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**FOR IMMEDIATE RELEASE**

**PRESS RELEASE**

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### **Barbers for Babies Infant Mortality Awareness Back to School Event**

Jacksonville, FL- Barbers for Babies Infant Mortality Awareness Back to School Event is a signature event for the Northeast Florida Healthy Start Coalition. A week before the Barbers for Babies event, participating local barbers will be educated by Coalition staff or volunteers on different infant mortality topics. They will also be supplied with fatherhood, infant mortality, safe sleep and 39 Weeks educational materials to display in their shops and to distribute to shop patrons and throughout the community. Educational and awareness videos will also be presented at the shops on Friday and Saturday before the event.

On Sunday, August 9th, 1:00-4:00 pm, at the Woodland Acres Boys and Girls Club (191 Pecan St. Jacksonville, 32211) barber shop teams will play in a three-on-three basketball competition, book bags with school supplies will be distributed to the first 200 school-age children in attendance, infant mortality information will be presented to the attendees and multiple raffle prizes will be given out. The event will conclude with a medal/trophy presentation.

The event is cohosted by the Boys and Girls Club of Northeast. Families will also have the opportunity to sign their children up for FL KidCare (no documents are required at the event to complete the application process.)

### **About Northeast Healthy Start Coalition**

The Healthy Start Coalition leads a cooperative community effort to reduce infant mortality and improve the health of children, childbearing women and their families in Northeast Florida.

For more information, please contact Sara M. Rieger at 904-723-5422 x124 or [srieger@nefhsc.org](mailto:srieger@nefhsc.org).

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