



THE SECRETARY OF HEALTH AND HUMAN SERVICES
WASHINGTON, D.C. 20201

SEP 22 2014

Kay A. Johnson
Chairperson
Secretary's Advisory Committee on Infant Mortality
5600 Fishers Lane, Room 13-91
Rockville, MD 20857

Dear Ms. Johnson:

Thank you for your letter on behalf of the Secretary's Advisory Committee on Infant Mortality (SACIM) providing greater detail on how to operationalize the third strategic direction—redeploying evidence-based, highly effective preventive interventions to a new generation of families—from your January 2013 report *Recommendations for Department of Health and Human Services (HHS) Action and Framework for a National Strategy*.

By identifying eight specific recommendations that emphasize preventive interventions, it is clear that SACIM is building on the efforts of the Administration to improve the health of all Americans through implementation of the Affordable Care Act. In particular, a renewed focus on prevention, through the use of social marketing, access to preventive services, and other proven strategies and interventions, will help to improve the health and development of women and families. Addressing health disparities, such as access to quality health care and infant mortality, is a priority for the Department. The Affordable Care Act will provide our country with many opportunities to refocus efforts on these very important issues.

I have directed my staff to thoroughly review the recommendations to identify ways we can incorporate the recommended actions into our national strategy to address infant mortality. As you know, the Department of Health and Human Services is already leading activities in many areas that are referenced in your letter. This includes the Office on Women's Health's "It's Only Natural" initiative, which helps African American women and their families understand the health benefits of breastfeeding and the Text4baby mobile health initiative, a service that promotes maternal and child health through text messaging.

I appreciate the efforts of SACIM and look forward to our continued work together to reduce the nation's infant mortality rate. I will also provide this response to Dr. Shields.

Sincerely,

/S/

Sylvia M. Burwell



THE SECRETARY OF HEALTH AND HUMAN SERVICES
WASHINGTON, D.C. 20201

SEP 22 2014

Sara G. Shields, MD, MS, FAAFP
Chair, Preventive Interventions Work Group
Secretary's Advisory Committee on Infant Mortality
5600 Fishers Lane, Room 13-91
Rockville, MD 20857

Dear Dr. Shields:

Thank you for your letter on behalf of the Secretary's Advisory Committee on Infant Mortality (SACIM) providing greater detail on how to operationalize the third strategic direction—redeploying evidence-based, highly effective preventive interventions to a new generation of families—from your January 2013 report *Recommendations for Department of Health and Human Services (HHS) Action and Framework for a National Strategy*.

By identifying eight specific recommendations that emphasize preventive interventions, it is clear that SACIM is building on the efforts of the Administration to improve the health of all Americans through implementation of the Affordable Care Act. In particular, a renewed focus on prevention, through the use of social marketing, access to preventive services, and other proven strategies and interventions, will help to improve the health and development of women and families. Addressing health disparities, such as access to quality health care and infant mortality, is a priority for the Department. The Affordable Care Act will provide our country with many opportunities to refocus efforts on these very important issues.

I have directed my staff to thoroughly review the recommendations to identify ways we can incorporate the recommended actions into our national strategy to address infant mortality. As you know, the Department of Health and Human Services is already leading activities in many areas that are referenced in your letter. This includes the Office on Women's Health's "It's Only Natural" initiative, which helps African American women and their families understand the health benefits of breastfeeding and the Text4baby mobile health initiative, a service that promotes maternal and child health through text messaging.

I appreciate the efforts of SACIM and look forward to our continued work together to reduce the nation's infant mortality rate. I will also provide this response to Ms. Johnson.

Sincerely,

/S/

Sylvia M. Burwell