1. Welcome and Introductions

Lathen called the meeting to order at 12:35 pm.

Cotton announced that a Joint Legislative Session would be held to discuss recommendations on the Special Committee on Infant Mortality. Workgroup members and community residents were encouraged to attend to provide testimony and to see what recommendations might be proposed.

Ray announced that the Milwaukee Fatherhood Initiative in partnership with Milwaukee Public Schools would host a Daddy/Daughter Dance and spoke about the benefits to young girls when fathers are more significantly involved in their lives.

Project Coordinators at each LIHF site provided an update on paid on earned media around the issue of infant mortality in their respective communities.

- **Beloit**: LIHF Steering Committee member, Marilyn Kilgore, was honored with a YWCA Racial Justice Award and received recognition in local media outlets.
- **Kenosha**: No recent paid or earned media activity was reported.
- **Milwaukee**: The Journal Sentinel will continue its coverage on the Empty Cradles series and information on the root causes of infant mortality and posted in bus shelters around the city.
- **Racine**: An article was written about infant mortality and the reported had questions about getting the most up to date data. Perry inquired about data.

2. Finalizing PRAMS Campaign Recommendations

Rohan provided general overview of the Pregnancy Risk Assessment Monitor System (PRAMS). Rohan noted that women have a right to privacy regarding pregnancy status and noted that
communications efforts should be consistent with overall PRAMS protocols that address concerns about privacy and confidentiality. Lathen noted that the Project Officer from the Centers of Disease Control and Prevention expressed that privacy and confidentiality are less of a concern for women in places/locations where pregnant women frequent or receive services (for example, a WIC office). Lathen and Rohan both noted that the Project Officer expressed that communication messages to the broader community should focus more generally on healthy women or the health of women. Walton noted that men should be involved and that men can incorporate this into fatherhood trainings and focus groups. Walton also noted that information on PRAMS could be posted in offices and bathroom of physicians.

3. Communications Work Plan

Lathen provided an overview of the communications plan, noting that father involved would be added as a focus. Input of message to fathers included the following:

- [Fathers should know that] this issue is taking babies away from us, we are moving beyond politics. This stuff is wiping out and stealing babies from us.
- When a father is not involved, both mother and baby are impacted. Fathers need to be there during the entire process, not just conception. Fathers are more than a check.
- The perception of how fathers involved requires a paradigm shift. I want fathers to be involved in parenting as well, even if the parents are not together.
- Have mothers tell fathers that they are more than a check.
- Do some education to men on how they can be involved.

4. Adjourn and next meeting

The next meeting of the workgroup is Thursday February 16, 2012 from 12:30 to 2:00 in Milwaukee.

The meeting adjourned at 2:00 pm. Recorder, Quinton Cotton