

NEWS RELEASE

CRADLE KALAMAZOO LAUNCHES COMMUNITYHOTLINE ; 269-888-KIDS CONNECTS FAMILIES TO CRUCIAL HEALTH SERVICES

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KALAMAZOO, Michigan – With a single phone call, pregnant and newborn families in Kalamazoo County can connect to crucial services and resources to bolster health and reduce infant mortality. The new community phone number, 269-888-KIDS, was launched today by Cradle Kalamazoo, a multi-agency community initiative led by the YWCA Kalamazoo.

“We are excited to launch this phase of the project,” states Grace Lubwama, CEO of YWCA Kalamazoo. “Based on the needs of the community, we know that pregnant women of color and low-income women are falling through the cracks. 888-KIDS can help close this gap.”

“Whether you’re pregnant or you’re the best friend, family member or coworker of someone who is pregnant, you can call 888-KIDS to help get connected to services and resources,” Lubwama added. “We can support the health of our babies by making sure their families have access to the resources they need.”

Cradle Kalamazoo consists of community stakeholders and 30 partner organizations. United Way of the Battle Creek and Kalamazoo Region, Gryphon Place and Western Michigan University Homer Stryker M.D. School of Medicine (WMed) are partnering to provide 269-888-KIDS to the community.

When anyone calls 269-888-KIDS, the Cradle Family Support Specialist at Gryphon Place will help connect them to community resources. Cradle partners have programs that support families both inside and outside the home. Using resource mapping by WMed, the Family Support Specialist will identify available resources, find the best match for each caller, and then follow up to make sure they got connected. If the match is a Cradle partner program, the caller will be connected right then and there to the Cradle program by the Family Support Specialist.

“Partnership drives community change, and that’s why United Way is proud to be part of this collaboration,” said Alyssa Stewart, Director of Strategy & Engagement for United Way of the Battle Creek and Kalamazoo Region. “The new hotline will improve equitable access to services and support, and most importantly, assure better health for more babies and families in Kalamazoo County.”

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