



MEDIA ADVISORY
For September 7, 2019

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**HEALTHY START BABY BUGGY WALK IN THE PARK TO FEATURE FAMILY-FRIENDLY
WALK & HEALTHY ACTIVITIES IN HONOR OF INFANT MORTALITY AWARENESS
MONTH**

WHO: Northeast Florida Healthy Start Coalition

WHAT: An annual walk and health fair. This year's event will feature yoga by Yoga4Change, Zumba, a reading corner, arts & crafts, nutrition demonstration, face painting, raffles/giveaways, health-related vendors and family fun.

WHEN: Saturday, September 7, 2019, 9 a.m. to 1 p.m. Walk starts at 10 am. Yoga starts at 11 am. Zumba starts at 12:30.

WHERE: Klutho Park, 204 W. 3rd St., Jacksonville, FL

WHY: The Healthy Start Baby Buggy Walk is held each year during National Infant Mortality Awareness Month to bring awareness to healthy lifestyles and the impact they have on infant mortality, the death of a child before his or her first birthday. The Northeast Florida Healthy Start Coalition continues to sound the alarm and raise awareness of infant mortality through education and activities. While infant mortality has decreased by 35 percent since the Healthy Start program and community-based Healthy Start coalitions were created in 1991, 147 babies died in Baker, Clay, Duval, Nassau and St. Johns counties in 2018. The regional rate of 7.9 deaths per 1000 live births is significantly higher than the state (6 deaths) and nation (5.8 deaths).

About the Northeast Florida Healthy Start Coalition

The Healthy Start Coalition leads the community effort to reduce infant death and improve the health of children, childbearing women, fathers and their families in Northeast Florida. For more information, [view our media kit](#) visit us at <http://nefhealthystart.org> or on Facebook, Twitter or Instagram @nefhealthystart.

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