



Infant Mortality Summit 2016

Aiming for Equity



Ohio Collaborative
to Prevent Infant Mortality



Ohio

Department of Health

Event Toolkit

Overview

This Ohio Department of Health (ODH) and Ohio Collaborative to Prevent Infant Mortality Infant Mortality Summit Toolkit contains:

- compilation of sample talking points and statistics to use when discussing the summit
- Summit schedule
- Tweets
- Facebook messages
- Email Letter
- Temporary email signature

Sample Talking Points

The Goal: To have 1,500 Ohioans be:

- Better informed about our infant death and disparities challenge
- Committed to achieving fewer than 6.0 infant deaths per 1,000 live births in every racial and ethnic group.
- Inspired, energized and equipped with ideas and action steps to work for change in their communities

Why Participate?

- Ohio is vigorously pursuing numerous initiatives to fight the leading causes of infant mortality in Ohio
- Saving the lives of Ohio babies will take all of us working together at the state and community levels
- Raising public awareness about infant mortality is critical to these efforts
- Ohio's infant mortality rate (# of live-born infants per 1,000 who die before their first birthday) is higher than most states and the nation as a whole.

The Numbers

- 2014 overall IM rate*: 6.8 white rate: 5.3 African-American rate: 14.3 Hispanic 6.2
- Healthy People 2020 (national) objective: 6.0 overall rate.
**The infant mortality rate is the number of live-born infants per thousand who die before their 1st birthday.*

The Main Causes

- Prematurity due to preterm birth (babies born too early)
 - A preterm baby is born before 37 weeks gestation and is at higher risk of health problems and death before reaching one year old.

2016 Infant Mortality Summit Toolkit

- Born with serious birth defects and/or medical conditions
- Sleep related deaths
 - Sleep related deaths and Sudden Infant Death Syndrome (SIDS) can be caused by not following the ABC's of safe sleep. Babies should sleep alone, on their back and in a crib without bumper pads, blankets, pillows and stuffed animals that could cause the baby to suffocate.

What's Being Done

- Ohio is focusing resources where the need is greatest, such as in high-risk communities and populations
- Enhancing care management for women in high-risk neighborhoods
- Engaging leaders in high-risk neighborhoods to connect women to healthcare services
- Expanding evidence-based strategies to reduce infant mortality
- Expanding access to peer support programs for expectant mothers

Agenda Overview

December 5, 2016

8:00 – 2:00	Rooms available for pre-summit meetings
10:00-2:00	Registration Open
2:00 – 3:15	Break Out Session 1
3:30 – 5:30	Plenary Session <ul style="list-style-type: none">• Cleveland Panel Speaks• Invited speaker , Dr. Deena Chisolm

Exhibits and Posters Open from 1:00pm -6:00pm

December 6, 2016

8:00 – 9:00	Registration Open
9:00 – 11:00	Plenary Session <ul style="list-style-type: none">• Invited speaker , Dr. Renee Canady• Medicaid Update/Ohio Data – Dr. Diorio and Dr. Applegate
11:15 -12:15	Breakout Session 2
12:15 – 1:30	Lunch
1:30 – 2:30	Plenary Session <ul style="list-style-type: none">• Invited speaker, Kenneth Braswell
2:45– 3:45	Breakout Session 3
4:00 – 5:00	Plenary Session <ul style="list-style-type: none">• Invited speaker, Paul Schmitz• Invited speaker, Magda Peck

Exhibits and Posters Open from 8:00am – 6:00pm

Social Media

For increased impact, social media campaigns should be integrated in communications strategy and aligned with offline activities. ODH recommends the development and use of a content calendar to help plan all messages.

