

Infant Mortality Project

“A Health Baby Begins with You”

“A Healthy Baby Begins with You” is a national campaign from the Office of Minority Health (OHE) to raise awareness about infant mortality with an emphasis on the African American community. The Office of Health Equity is adapting this program with plans to create an infant mortality awareness campaign with a preconception health focus. College age students at Kentucky State University, a historically black university, will be trained as peer health educators and develop activities emphasizing preconception health targeting this population as well as working with local partners in preconception activities in the Frankfort community. The goal of this initiative is to strengthen OHE leadership at the local level through the establishment of working partnerships with the State Maternal and Child Health and Women’s Health divisions, Healthy Start Programs, Nutrition and local community organizations that work with our target populations.