



**5K Walk/Run for Healthy Birth Outcomes**

**Saturday, August 4<sup>th</sup>, 2017**

Harambee Neighborhood, Milwaukee, WI

**Greater Milwaukee  
& Waukesha County**  
UnitedWayGMWC.org



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# Agenda

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- HaRUNbee History
- Why what we do is so important (data)
- Last year's turn out
- Goals for this year
- How to get registered
- How to connect with me



## 5K Walk/Run for Healthy Birth Outcomes

### Big Foot

- Born: May 23<sup>rd</sup>, 2013
- Lived for 17 hours
- Family was weakened and went through various changes
- Did not know that infant mortality was a city issue prior to meeting Terrell.

### Advocacy

- Wanted to help reduce infant mortality in the city
- Joined Public Allies Milwaukee
- Worked with Milwaukee LIHF to eliminate unhealthy birth outcomes

### Call to action

- Wanted to start a 5k in honor of my son.
- HaRUNbee is housed in the Harambee Neighborhood, where Tonda grew up.
- Targeted Zip code for LIHF

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# Why is this work so important?

Infant Mortality refers to the number of infants who die before their first birthday.

Infant Mortality Rate (IMR) refers to the number of infant deaths per 1,000 live births during a given period of time.



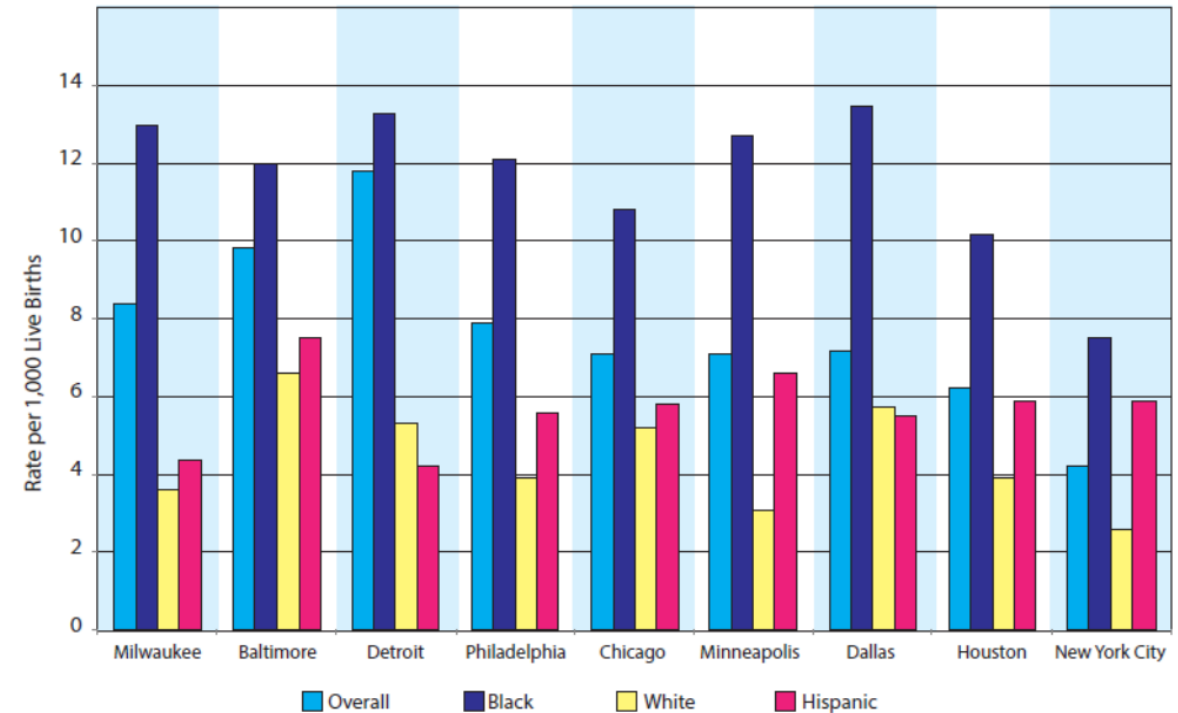
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# Why is this work so important?

