



...TO TAKE THEIR FIRST STEP.
TO SAY THEIR FIRST WORD.
TO GRADUATE FROM COLLEGE.
TO BECOME PRESIDENT.
TO CELEBRATE DAY 366.

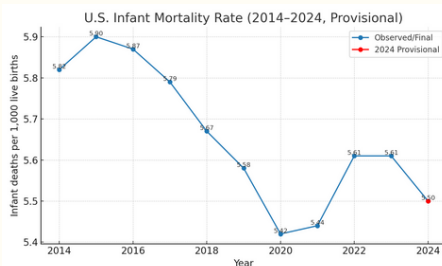
Every Baby Deserves a Chance, the Infant Mortality Awareness Campaign supports and inspires people from around the nation to take action in support of the Healthy People 2030 goal to improve the health and well-being of women, infants, children and families. Help the National Healthy Start Association celebrate babies living beyond the first year of life and be part of the generation that ensures that every baby has a chance...

WHAT IS INFANT MORTALITY?

Infant mortality is when infants die during their first year of life. The Infant Mortality Rate (IMR) is measured by the number of infant deaths per 1,000 live births in a given year. The IMR is commonly accepted as a measure of the general health and well-being of a population.

HOW DOES THE UNITED STATES COMPARE TO THE DEVELOPED WORLD?

The most recent data shows the United States ranked 36th out of 48 countries in infant mortality, according to the Organization for Economic Cooperation and Development (OECD).



INFANT MORTALITY STATISTICS

- In 2024, the leading causes of infant death remained birth defects, preterm birth and low birthweight, Sudden Infant Death Syndrome (SIDS), unintentional injuries and maternal pregnancy complications.
- As of 2024, the infant mortality rate (IMR) in the United States was around 5.49 deaths per 1,000, according to provisional data from the Centers for Disease Control and Prevention (CDC).
- In 2022, the U.S. experienced a 3% increase in IMR, marking the first year-to-year rise in two decades a concerning trend that underscores the need for continued focus on maternal and infant health outcomes.

STRATEGIES TO REDUCE INFANT MORTALITY:

ADDRESSING PRETERM BIRTH COSTS, MEDICAID COVERAGE, AND SUPPORTIVE HEALTH INTERVENTIONS

- Preterm birth, one of the leading causes of infant mortality, carries an estimated societal cost of \$25.2 billion in the U.S., encompassing medical care, delivery, early intervention, special education, and lost productivity due to disabilities.
- Medicaid is the largest single payer of pregnancy-related services, covering 42% of all U.S. births in 2019, and more than 60% in six states. By federal law, all states must provide Medicaid coverage without cost-sharing for pregnancy-related services to women with incomes up to 138% of the federal poverty level (FPL) and cover them up to 60 days postpartum. Medicaid provides 48% of coverage for rural communities. As of 2025, 45 states, including the District of Columbia, have opted to extend postpartum coverage beyond 60 days.
- Healthy Start links pregnant moms to housing assistance, well-woman care, dental care, workforce development, infant health promotion, food security, and doula services.
- Healthy Start engages fathers and the larger community about the importance of prenatal care and recognizing early warning signs during pregnancy and early postpartum, offers fathers access to parenting education, peer support, workforce development to promote overall family well-being.
- Healthy Start supports infant health including investing in ensuring access to high-quality prenatal care, early postpartum care which includes home-visiting, enacting legislation to reduce infant mortality, establishing community-based infant mortality review committees, and implementing quality improvements in maternity care.

HEALTHY START TO THE RESCUE

- The federally funded Healthy Start programs are community-driven and located in some of the most economically distressed neighborhoods in the United States. Since its initiation in 1991, Healthy Start has served hundreds of thousands of families.
- Healthy Start focuses on getting women into prenatal care as early in the pregnancy as possible. It is generally accepted by medical and research fields that early entrance into prenatal care is the single most critical factor in improving birth outcomes. Healthy Start has pioneered the engagement of women living in the community as outreach workers and home visitors as an effective practice to successfully reach families who are most likely to experience poor birth outcomes. As a network rooted in the local community, the federal Healthy Start Initiative is distinguished as a unique delivery system where program participants are engaged and active in the quest to improve health outcomes and birth outcomes in their communities, and across the nation.
- Healthy Start and NHSA promote awareness during September, National Infant Mortality Awareness Month (NIMAM). To learn more about infant mortality and Healthy Start or to plan NIMAM activities in your community, visit our website <https://www.nationalhealthystart.org/celebrate-day-366/>

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