

**MEDICARE**  
T.P.A. Services (I) Pvt. Ltd.

**HEALTH AWARENESS DEPOT**  
**FOR**  
**THE MONTH OF SEPTEMBER**

How Many Babies Never Get a Chance to Grow Up?  
Infant Mortality Awareness Month  
September

*"Infant mortality and life expectancy are reasonable indicators of general well-being in a society."--P. J. O'Rourke*

## September is National Infant Mortality Awareness Month

### About The Campaign

Throughout the month of September, we recognize National Infant Mortality Awareness Month, and promote the effectiveness of ongoing programs and efforts implemented to reduce infant deaths, low-birth weight, pre-term births and disparities in perinatal outcomes all year round.

### Infant Mortality

The loss of a baby remains a sad reality for many families and takes a serious toll on the health and well-being of families, as well as the nation.

The death of a baby before his or her first birthday is called infant mortality. The *infant mortality rate* is an estimate of the number of infant deaths for every 1,000 live births. This rate is often used as an indicator to measure the health and well-being of a nation, because factors affecting the health of entire populations can also affect the mortality rate of infants. There are obvious differences in infant mortality by age, race, and ethnicity; for instance, the mortality rate for non-Hispanic black infants is more than twice that of non-Hispanic white infants.

### What are the Causes?

Fortunately, most newborns grow and thrive. However, for every 1,000 babies that are born, six die during their first year. Most of these babies die because they are:

-  Born with a serious birth defects.
-  Born too small and too early (i.e., preterm birth; birth before 37 weeks gestation).
-  Victims of Sudden Infant Death Syndrome (SIDS).
-  Affected by maternal complications of pregnancy.
-  Victims of injuries (e.g., suffocation).

### What Can You Do?

Pregnancy and childbirth have a huge effect on the health of women and their families. Pregnancy-related health outcomes are influenced by factors such as race, ethnicity, age, and income, but most importantly—a woman's health.

Good preconception health care means living a safe, healthy lifestyle and managing any current health conditions before getting pregnant. By taking action on health issues before pregnancy, many future problems for the mother and baby can be prevented.

It is important for all women of reproductive age to adopt healthy behaviors such as:

-  Taking folic acid.

-  Maintaining a healthy diet and weight.
-  Being physically active regularly.
-  Quitting tobacco use.
-  Not drinking excessive amounts of alcohol and using “street” drugs.
-  Talking to your health care provider about screening and proper management of chronic diseases.
-  Talking with your health care provider about taking any medications.
-  Visiting your health care provider at the recommended scheduled time periods for your age and discuss if or when you are considering becoming pregnant.
-  Using effective contraception correctly and consistently if you are sexually active, but wish to delay or avoid pregnancy.
-  Preventing injuries and considering the safety of your home and family (e.g., wear seat belt, drive safely, install and test smoke alarms).

### Reference Links:

-  [http://www.nationalhealthystart.org/what\\_we\\_do/infant\\_mortality\\_awareness\\_campaign](http://www.nationalhealthystart.org/what_we_do/infant_mortality_awareness_campaign)
-  <http://www.cdc.gov/reproductivehealth/MaternalInfantHealth/InfantMortality.htm>

**For any enquiry or assistance please contact:** [wellness@medicaretpa.co.in](mailto:wellness@medicaretpa.co.in)

**Disclaimer:** No information contained here should be relied on in making health decisions. Always check with your doctor or other health care provider.