Milwaukee's infant mortality rate is one of the highest in the nation.

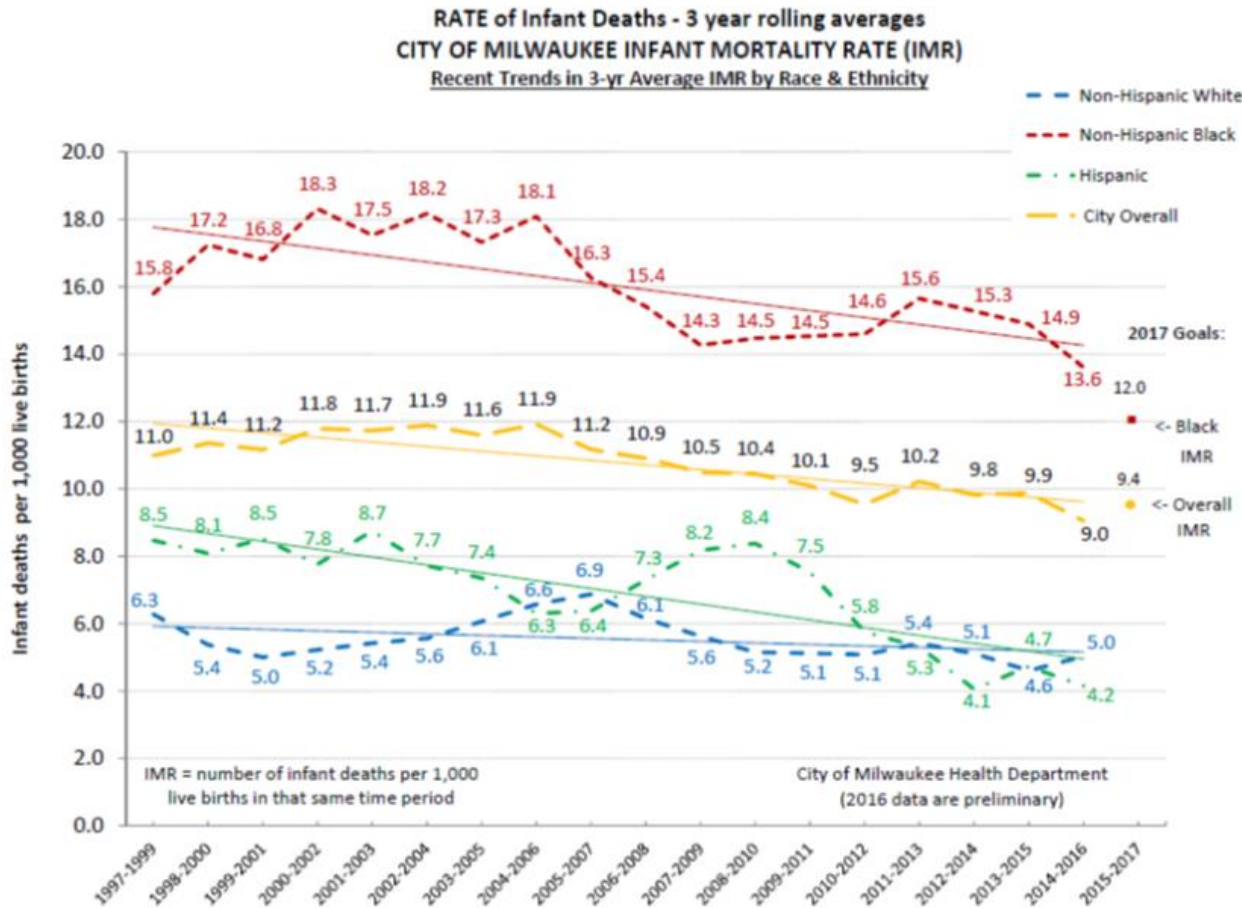
Among all of these cities, African American babies are dying at a significant rate compared to other races.



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# Why is this work so important?



In the City of Milwaukee, African American babies die 3 times faster than Caucasian babies.

