

# Case Study

## Background:

MAYA helped The Office of Minority Health (OMH), a division of the Department of Health and Human Services (DHHS), launch an educational campaign, A Healthy Baby Begins with You, to raise awareness about the disproportionately high infant mortality rates that exist in the African American community.

For African Americans, the infant mortality rate per 1,000 live births is 13.6, whereas the national average infant mortality rate per 1,000 live births is merely 7.1. Furthermore, the infant mortality rate for African Americans is more than two times higher than that for Caucasians. In spite of such disproportionate realities, by heightening awareness of the issue and educating the affected communities on how to reduce the risk.

## Objectives:

Increase awareness of the issue among African Americans  
Educate communities on how to reduce the risk.

## MAYA's Solution

Implemented several significant media tactics such as creating media materials, coordinating a press conference, coordinating a radio tour, produced radio and print PSAs and developed key messaging for the media. MAYA also implemented other tactics such as market research based communication tactics, celebrity recruitment, produced collateral materials and partnership development.

## Results

Media hits: WAMU (NPR-Washington, D.C.), WUSA 9 (CBS-D.C.), The Afro American, Jet Magazine, WHUR Radio Drumbeat Herman Washington, WPFW (Pacifica Radio), WSOC-Charlotte, WHIO-Dayton Ohio, KTVU-Oakland/San Francisco, KFOX-El Paso and Washington Informer.

The radio PSA already has 1,038 scheduled airings on 14 radio stations in 10 markets. These airings translate to 12.3 million audience impressions and over \$124,000 in equivalent media value.

This campaign is ongoing.



Client: Department of Health and Human Services (The Office of Minority Health).

Project: Public Awareness Campaign targeting African Americans.

Tactics: Media relations, PSA placement, event planning and creative.

