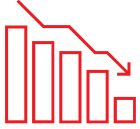




INFANT MORTALITY

23,000

U.S. infant deaths in 2015 according to the Centers for Disease Control and Prevention.



U.S. RANKS LOW

The current rate (6.1 deaths per 1,000 births) in the U.S. ranks 26th among developed nations. Low birth weight babies can cost an average of \$250,000 in care – costs that could be reduced by focusing more on educational initiatives.

HOW TO ADDRESS INFANT MORTALITY



NEXT STEPS

TRAIN CAREGIVERS. Disseminate information to health care providers, students, teachers and lay health workers on the link between women's health and infant health.

EDUCATE MOTHERS. Develop short explainer videos, digital tools and traditional handouts that teach new moms about the importance of healthy behaviors.

LEVERAGE MOBILE AND SOCIAL. Reach people through multiple channels with frequent, consistent messaging aimed at improving health and staying connected with mothers.

INCREASE ACCESS TO CARE. Send appointment reminders, increase adherence to treatment plans and enable real-time, communication through interactive text messaging.



INCREASE ENGAGEMENT

DEFINE GOALS. What are the supporting goals and tactics that will lead to that outcome?

EXPAND REACH. What's your potential audience size? How many do you reach now? How will you close the gap?

CHOOSE RIGHT CHANNEL. What do you use today? What would you like to use?

CHOOSE RIGHT CONTENT. What kind of content do you use today?

DRIVE OUTCOMES. How do you know when your efforts are working to achieve your goals?

ADAPT QUICKLY. How often do you adapt your approach now?

In a digital world, digital tools must be used to communicate effectively - especially when it comes to major threats to health or safety. By using a multi-channel approach with proven communications tools, you can engage more people and drive real change.