



Michigan's Safe Delivery of Newborns Law

Safe Delivery Communications Toolkit

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PROMOTING COMMUNITY OUTREACH AND ADVOCACY

Promoting Community Outreach and Advocacy

You can help promote and build awareness of Michigan's Safe Delivery of Newborns law

Issue:

Although there have been many newborns surrendered since the Safe Delivery of Newborns law went into effect in 2001, there are continued media reports of infants who are abandoned. Public and professional awareness remains a critical issue. Community agencies and individual volunteers can play a vitally important role in keeping the Safe Delivery message current in their agency, school, community, or region.

Individual Actions:

- Check local hospitals, fire departments and police stations for signs designating the building as a Safe Delivery site. Visit Michigan.gov/SafeDelivery for more information.
- Check with EMS agencies and/or **9-1-1** dispatch services to determine if they are prepared for a surrender. Visit Michigan.gov/SafeDelivery for more information.
- Distribute Safe Delivery resource materials. Posters, pamphlets, and brochures can be displayed/distributed at local businesses, health clinics, coffee shops, laundromats, runaway shelters, churches, malls, counseling centers, etc.
- Know how to order free resource materials at the MDHHS Health Promotions Clearinghouse www.HealthyMichigan.com. Visit Michigan.gov/SafeDelivery for more information.
- Review the Safe Delivery website for updated resource materials and current statistics on the number of surrenders at Michigan.gov/SafeDelivery.
- Identify potential opportunities for Safe Delivery workshop presentations and/or exhibits.
- Contact local television and radio stations and newspapers for opportunities to promote awareness of the Safe Delivery of Newborns law.
- Promote the Safe Delivery Hotline at **866-733-7733**.

Promoting Community Outreach and Advocacy

Group Actions:

Many of the individual activities can also be done as a group.

- Choose Safe Delivery as a community service project and do a variety of awareness events/activities.
- Set up a display table at a community event, such as a health fair.
- Survey local emergency service providers (hospitals, police, sheriff, and fire departments, or EMS and paramedics) on their awareness of and participation in professional and public promotion of Safe Delivery of Newborns.

How to Engage Community Partners:

- Build personal and/or group knowledge of the topic.
- Identify resources.
- Identify allies that may already be active or might have an interest.

Identifying Community Partners:

- Adoption agencies
- Child Abuse and Neglect Councils
- Child Death Review Teams
- Community service agencies
- Department of Health and Human Services
- Domestic violence shelters and services
- Emergency service providers (ESP): hospitals, fire, police, and EMT or paramedic
- Faith-based organizations
- Middle and high schools, universities and colleges
- Planned Parenthood
- Pregnancy counseling programs
- Residential programs for teens
- Right to Life
- Sororities and fraternities
- Teen Health Clinics
- YMCA, Boys & Girls Clubs

Purpose:

- Promoting and raising community awareness of the Safe Delivery of Newborns law.
- Developing a strong community base for ongoing efforts to raise awareness.
- Distributing free resources to partners to circulate or display.
- Ensuring mandated ESPs are knowledgeable about their roles and responsibilities.
- Create an ongoing process to sustain public and professional awareness.

Safe Delivery Communications Toolkit: Promoting Public and Professional Awareness



866.733.7733
Michigan.gov/SafeDelivery



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