



News from the Shelby County Mayor's Office
Mark H. Luttrell, Jr., Mayor
Suite 850, 160 North Main, Memphis, Tennessee 38103

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Public Information Officer: Steve Shular
Office (901) 545-5532, Cell (901) 359-5117, Email steve.shular@shelbycountyttn.gov

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Shelby County Office of Early Childhood and Youth Premieres “*Birth Days: Uniting to Fight Infant Mortality*”

The Shelby County Office of Early Childhood and Youth (OECY) will premiere a documentary film later this month to help raise awareness about the infant mortality rate in Shelby County. ***Birth Days: Uniting to Fight Infant Mortality*** will debut on September 29, 2011 at 9:00 a.m. in the Shelby County Commission chambers located at 160 N. Main, Lobby; registration and continental breakfast from 8:00 a.m. – 9:00 a.m. A panel discussion will follow the film presentation.

“It is necessary that we use all of the tools available to us to get this message out. The film and the discussion afterwards will help us realize that addressing infant mortality has to be a priority in our community,” said Mayor Luttrell. The Center for Multimedia Arts at the University of Memphis partnered with OECY to produce the film.

The Shelby County Office of Early Childhood and Youth is promoting “*Infant Mortality Awareness Month*,” in September as part of a nation-wide effort to reduce infant deaths.

Dr. Kenneth Robinson, Shelby County's Public Health Policy Advisor, is also calling on faith-based organizations and community groups to host educational and mentoring programs conducted by the Office of Early Childhood and Youth. **“We must drive the focus on the fact that we have a problem, and the community must come together to address the problem,”** said Dr. Robinson.

Kym Clark, News Anchor of WMC TV, Channel 5, will serve as a moderator, along with Shelby County Mayor Mark Luttrell and Memphis A C Wharton. Other panelists will be: Dr. Robinson; Yvonne Madlock, Director, Shelby County Health Department; representatives from *The Blues Project* and *Centering Pregnancy*, parents, and other agencies involved in infant mortality issues.

In addition to the film premier, here are other events that will promote *Infant Mortality Awareness Month*:

- September 15th, Frayser Exchange Club, Sarah Lee's Kitchen, 4040 North Watkins, 11:45 a.m.
- September 17th, Impact Baptist Church Health Fair, 3759 North Watkins, 1 p.m.-5 p.m.
- September 21st, Rangeline Neighborhood Community Development Corporation, James E. Smith Resource Center, 2285 Frayser Boulevard, Noon.
- September 24th, Sisters in Motion 5K Run, Overton Park, 9 a.m.
- September 25th, “Celebrate Life-Purple Sunday,” Greater Community Temple Church, 5151 Winchester, 11 a.m.

For more information, contact Nicole Gates at the Shelby County Office of Early Childhood and Youth at (901) 229-4190.

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