



Are you Creative? Artistic?

Use your talent to tell Baltimore how important safe sleep is for infants.
Every baby counts on you!

iHeART Baltimore Creative Arts Competition

Infant Mortality Awareness Month - 'Sleep Safe' Campaign

Issue

Baltimore babies die at a rate that is among the worst in America. Last year alone, 27 babies died due to unsafe sleep arrangements. These are preventable deaths. The B'more for Healthy Babies initiative brings communities together in a citywide effort to promote safe sleep for infants and reduce infant mortality.

Campaign

The winning entries will be used as part of the B'more for Healthy Babies 'Sleep Safe' campaign and should promote our key message: 'Sleep Safe: Alone. Back. Crib. No Exceptions.' Everyone should know: Babies are not safe when they sleep with an adult or another child, or with blankets or pillows. The safest way for a baby to sleep is alone, on his or her back, in an empty crib.

For more details and to submit your 'Sleep Safe'-related **poetry, spoken word pieces, short essays, photos, videos**, and more, visit our Facebook page: www.facebook.com/BaltimoreHealth

iHeART Baltimore Submission Guidelines

- Entrants must be between the ages of 13 and 18 and currently enrolled in middle school or high school
- Message must relate to the issue of infant mortality in Baltimore City, as well as the 'Sleep Safe' message
- Contest deadline: Friday September 17th, 2010, 5:00 pm
- Prizes will be awarded to the top three winners. Grand Prize: iPod Touch
- Winners will be announced at an Infant Mortality Rally on Saturday September 25th, 2010, followed by pictures with Mayor Stephanie Rawlings-Blake

Submit to www.facebook.com/baltimorehealth
or email iHeARTbaltimore@gmail.com

 **B'more for
Healthy Babies**
Every baby counts on you