



UIHI Communication Broadcast

JANUARY 2011 ANNOUNCEMENT

New Report Released: Looking to the Past to Improve the Future: Designing a Campaign to Address Infant Mortality among American Indians and Alaska Natives

American Indians and Alaska Natives (AI/AN) experience some of the highest disparities in infant mortality across the country. Current approaches to infant mortality awareness and prevention in the general population often do not reach and may not be entirely appropriate for AI/AN; there is often a focus on different risk factors and outcomes, access to resources may be inaccessible for AI/AN, and there is a general lack of adequate consideration of relevant cultural factors. The Seattle Indian Health Board's Urban Indian Health Institute, with funding from the Office of Minority Health, is working to develop and pilot a communications campaign to increase awareness of and ultimately reduce infant mortality among AI/AN.

In the first phase of the project, the UIHI conducted a review of infant mortality data and previous health communication campaigns among AI/AN. Findings from this review will inform the development of the UIHI's pilot campaign offering useful resources for partners working on these issues among AI/AN. The report includes:

- 1) An outline of the burden of infant mortality and associated risk factors and barriers to improvement among AI/AN nationwide,
- 2) An overview of the health communication campaigns that have been directed to this population including the range of topic areas and methods for reaching AI/AN, and
- 3) A discussion of select previous and current efforts on infant mortality prevention among AI/AN.

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

If you have any questions, please email info@uihi.org.

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