

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department**

Contact Person & Phone No: **Anna Benton x3064 and Jill Radowicz X6636**

Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No.

Previous Council File No.

Project/Program Title: **Cribs for Kids Grant**

Grantor Agency: **United Health Foundation**

Grant Application Date: **November 2011**

Anticipated Award Date: **December 1, 2011**

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

This community education program called the Safe Baby program, supported by a provocative social marketing campaign, aims to promote safe sleep for infants, particularly within at-risk communities. Beyond education the MHD's Cribs for Kids program directly provides parents with a safe place for their infants to sleep every night. Families receive group education about safe sleep practices as well as a portable crib (Pack 'n Play).

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

Milwaukee has some of the highest rates of prematurity, low birth weight, and infant mortality in the country; this grant will help address the issue of infant mortality within at-risk communities.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The Cribs for Kids initiative has been predominantly funded by grant funds and donations.

4. Results Measurement/Progress Report (Applies only to Programs):

An annual progress report will be prepared and submitted by January 2, 2013. We expect to see a decline in SIDS deaths associated with unsafe sleep practices, and premature births as a result of this initiative.

5. Grant Period, Timetable and Program Phase-out Plan:

December 1, 2011 – December 31, 2012.

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach.