**MAKE A NOISE! MAKE A DIFFERENCE! RAISING COMMUNITY AWARENESS ABOUT BLACK INFANT MORTALITY IN JACKSONVILLE**

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**PUBLIC HEALTH AREA:**

FOCUS: Health equity, Social justice, Disparities

POPULATION: Women, Men, Families

**ISSUE:** In Jacksonville, the community most impacted by infant mortality did not recognize it as a problem. There was a lack of awareness about disparities in birth outcomes.

**SETTING:** Jacksonville, Florida (Health Zone 1)

**PROJECT:** NEFHSC and its community partners undertook a multi-faceted social marketing campaign to raise awareness about infant mortality and its impact on the Black community.

**RESULTS:** A campaign message was developed with community input. Targeted activities were implemented at both the grass roots and grass tips levels. 900 people were reached through 1 on 1 contact and 1.5 million through mass media. Focus groups, conducted pre- and post-campaign implementation, demonstrated increased awareness, particularly among younger age groups.

**BARRIERS:** Staff capacity---implementing the campaign on top of existing workload. Staff had identified the need for a social marketing campaign several years ago and was willing to step up when funding became available.

**LESSONS LEARNED**: The campaign was very successful and resulted in a five-year commitment by a community foundation which is allowing us to sustain it and to move from awareness to advocacy activities.