



1010 James Street • Syracuse, NY 13203-2763 • Phone: (315) 424-0009 • Fax: (315) 424-0190

October 29, 2010

Dear Colleague:

REACH CNY, Inc. is preparing to conduct its second annual CHED (Community Health Education Day). CHED is an opportunity for organizations throughout our service areas of Cayuga, Madison, Onondaga, and Oswego counties to educate their communities about a targeted health topic for one day. Focusing on one important health topic will maximize impact and make CHED a catalyst for greater awareness surrounding the issue.

This year's CHED health topic is **Prematurity Awareness: Helping to Reduce Infant Mortality**. November 17 is National Prematurity Awareness Day, and REACH CNY will host a series of coordinated free events for health and human services professionals and consumers in four counties in celebration of that important day. Screening and discussion of the short films "Reducing Infant Mortality" and "When the Bough Breaks" are scheduled November 16, 2010 from 9AM—11AM in the JP Cullinan Room at Oswego Hospital, November 17, 2010 from 9AM — 11AM at Auburn Hospital and from 1PM—3PM at REACH CNY in Syracuse, and on November 24, 2010 from 1PM—3PM at the Madison County Department of Health in Wampsville. For more information or to register to attend, please call REACH CNY, (315) 424-0009 or contact the Perinatal Program Director at khayden@reachcny.org.

Your organization can help reduce infant mortality in our community by hosting a CHED event. REACH CNY will have free event kits available for participating groups. Organizations that register to host an event by November 10, 2010 will be entered in a county-wide drawing to win \$50 of program materials of their choice! Please register to participate by hosting at least one activity at your location within the month of November 2010. Some possible activities include:

- Setting up a health education table
- Hosting a guest lecturer
- Conducting a Health Fair with resources
- Screening and Discussing topical short films

The benefits of partnering with REACH to host a CHED event include:

- Having your activity listed on the REACH CNY, Inc. website
- Receiving free educational materials
- Increasing exposure for your organization and its services/programs
- Promoting community-wide awareness of significant Maternal and Child Health issues

Registration and Toolkit Order Form are included with this letter. **Registration deadline is November 10, 2010, and materials will be available for pick-up at REACH or delivery within Cayuga, Madison, Onondaga, and Oswego counties by November 15, 2010.**

For further information, please call (315) 424-0009 or email Becca McAvinue at rmcavinue@reachcny.org, or Kathleen P Hayden at khayden@reachcny.org.

Yours in Health,

Kathleen P. Hayden
Perinatal Program Director
REACH CNY, Inc.

Resources, Education, Advocacy, and Collaboration for Health

www.reachcny.org