



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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KCHD announces Strong Baby winners

Local casting call winners to be 'stars' of public health campaign

Knoxville, Tenn. —The Knox County Health Department (KCHD) has announced the new stars of its Strong Baby campaign, which were selected from more than 80 babies at an open casting call on October 1, 2016.

The eight winners were unveiled on KCHD's website and social media pages on Friday. The winners, Nathaniel Hoffman-McConchie (15 months), Lucia Marisol Mateo (9 months), Teddy Spence (15 months), Lariah Herod (14 months), Creighton Roman (17 months), Archie Green (14 months), Olivia Wong (16 months), and Elleamoura Spangler (9 months) will each receive a \$200 U.S. savings bond and will appear in future Strong Baby ads.

"We thank every parent and family who entered their own strong baby, and we look forward to seeing our local babies sharing important health messages across Knox County," said KCHD Director Dr. Martha Buchanan.

"The little ones in this campaign have captured our hearts, and we are thrilled to have local East Tennessee babies promote infant health in our community," said KCHD Program Manager Katie Larsen. "After all, there are no better ambassadors than our own."

Earlier this year, KCHD launched the [Strong Babies](#) project to improve birth outcomes and reduce infant mortality rates. Based on a highly-successful campaign created by Serve Marketing and conducted by the City of Milwaukee Health Department, the effort uses lighthearted and attention-grabbing images of stronger-than-average babies to rally the community around the importance of changing the conditions that lead to healthier infants and families. The educational campaign focuses on the importance of early and adequate prenatal care, breastfeeding, good nutrition, avoiding tobacco, and many other healthy activities.

Improving the well-being of mothers, infants and children is an important community health goal for KCHD, as reflected in the organization's [Community Health Assessment](#). The Strong Baby project is an outcome of KCHD's Fetal Infant Mortality Review (FIMR) program, which is funded by a grant from the Tennessee Department of Health. FIMR is an action-oriented community process that continually assesses, monitors and works to improve service systems and community resources for women, infants and families.

About Knox County Health Department:

The Knox County Health Department (KCHD) is a governmental agency dedicated to making every person a healthy person. As the first health department in Tennessee to achieve national accreditation by the Public Health Accreditation Board, KCHD's mission is to encourage, promote and assure the development of an active, healthy community through innovative public health practices. The organization conducts disease surveillance, prevention and control; emergency preparedness; nutrition and physical activity promotion; tobacco use prevention; health equity promotion; immunizations; and much more. For more information, visit www.knoxcounty.org/health.

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