

Call to Action/Action Alert Template – July 31st Results



Sketch it! Use this space to provide a visual of how you want images, data, messages, etc. organized for the action alert. Use shapes and label them by content so it's clear to the designer how you want to utilize the space proportionately. A proof of the design will be shared back with the group.

“Sleep-related death is the #1 cause of death for infants over 28 days and less than 1 year.”

Call to action: (who, key messages, how?) A letter to MCH grantees to make sure each county has a safe sleep champion or representative sent by Dr. Norman. The letter will include information on the following:

- KS data and statistics
- Map of existing SSI trainers
- Do you have someone who you can send to a SSI training or are you open to changing your policy (providers).
 - Community champion
 - Annually in Wichita - \$500
 - Recertify for free
- Cost and CEU
- Draft different letters depending on audience

Audience:

All providers who see pregnant women and infants (doctors and providers, DCF, MCH Grantees, KPQC)

Timeline: Physical letter will be sent w/ Dr. Norman's signature detailing training in September 2020. Letter will be sent by January 15th before grant applications go live (for grantees) and May 15th for physicians (alert to KAAP members giving heads up w/ link for upcoming letter).