



**"TO YOUR BABY'S
HEALTH"**

Johnson & Johnson

Central City Marketing Inc.

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Revised

Copy to be included in the
"To Your Baby's Health" Brochure

Johnson Disposable Diapers

Presents

"To Your Baby's Health"

A radio program that might save your baby's life.
From Johnson and Johnson, the Baby People.

"QUALITY OF LIFE"
IN THE
BLACK COMMUNITY

Current Problems*

1. Death rate for black babies is nearly twice that of the national average.
2. Maternal death rate is three times higher for blacks, than for the national average.
3. Pre-mature births for blacks are nearly twice that of the national average.
4. The life expectancy for blacks is about 10% shorter than that of the national average.

<u>Blacks</u>	<u>National Average</u>
64.6 yrs.	71.3 yrs.

A major reason for these statistics is that mothers and babies in the black community do not receive the proper medical care before and after birth that is so vital to survival and healthy development of infants.

* Source: U.S. National Center for Health Statistics.

What is "To Your Baby's Health"

W.W.C.U.
9/30/71

"TO YOUR BABY'S HEALTH" is the title of a radio program, sponsored by JOHNSON'S Disposable Diapers, that will talk about how to give your baby a healthy start in life. "TO YOUR BABY'S HEALTH" will highlight the current problems in black baby care, and will seek to convince mothers and expectant mothers that to have a healthy baby, regular medical care is needed right from the time you become pregnant.

The program will feature people in the medical profession and other baby care experts discussing what you can do as parents to help protect your children. It will also tell you who to contact and where to go to help keep your baby healthy.

What Are The Objectives?

1. To make black mothers aware of the problems in baby care that are unique to the black community.
2. To direct mothers and expectant mothers to the services of existing health centers and patient clinics where they can receive the proper guidance and education during pregnancy and after birth.
3. To increase the chances of black babies to be born healthy and to remain healthy.

Why is Johnson and Johnson sponsoring it?

"As a world leader in health care, Johnson and Johnson has always been dedicated to improving infant and child health. Johnson and Johnson products have helped generations of parents to care for and protect their babies. Through this radio program, we hope to carry on our baby-care tradition by sharing important facts on how to give your baby a healthy start in life."

WHERE CAN I HEAR IT?

"TO YOUR BABY'S HEALTH" can be heard daily Monday
through Friday on four stations.

<u>Stations</u>		<u>Time</u>	
		<u>AM</u>	<u>PM</u>
WVON	(xxxxx on your AM dial)	7:30	12 Noon
WBMX	(xxxxx on your FM dial)	5:50	-
WBEE	(xxxxx on your AM dial)	-	12 Noon
WJCI WNUG	(xxxxx on your FM dial)	8:00	5:00
WJPC	()		

WHERE CAN I GO FOR HEALTH SERVICES?

CHICAGO BOARD OF HEALTH CENTERS

Neighborhood Health Centers

1.	Englewood	641 West 63rd Street
2.	Holman	4230 South Greenwood
3.	Uptown	845 West Wilson
4.	Westtown	1201 North Western
5.	Woodlawn	6325 South Woodlawn

Health Stations with Prenatal Facilities

1.	2732 North Avers
2.	3210 North Clark
3.	8801 South Commercial
4.	2411 West 55th Street
5.	37 West 47th Street
6.	880 North Hudson
7.	900 North Hudson
8.	10 South Kedzie
9.	2401 South Kedzie
10.	4410 South Laporte
11.	2318 North La Verne
12.	1000 South Lytle
13.	3525 South Michigan

Where can I go? (cont'd)

Health Stations with Prenatal Facilities (cont'd)

14. 4420 South Marshfield
15. 4630 North Milwaukee
16. 2150 West North
17. 3448 West Ogden
18. 2333 West Sunnyside
19. 3333 West 111th Street
20. 437 West 119th Street
21. 1518 West 102nd Place
22. 2210 West Pershing
23. 1150 West 78th Street
24. 2011 East 75th Street
25. 4350 West 16th Street
26. 941 East 132nd Street

Who Can Answer My Questions?

Call your private physician for information
regarding the need for pre-natal care or the
Chicago Board of Health at 744-4336 which
can direct you to the Health Services you
need even on an emergency basis.

WHO CAN ANSWER MY QUESTION?

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SPONSORED BY JOHNSON'S DISPOSABLE DIAPERS

(photo of black baby on box)