



MEDIA ADVISORY

Family-Friendly Events Help Raise Awareness of Infant Mortality

Baby Buggy Walk and Baby Shower Open to Community

Northeast Florida Healthy Start Coalition along with several partners and sponsors are hosting two free family-focused events this weekend to help raise awareness and understanding about the key issues impacting the health and well-being of mamas and their babies.

WHEN: Saturday, Sept. 30, 2023
Baby Buggy Walk
8:30 to 11 a.m.
Community Baby Shower
10 a.m. to 1 p.m.

WHERE: The Magnolia Project
5300 N. Pearl St.
Jacksonville, FL 32208


WHAT: A 2.5-mile walk starting and ending at the Pearl St. Plaza Shopping Center at the location of the baby shower. Events include giveaways, free health screenings, CPR demonstrations, health and vendor fair, and more

WHO: Northeast Florida Healthy Start Coalition
The Magnolia Project
Maternal & Child Health Policy & Research Center
Edward Waters University

With sponsors including: 4-Ever Young Foundation, American Heart Association, Early Learning Coalition of Florida, First Watch Riverside, Five Below, Florida Beverage Association, Florida Blue, Jacksonville Port Authority, Jacksonville Urban League Young Professionals, Jacksonville Zoo, Molina Healthcare, Publix, Safe Future Foundation, Southeast Toyota Distributors, Sysco, Target, The Players, UF Health Jacksonville, Wawa, Winn-Dixie, UV Skinz

WHY: A baby's first birthday is a wonderful milestone and fortunately more local families are celebrating such an occasion (20 percent reduction in NE Florida over the past four years). It's the Coalition's mission to reduce the tragic loss of our community's babies, especially since the majority of these deaths are preventable. Although the curve is starting to bend, there's still much work to be done. Awareness is key.

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