Social Media Tips

1. Use the official Infant Mortality hashtag **#IMSummitOH**
2. Use a friendly tone – Strive for an approachable style that is authentic and friendly without being overly formal.
3. Be their ears and eyes – Try to stay conscious of what your followers and other virtual participants might be most interested in reading, seeing, or learning about; and not only what you want to tell them.
4. Be original – Avoid posting overused rhetoric about the issue. Stay fresh.
5. No time like the present – Post about what’s happening now. Commenting and responding to others’ posts in real time adds depth and value to discussion.
6. A picture is worth a thousand words – Visuals are the most well liked and likely to be shared type of content on social media. Add value for your followers and give them something they can’t get elsewhere.
7. Be a social media advocate – Remind other partners that they can also tweet, message, and share posts about Sickle Cell Disease.
8. Engage the online community – Social media is a great tool to engage and interact with the online community. Mention others in your posts and encourage users to express their opinion by asking questions.
9. Educate! Educate! Educate! – The world, especially the online world, is full of false information. Educate your followers by providing solid information and citing sources.

Ohio Department of Health Social Media Pages



www.facebook.com/OHDeptOfHealth



@OhDeptOfHealth

Sample Tweets

- Save the date for the 2016 Infant Mortality Summit, Dec. 5-6 in Cleveland! Complete details here: <http://bit.ly/2ctRBkO> #IMSummitOH 
- Saving the lives of Ohio babies will take all of us working together! Join us for #IMSummitOH on Dec 5-6: <http://bit.ly/2ctRBkO> 
- This years' #IMSummitOH is free to attend and will leave you inspired to help improve birth outcomes in Ohio: <http://bit.ly/2ctRBkO> 
- Did you know that premature babies, sleep related deaths & birth defects are the leading causes of infant death? Learn more at #IMSummitOH 
- Have you registered for the 2016 #IMSummitOH yet? <http://bit.ly/2crfomd> 
- Learn what you can do in your community to improve birth outcomes at the 2016 #IMSummitOH <http://bit.ly/2ctRBkO> 

TIP:

Click on the  symbols in this document to share the tweet.

Sample Facebook Posts

- Save the date for the 2016 Infant Mortality Summit on December 5-6 at the Cleveland Convention Center! Learn how you can help babies and families in your community, complete details can be found at: <http://bit.ly/2ctRBkO> #IMSummitOH
- Ohio is committed to achieving fewer than 6 infant deaths per 1,000 live births in every racial and ethnic group by the year 2020. If you are interested in helping and learning more, register to attend the free Infant Mortality Summit in December! <http://www.eventzilla.net/web/event/infant-mortality-summit-2016-2138879914> #IMSummitOH
- Did you know that premature births, birth defects and sleep related deaths are the leading causes of death among babies under one year old? Saving the lives of Ohio babies will take all of us working together at the state and community levels. Register for the 2016 Infant Mortality Summit to become a part of the conversation: <http://www.eventzilla.net/web/event/infant-mortality-summit-2016-2138879914> #IMSummitOH

Images for Twitter and Facebook

SAVE THE DATE

Huntington Convention Center of Cleveland

AIMING FOR EQUITY

Infant Mortality Summit 2016

December 5-6

Ohio

Infant Mortality Summit 2016

Aiming for Equity

Ohio Collaborative to Prevent Infant Mortality

Ohio Department of Health

Email Letter

Dear Friend,

High infant mortality and associated racial inequities are one of Ohio's biggest public health challenges. Ohio has a higher rate of dying babies than most other states, all surrounding states, and most developed countries. 1,000 babies die every year. What can you do about it? Find out on Dec. 5-6!

We'd like to invite you to participate in the 3rd Ohio Infant Mortality Summit on Dec. 5 & 6 in Cleveland. This event:

- Is free for all participants. Register for the conference website <http://bit.ly/2016OhioIMSummit>
- Offers Continuing education credits for doctors, nurses, and dieticians
- Will host nationally known speakers such as Dr. Renee Canady and Paul Schmitz that will talk about important topics such as collective impact, equity, and fatherhood

The Summit will highlight the problem, point to solutions, and change your mind about the health of your family, friends and community.

Please join me there!

Sincerely,

Temporary Email Footer



Just save and insert this image into your normal email signature and link the image to the Summit's webpage: <http://bit.ly/OCPIMSummit2016>