In order to add to local efforts to increase awareness of infant mortality, maternal mortality, and the environment's role in our health, the Florida Department of Health in Miami-Dade and the Health Council of South Florida have created a toolkit that includes messages and images for organizations and individuals to share on social media platforms. See below for sample messages and articles.

Social Media

Sample Message:

Did you know? Maternal mortality rates in Miami-Dade are quite high- they are even higher in Black or African American Populations. To learn more about maternal mortality in our region visit: **LINK.**
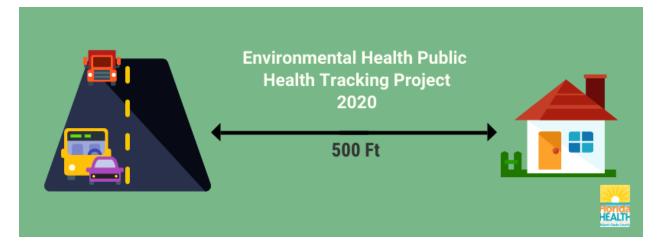

Sample Message:

Air quality plays a major role in you and your baby's health. Emissions, or gases released into the air, can range in sizes and can enter your lungs and/or bloodstream. To learn more about air quality and its health effects visit: **LINK**
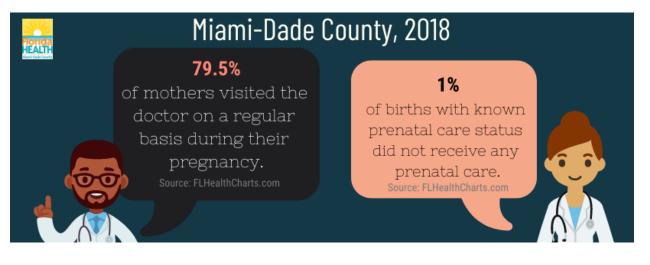

Sample Message:

Did you know? The Health Council of South Florida in partnership with FDOH-Miami Dade released a report on birth outcomes and environmental factors. To read the report, visit: **LINK**
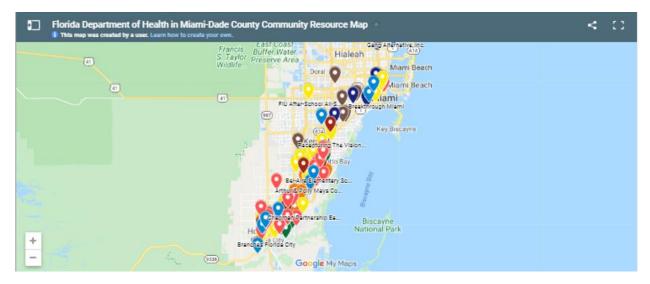

Sample Message:

Did you know? 1% of births in Miami-Dade County did not receive any prenatal care? For more information on **LINK.**

Sample Message:

Need help finding resources or services in your area? Visit **CONSORTIUM LINK** Here you'll find information on behavioral health services, daycares, family support and much more.

Blog Posts/Newsletter Articles

Article 1:

The Health Council of South Florida and the Florida Department of Health in Miami-Dade have released a new report called the Environmental Public Health Tracking Project. The report uses maps to highlight birth outcomes in Miami-Dade County and overlaps them with environmental and socio-economic factors including poverty, insurance coverage, and air quality. While disparities between race and ethnicity are common, this report highlights health disparities within geographical regions. Regions such as Palmetto Bay (33157), and Homestead (33033 & 33039) were on the list having infant mortality and pre-term birth rates *and* poverty and uninsured rates above Miami-Dade's and Florida's. To read the full report visit: **LINK.**

Article 2:

Maternal Mortality and Infant Mortality are hot topics in the field of public health as they continue to rise despite recent advances in the Maternal Child Health sectors. Although 60% of Maternal deaths are preventable (CDC, 2019), Black women in Miami-Dade County had a maternal mortality rate that was 4 times higher than White women in 2018. A similar trend is seen in infant mortality, where the Black rate is up to 3 times higher than White infants (FLHealthCharts, 2018).

What are some ways that providers can help improve these statistics?

- Provide culturally sensitive and appropriate care both pre- and postnatally.
- Increase access to quality and affordable prenatal and infant care
- Appropriate care for high-risk individuals
- Continuation of care after delivery.

Sources:
Centers For Disease Control and Prevention [CDC], (2019). Pregnancy-related deaths. Retrieved from
https://www.cdc.gov/vitalsigns/maternal-
deaths/index.html#:~:text=Every%20pregnancy%2Drelated%20death%20is,a%20year%20afterward%20(postpartum).
Data from FLHealthCharts.com

Article 3:

The Florida Department of Health in Miami-Dade understands that health equity and access to care are a top priority for communities. The organization also understands that navigating through resources and services can be confusing at times. As a result, the Department has developed an interactive map that you can use. Here, you'll find a variety of resources and services near you to help you find what you need. Information includes, but is not limited to daycares, family support centers, health clinics, domestic violence shelters, and much more. To learn more about this map visit: **LINK.**

Article 4:

Air-quality is a huge concern, especially in urban areas found throughout Miami-Dade County. Air pollution, which can consist of emissions from vehicles and industrial sites, has the potential to trigger asthma attacks in young children and adults, and make conditions like COPD difficult to control. Air pollution in the form of particulate matter, has been linked to postneonatal deaths (including Sudden Infant Death Syndrome [SIDS])[1], high rates of ER visits, low-birth weight, lung cancer, and even decreased lung growth in children[2]. For up-to-date information on Florida air quality visit the Florida Department of Health's Environmental Tracking page.

1. *Centers for Disease Control and Prevention. (2016). National environmental public health tracking: reproductive and birth outcomes. https://ephtracking.cdc.gov/showRbInfantMortalityEnv.action*
2. *Centers for Disease Control and Prevention. (2018). National environmental public health tracking: outdoor air. https://ephtracking.cdc.gov/showAirHealth*