Service Council. The goal of the event was to provide education to pregnant women, new mothers, and their family members about factors contributing to infant mortality in conjunction with connecting families to local parenting support agencies and health providers. The event was set up similar to a health fair, with vendor tables that attendees could visit. There were 30 vendors that provided education or conducted demonstrations. An exit survey was conducted using iPads and paper copies. A total of 101 surveys were completed.

Event Details

147

people in attendance with 90% being pregnant or mothers of a baby

84%

of attendees rated the overall event *Excellent* and 15% rated it *Good*

81%

of attendees reported learning ways to prevent infant death

83%

of attendees reported they would be contacting the agencies and services for themselves or friends and family.

Event Incentives

- Lunch was provided to all attendees from Tropical Smoothie Café
- Dessert table hosted by the Sickle Cell Association
- Game table with donated prizes that included clothing and supplies
- Two grand prizes of one year supply of diapers
- Door prizes
- Gift bags containing diapers, wipes, clothing, hangers, and bottles for all pregnant women and new mothers attending the event

Based on data collected from surveys, the 2016 Community Baby Shower was considered a success. We had roughly 150 mothers attend the event and our goal for this year's Community Baby Shower is to reach 250 mothers. In order to reach this goal, we need you! None of our efforts would be possible without the support of our sponsors and donors. Thank you for your consideration in helping make this year's Community Baby Shower a success.

Sponsorship Opportunities

- Visit our Amazon registry and purchase items to gift to our attending mothers. You can find our registry at www.tulsa-health.org/babyshower
- Host a collection event for NEW baby essentials. Collection boxes will be provided.
- Commit to a monetary sponsorship.
 - Bronze: \$150 — Recognition on all online publications
 - Silver: \$250 — Recognition on all online publications and print
 - Gold: \$500 — Recognition at the Community Baby Shower, all online and print publications
 - Platinum: \$1000 — Recognition at the Community Baby Shower, media, all print and online publications

Please make checks payable to Pathways to Health and include Community Baby Shower on the notes section.

For credit card donations, visit www.squareup.com/store/TulsaP2H

For more information on the sponsorship opportunities above, contact Marnie Jackson at mjackson@tulsa-health.org or 918.595.4471