



# UIHI Communication Broadcast

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## New Report Released: Discussions with Urban American Indian and Alaska Native Parents: Keeping Babies Healthy and Safe

Discussions with Urban American Indian and Alaska Native Parents: Keeping Babies Healthy and Safe  
Mainstream approaches to addressing infant mortality may not be entirely appropriate for urban American Indians/Alaska Natives (AI/AN) who have unique exposures, barriers and experiences with regard to factors such as healthcare access, cultural identity and support systems. The Seattle Indian Health Board's Urban Indian Health Institute, with funding from the U.S. Department of Health and Human Services, Office of Minority Health, hosted group and individual discussions with AI/AN parents in four urban areas nationwide: Detroit, Michigan; Sacramento, California; Salt Lake City, Utah; and Seattle, Washington. Focus group questions were designed to explore parental perceptions, concerns, behaviors, barriers, facilitators, sources of trusted information, and support for keeping babies healthy and safe, and effective messages and communication channels for sharing information on these topics.

The findings from discussions with urban AI/AN parents will be used to develop materials for a communications campaign to increase awareness of infant mortality and help improve the health and safety of AI/AN babies in urban areas. These materials will be shared with the participating urban Indian health organizations and communities, and recommendations will be made for the up-scaling of the campaign to the nationwide urban AI/AN audience, as well as the broader AI/AN population.

To access the full report, please visit the UIHI's report page at <http://www.uihi.org/resources/reports/>.

For questions about this report or the campaign project, please contact:

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