



October 24, 2014

**MEDIA ADVISORY**



**MEDIA NOTE:** DOH-Sarasota is redistributing this as a collaborating partner with the Florida Department of Children and Families (DCF)

## **News Conference: State officials and Community Organizations to launch Sarasota Initiative**

**SARASOTA COUNTY** - Unsafe sleep is the leading cause of death for children under the age of one in Florida. Last year, over 100 infants died as a result of unsafe sleep in our state. In most cases, these tragic deaths are inherently preventable.

Sarasota community leaders have made a collective commitment to protect our community's youngest and most vulnerable. On October 21, the Board of County Commissioners of Sarasota County proclaimed the month of October as Infant Safe Sleep Month. On October 30, the county-wide collaboration, along with state officials, will launch a community-based initiative that is unprecedented for Sarasota.

**WHAT:** News conference to launch Safe Sleep Sarasota Initiative

**WHO:**

- Florida Department of Children and Families Secretary Mike Carroll
- State Surgeon General and Department of Health Secretary Dr. John Armstrong
- Community Foundation of Sarasota CEO Roxie Jerde
- Safe Sleep Sarasota Initiative Partners: Healthy Start Coalition of Sarasota County, Florida Department of Health in Sarasota County, Family Safety Alliance, Florida Department of Children and Families, Safe Children Coalition, Sarasota Family YMCA, Sarasota County Sheriff's Office, Early Learning Coalition, The Florida Center, Children First, and Sarasota Memorial Health Care System

**WHEN:** Thursday, October 30, 10:30 a.m.

**WHERE:** Sarasota County Sheriff's Office, 2071 Ringling Blvd, Sarasota 34237

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The DOH-Sarasota is part of a statewide network of county health departments that work to protect, promote and improve the health of residents and visitors through integrated state, county and community efforts.

**Sarasota County prohibits discrimination in all services, programs or activities.**  
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***MEDIA NOTES:***

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