This year the rate for AA infant deaths has decreased from 14.9 to 13.6

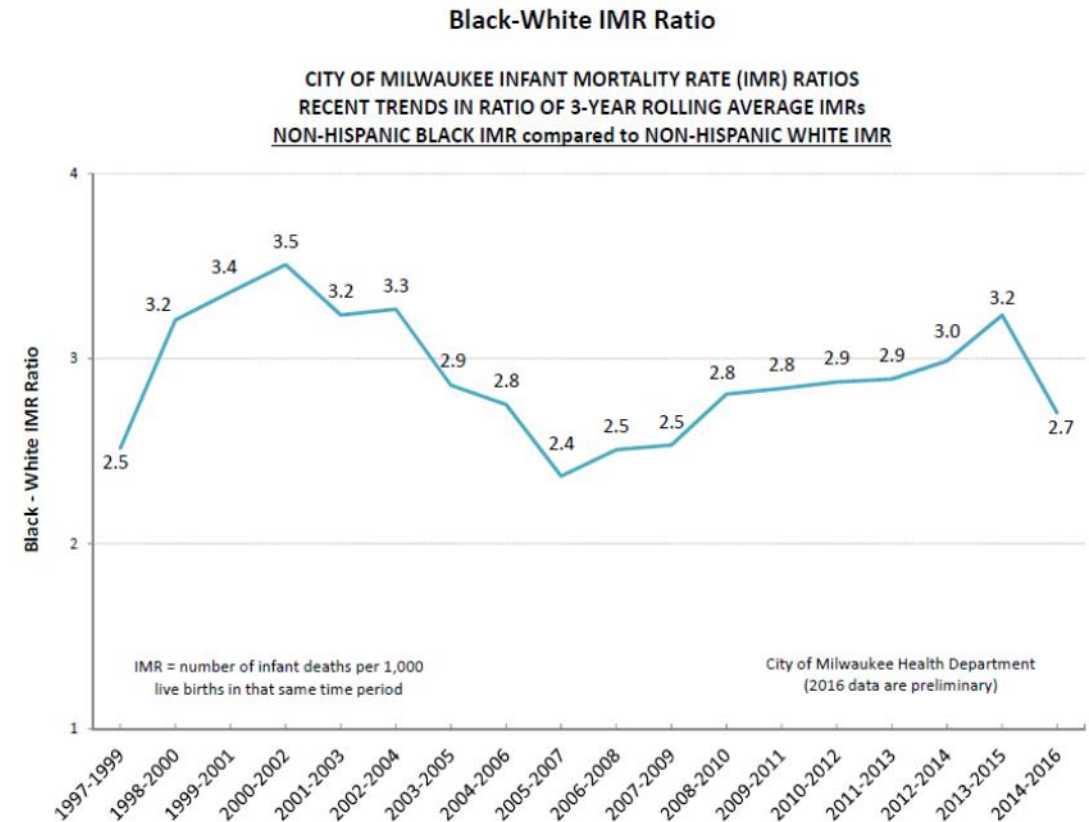
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# Why is this work so important?

Although the Black-White IMR ratio is down, the change in the numbers consist of more white babies dying in 2014-2016

Not much change with black IMR.



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# Turn out over the past 2 years

- The first 5K in the United States that focused on reducing racial disparities in birth outcomes within communities of color.
- Right in the heart of an urban community.
- Over 450 people registered
- Over 125 volunteers participated
- Timed by RaceTime and Certified by U.S. Track Field





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# Goals for this year..

- U.S. Track & Field certified 5 kilometer route, only on MLK Dr., Between Locust St. And Vilet St. Beginning on North Ave. And MLK Dr.
- 400 registrants
- 100 volunteers
- Live on King Drive following the race at Pete's Fruit Market in Bronzeville.



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# How to Register or Volunteer

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Go to

[www.unitedwaygmwc.org/HaRUNbee](http://www.unitedwaygmwc.org/HaRUNbee)



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# Day of....

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- Registration Begins at 7:30 am (on the northwest corner of MLK Dr. and North Ave.)
- Race Starts at 9:00 am

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# Thank You

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For more information contact:

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[www.unitedwaygmwc.org/MilwaukeeLIHF](http://www.unitedwaygmwc.org/MilwaukeeLIHF)

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