



July 23, 2015  
**FOR IMMEDIATE RELEASE**

**PRESS RELEASE**  
Contact: Sara M. Rieger  
904.723.5422 x124  
[srieger@nefhsc.org](mailto:srieger@nefhsc.org)

**LOCAL BARBERS USE SHOPS TO BRING MESSAGES ABOUT HEALTHY BABIES TO PATRONS, COMMUNITY**

JACKSONVILLE, Fla. — The rich conversation typical of local barbershops is expanding – both in topic area and reach. Local barbers are joining a movement to educate patrons and the greater Arlington community on how to make sure every baby has a healthy start at the Northeast Florida Healthy Start Coalition’s signature event, the Barbers for Babies Infant Mortality Awareness Back to School event.

The typical barbershop chatter – sports, work, wives – will be replaced in August with a slightly different topic. A week before the August 9 event, participating local barbers will attend an education workshop with Coalition staff on ways to prevent infant mortality, the death of a baby before its first birthday. They will be supplied with fatherhood, infant mortality, safe sleep and 39 Weeks educational materials to display in their shops and 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 the Northeast Florida 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 visit <http://nefhealthystart.org> or <http://www.facebook.com/nefhealthystart>.

###