cradle cincinnati
every baby, every day

YEAR IN NUMBERS

LAST YEAR, 14 FUNDING PARTNERS JOINED FORCES TO INVEST $1.3 MILLION IN LOWERING OUR INFANT MORTALITY RATE ONCE AND FOR ALL

SLEEP RELATED DEATHS FELL

16 → 7

AS A RESULT OF 28 INITIATIVES AND HUNDREDS OF PARTNERS

(PER YEAR 2007-13 vs 2014)

$3.5 million

FEDERAL GRANT AWARDED TO OUR COMMUNITY, CRADLE CINCINNATI CONNECTIONS IS NOW SERVING 4 ZIP CODES

20 FEWER INFANT DEATHS IN BOTH 2013 AND 2014

2000-2011 RATE OF 10.6 DEATHS PER 1000 LIVE BIRTHS
2013-2014 RATE OF 8.8 DEATHS PER 1000 LIVE BIRTHS

1,427 PEOPLE HEARD THE SAFE SLEEP MESSAGE DIRECTLY FROM A SAFE SLEEP AMBASSADOR

30 PARTNER CHURCHES MOBILIZED CONGREGATIONS THROUGH THE FIRST LADIES HEALTH INITIATIVE

5158 this side up SAFE SLEEP ONESIES DISTRIBUTED

3,825 PEOPLE WATCHED 4 NEW VIDEOS PROMOTING MATERNAL / INFANT HEALTH

LEARNING COLLABORATIVE

18 TEAMS OF PROVIDERS SIGNED UP TO LEARN TOGETHER TO IMPROVE PRENATAL CARE

9,121 PEOPLE READ OUR ANNUAL REPORT DESCRIBING OUR INFANT MORTALITY PROBLEM IN EASILY UNDERSTOOD LANGUAGE

160 FREE CRIBS GIVEN OUT

886 TWEETS SHARING PUBLIC HEALTH MESSAGES

NEWS

6 SAFE SLEEP PRINT ADS WITH 133,800 IMPRESSIONS

45 NEWS STORIES ABOUT OUR WORK

25,146 UNIQUE VISITORS TO CRADLECINCINNATI.ORG

75 VOLUNTEERS AND STAFF TRANSFORMING THE PRICE HILL HEALTH CENTER

316 CALLS TO 211 FOR SAFE SLEEP INFO

64 SAFE SLEEP BUS ADS

392 RADIO COMMERCIALS ABOUT SAFE SLEEP AIRED WITH 431,600 IMPRESSIONS

34 SAFE SLEEP BILLBOARDS
13.5 MILLION IMPRESSIONS

575 COMMUNITY HEALTH ASSESSMENTS
300 COMMUNITY MEMBERS JOINED OUR EFFORTS IN MT. AUBURN AND WALNUT HILLS

*ALL DATA JUNE 2014-JUNE 2015 UNLESS OTHERWISE NOTED

10,651 babies celebrated their 1st birthday

THIS IS A COMPLEX PROBLEM THAT WILL TAKE TIME TO SOLVE, BUT IT'S AMAZING WHAT CAN HAPPEN IN JUST 1 YEAR WHEN PARTNERS WORK TOGETHER AROUND A COMMON GOAL.
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