



PO Box 3364, Seattle, WA 98102
Ph. (206) 812-3030 Fx. (206) 812-3044
info@uihi.org

UIHI NEWS

National Coverage of the Urban AI/AN Reproductive Health Report

On May 5, 2010, the Urban Indian Health Institute (UIHI) released the Urban American Indian/Alaska Native (AI/AN) Reproductive Health report, which discussed the urgent need to address reproductive health risks and sexual violence faced by urban AI/AN women today. Not only was this report disseminated to urban Indian health organizations (UIHO) and other Native organizations across the country, but to key experts and personnel in the field of health care. In addition, a webinar was hosted for the 34 UIHO, a communication broadcast was released to 206 subscribers, and a press release was posted on the UIHI website to communicate key findings and recommendations.

The press release led to an exclusive interview with the Associated Press, and the story, "Study: Health risk in urban Native women" by Rachel D'Oro from Anchorage, AK, was quickly broadcasted between May 5 – May 7 in 2010 by 135 newspapers, television and radio networks, and many other news media companies across the country, including USA Today, Forbes, Los Angeles Times, Washington Post, Huffington Post, Reznet, NBC, ABC, CBS, CW and FOX news. The image below gives a comprehensive look into the distribution of the AP article. On a local level, the Seattle Times and Seattle PI reprinted the story, and KUOW (local NPR) aired the story during listener peak hours. Beyond the more prominently established news syndicates, the AP exclusive was posted on a number of social networking websites, such as Facebook and Twitter and was the topic of discussion on various blogs. UIHI website activities also illustrate a striking rise in visitors with May 6 as the apex of the number of visitors between January 1 and May 20, and approximately twice the number of visitors before May.

This widespread exposure opens the door to new collaborations and partnerships that bring increased awareness and program development to Native American women who have been speaking up about women's health issues for years. By putting this report and information into the hands of activists, policymakers, and specialists, attention is broadened to those who can engender real change to urban Indian communities. Additional follow-up at the UIHI included answering questions, such as clarification of language used in the report, further publicity and public relations operations, and investigatory studies that better characterize the social, economic and environmental determinants of health among AI/AN women and enumerate the solutions to improve AI/AN reproductive health in the United States.

Please visit www.uihi.org for more information about the Urban AI/AN Reproductive Health Report and press release.

