Infant Mortality Month Template Press Release

Drafted August 15, 2017

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**(ORG NAME) highlights pregnant smoking rate in (COUNTY) for Infant Mortality Month**

**(CITY, WI) –**SHARE THAT SEPTEMBER IS INFANT MORTALITY MONTH. DURING SEPTEMBER, **(NETWORK/COALITION NAME**) IS ENCOURAGING PREGNANT WOMEN THAT SMOKE TO QUIT IN ORDER TO REDUCE SIDS RISK FOR THEIR BABY.

SHARE THE NEW DATA FROM THE UW-MILWAUKEE CENTER FOR URBAN HEALTH, WHICH SHOWS THAT BETWEEN 2011-2015 **(XX%)** OF PREGNANT WOMEN IN **(COUNTY NAME)** SMOKED DURING THEIR PREGNANCY **(You can find this info on page seven of this document:** [**http://tobwis.org/files/download\_file/093be247c2d5374**](http://tobwis.org/files/download_file/093be247c2d5374)**)** AND COMPARE TO THE STATEWIDE AVERAGE OF 12% OVER THAT TIME PERIOD.

ACCORDING TO **(CONTACT NAME)**, THIS IS CAUSE FOR CONCERN. “QUOTE FROM NETWORK/COALITION REPRESENTATIVE SHARING HOW BABIES WHOSE MOTHERS SMOKED DURING PREGNANCY OR WHOSE MOTHERS EXPOSE THEM TO SECONDHAND SMOKE ARE MORE LIKELY TO DIE OF SIDS THAN BABIES WHO AREN’T EXPOSED.”

IN ADDITION TO SIDS, OTHER HEALTH RISKS FROM SMOKING DURING PREGNANCY INCLUDE (FIND EXAMPLES AT <https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_smoking_reproduction_508.pdf>)

* BULLET 1
* BULLET 2
* BULLET 3

HELP IS AVAILABLE FOR MOMS LOOKING TO QUIT. WISCONSIN’S FIRST BREATH PROGRAM PROVIDES FREE SUPPORT THROUGH ONE-ON-ONE NO-JUDGMENT COUNSELING AND PERSONALIZED GOAL SETTING. THE PROGRAM IS OFFERED AT PRENATAL LOCATIONS IN 65 COUNTIES **(IF AVAILABLE IN YOUR COUNTY/COMMUNITY, TELL MOMS WHERE THEY CAN GO. OTHERWISE REFER THEM TO** [**https://www.wwhf.org/first-breath-support-for-moms/**](https://www.wwhf.org/first-breath-support-for-moms/)**).**

“CLOSE WITH FINAL QUOTE ABOUT HOW QUITTING SMOKING ISN’T EASY, ESPECIALLY DURING PREGNANCY, BUT THAT IT’S WORTH IT,” SAID **(CONTACT NAME).** “WE ENCOURAGE PREGNANT WOMEN IN **(COUNTY NAME)** STRUGGLING WITH TOBACCO ADDICTION TO REACH OUT FOR HELP. THEIR BABIES, AND THEIR OWN HEALTH, WILL BENEFIT FROM THEM TAKING THAT FIRST STEP.”