

FORSYTH COUNTY
BOARD OF COMMISSIONERS

**BRIEFING
DRAFT**

MEETING DATE: SEPTEMBER 10, 2020 AGENDA ITEM NUMBER: 3

SUBJECT: RESOLUTION RECOGNIZING SEPTEMBER AS NATIONAL INFANT MORTALITY AWARENESS MONTH AND IN SUPPORT OF A SOCIAL MEDIA CAMPAIGN FOR COMMUNITY AWARENESS ON INFANT MORTALITY (FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS:

SUMMARY OF INFORMATION:

The month of September is Infant Mortality Awareness month. Each September, Public Health's Infant Mortality Coalition has held a walk in the community for infant Mortality awareness and in memory of all the babies that passed before their first year of life. Since there are current gathering restrictions from COVID-19, in lieu of the walk this year, the Infant Mortality Coalition is carrying out a social media campaign throughout the month of September to continue to raise awareness on infant mortality in Forsyth County.

Respectfully submitted to the Board for its consideration is a resolution to recognize the month of September as Infant Mortality Awareness Month and support the goals of the Forsyth County Infant Mortality Reduction Coalition's efforts to raise awareness of infant mortality in our community with a social media campaign. The resolution also challenges all public and private entities to better understand their role in addressing the social, behavioral, and health factors that affect birth outcomes and in so doing protect and promote the health of Forsyth County's youngest and most vulnerable citizens.

ATTACHMENTS: YES NO

SIGNATURE: _____ DATE: _____
COUNTY MANAGER

**RESOLUTION RECOGNIZING SEPTEMBER AS NATIONAL INFANT
MORTALITY AWARENESS MONTH AND IN SUPPORT OF A SOCIAL
MEDIA CAMPAIGN FOR COMMUNITY AWARENESS
ON INFANT MORTALITY
(FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)**

WHEREAS the month of September is National Infant Mortality Awareness Month and it is imperative to increase awareness about the high rates of infant deaths;

WHEREAS Forsyth County communities are encouraged to support women and mothers-to-be in such a way as to ensure their health and well-being and that of their children;

WHEREAS on September 1, 2020, the Forsyth County Infant Mortality Reduction Coalition will launch a social media campaign that will coincide with other virtual awareness activities across the nation to bring attention to infant mortality;

WHEREAS in 2018, 36 Forsyth County infants died before their first birthday, a figure equal to 2,880 years of potential life lost;

WHEREAS in 2018, Forsyth County's infant mortality rate was 8.3 deaths per 1,000 live births, and exceeded the statewide rate of 6.8;

WHEREAS Forsyth County's African American babies die at a disproportionately high rate, accounting for 42% of infant deaths in the most recent reporting year; and

WHEREAS prematurity, low birth weight, birth defects, sudden unexplained infant death, and unsafe sleep practices are the primary contributors to infant death and disproportionately affect minority communities;

NOW, THEREFORE, BE IT RESOLVED, that the Forsyth County Board of Commissioners hereby recognizes the month of September as Infant Mortality Awareness Month and supports the goals of the Forsyth County Infant Mortality Reduction Coalition's efforts to raise awareness of the problem of infant mortality in our community with a social media campaign; and

BE IT FURTHER RESOLVED, that the Forsyth County Board of Commissioners challenges all public and private entities to better understand their role in addressing the social, behavioral, and health factors that affect birth outcomes and in so doing protect and promote the health of Forsyth County's youngest and most vulnerable citizens.

Adopted this 10th day of September, 2020.