

Preparing for a Lifetime Event Ideas



Information Table/Display

Create an information table to place in your lobby or in the local library. Include *Preparing for a Lifetime, It's Everyone's Responsibility* materials (located at <http://iio.health.ok.gov>), newborn screening and early detection information, etc. to promote infant mortality awareness and educate the public about infant mortality reduction.

Baby Parade

During a prime time at your local park, schedule a unique parade of families pushing their babies in strollers and carriages. Before the parade begins, have a pep rally and ask participants to help distribute information throughout the park and their own neighborhoods. Try to obtain a local celebrity as a Grand Marshal. Recruit members, from parents in your community, to area Junior League, churches, YWCA, grandparent clubs, daycare centers, etc.

Community Baby Shower

Host a community baby shower at a local library, community center, or other venue. Identify partners to help plan and sponsor the event. Identify local experts to present information on infant mortality, including steps everyone can take to help reduce infant mortality.

Memorial Garden

Approach your city's parks and recreation department about designating an existing garden as a memorial to the families in your community who have experienced the loss of an infant. A local garden club might also want to get involved.

Open House

Plan a continental breakfast, box lunch, or simple reception, inviting local leaders representing various types of organizations. The program could include information on infant mortality, personal testimonials, and strategies to help improve birth outcomes.

Clothesline Project

Hang a clothesline in your lobby or a prominent location in your community filled with either cloth diapers or pink and blue onesies to represent the infants who have died in the last year. Include signage explaining the meaning behind the display and where folks can get more information.

Poster Contest

Ask high schools, community, or religious youth groups to participate in a poster contest centering on the theme of Infant Mortality Awareness Month. Be specific on the requirements and size of the posters. Display the posters in a prominent place in your community.

Baby Shoe Memorial

Collect and display baby shoes in a prominent location in your building or community. Have signage explaining that the shoes represent the number of babies who have died in the past year.

Forget Me Not Seeds Project

Punch a hole in the top of Forget Me Not flower seed packets. Attach a card containing infant mortality information and a contact number to a piece of pink or blue ribbon and thread through the hole. Place seeds in a basket and leave it on a reception desk, or hand out packets to consumers as they enter your building on a specific day or days of the month.