

NATIVE GENERATIONS CAMPAIGN INCREASED AWARENESS OF INFANT MORTALITY

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BROADCAST

Native Generations is a health communication campaign pilot addressing infant mortality among urban American Indians and Alaska Natives (AI/ANs). The campaign is funded by the U.S. Department of Health and Human Services, Office of Minority Health and in part by funding from the Indian Health Service. The campaign promotes connection to culturally-grounded health care, community services and Native identity to prevent infant deaths among AI/ANs in urban areas and highlights Urban Indian Health Organizations (UIHOs) as resources for this support. Campaign materials include an 11-minute video, a guide with background information, tools to promote sharing the video, website resources for families, a postcard flyer and a campaign webpage to host these and many other resources.

Evaluation of the pilot included a survey of audiences at video screenings in four cities. Over 80% of the 97 AI/AN respondents stated that the video increased their awareness of rates of and risk for infant death and 76% stated that the video increased their awareness of ways to prevent infant death.

The survey also assessed the impact of the campaign video on audience awareness of Native-specific services and resources; 91% of respondents reported increased awareness of the services, support and programs available for AI/ANs in their area and 92% reported a desire to connect more with those resources. Respondents reported that the video made them feel proud to be AI/AN (95%) and increased their desire to connect more with the AI/AN community (94%). Respondents also offered comments as to why they liked the video.

"I thought it was cool to see the perspectives of people from two different Native [health] centers side by side and their connection with their culture."

- Survey respondent

The pilot evaluation data indicate an overwhelmingly positive response to the video. The campaign pilot provides an important opportunity for reducing risk for infant mortality among urban AI/ANs through increased awareness of infant mortality and connection to available services and community support.

View the campaign video and resources on the Native Generations webpage: www.uihi.org/NativeGenerations.

