



# Thriving communities START WITH *thriving families.*

And that's especially true when it comes to families with infants. Every year, babies in Missouri's Bootheel die - most from causes related to unsafe sleep habits. ***We need your help to prevent that from happening.***

Help keep Bootheel Babies  
safe by sharing the



## ***Babies sleep best***

**Alone,**  
on their  
**Back,**  
in a  
**Crib,**  
or other  
**Safe sleep**  
surface





As many as **75%** of infant deaths in the Bootheel\* are related to **UNSAFE SLEEP HABITS, SUCH AS BED SHARING.**

*\*2017 Department of Health & Senior Services Missouri Information for Community Assessment (MICA) data*

Bootheel Babies & Families is a community-led effort to **reduce deaths** in children under the age of one, within six Bootheel counties. These counties have some of the worst infant mortality rates in the U.S.

Who's affected? **EVERYONE.**

Infant mortality is a key indicator of overall population health within communities, affecting not just individual families but business development, socioeconomics and overall community growth and success. Lowering the Bootheel's infant mortality rates benefits us all, not just the families directly affected by the loss of a child.



**Learn how you can get involved:**  
[www.BOOTHEELBABIES.org](http://www.BOOTHEELBABIES.org)  
**(573) 475-8688**

**About Bootheel Babies & Families**

This initiative is funded and supported by Missouri Foundation for Health.