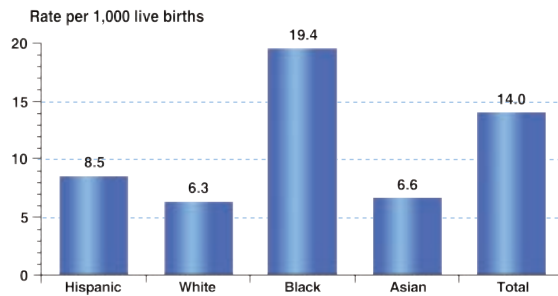




HELPING BLACK BABIES THRIVE

March of Dimes is working in Shelby County to help Black babies survive and thrive. Did you know that Black babies die at higher rates than any other race in the United States? According to the National Center for Health Statistics, Black babies die at two times the rate of white babies! This is why the March of Dimes and the State of Tennessee are bringing the **COMMUNITY VOICE** program to Memphis and Shelby County.



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*In Shelby county, Black infants (20.2) were about 3 times as likely as white infants (6.2) to die during the first year of life in 2002-2004 (average)
Resource: www.marchofdimes.com/peristats*



WHAT IS COMMUNITY VOICE?

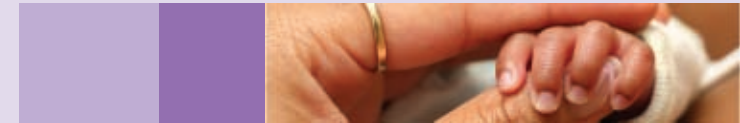
Everyone in this community can make a difference in the lives of our babies. We can **ALL** help Black babies be born healthy and thriving. The Community Voice program works to help Black babies live to celebrate their first birthday. Community Voice educates the Black community on how a positive and healthy lifestyle can help babies be born healthy.

How Does it Work?

The March of Dimes staff will train members in your community to become Lay Health Advisors so they can reach, teach and motivate the community about pregnancy health. Anyone can be trained! Local churches, community centers, civic and social organizations, day care centers and other local organizations are all welcome. The ten-hour training is free and can potentially impact thousands of people and help our babies thrive! Once Lay Health Advisors are trained, they commit to sharing the information with others in the community.

Who can be Lay Health Advisors?

- parents
- aunts and uncles
- childcare providers
- teachers
- teenagers
- men or women
- grandparents
- sisters or brothers
- health care workers



How Can I Help?

Please join us! If you are interested in becoming a Lay Health Advisor in your community or you need additional information about the program and how you can be of service, please call the March of Dimes Community Voice office at 901-381-2699.





www.marchofdimes.com/tennessee

Think **L.I.F.E.** Help Black Babies Thrive

Lay babies on their "Backs to Sleep"
Did you know that putting babies on their backs when sleeping helps reduce the risk of Sudden Infant Death Syndrome (SIDS) by almost 50%? Black babies die of SIDS at twice the rate of White babies.

Increase your knowledge of preterm labor and prematurity.
Did you know prematurity/low birth weight is the number one cause of infant death among Blacks?

Folic Acid reduces the risk of birth defects, if taken before and during pregnancy.
The March of Dimes recommends that all women who can become pregnant take a multivitamin that contains 400 micrograms of folic acid every day starting before pregnancy, as part of a healthy diet.

Encourage early and regular prenatal care.
Did you know doctors can determine a lot about the health of a pregnant woman and her unborn baby by taking blood and urine samples, weighing mom-to-be and measuring her stomach?



Contact Information:
TN Community Voice
2175 Business Center Drive, Suite 5
Memphis, TN 38134
901-381-2699
www.marchofdimes.com/tennessee



The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for BabiesSM, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit www.marchofdimes.com or www.nacersano.org. Community Voice is a March of Dimes initiative (in partnership through generous funding by the State of Tennessee) to ensure babies have an opportunity to grow up strong and healthy.

Portions of this brochure produced with permission of The National Community Voice Program of the South Central Perinatal Council at Centra. <http://www.perinatalfocus.com>

This project funded under an agreement with the State of Tennessee.



Tennessee Community Voice: Taking it to the People

HELPING BLACK BABIES THRIVE



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