

For Immediate Release



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“Brains Are Built Not Born”

The African American Babies Coalition Launches Community Awareness Campaign

Saint Paul, Minnesota (October 12, 2013)--The African American Babies Coalition (AABC) in conjunction with Minnesota Communities Caring for Children (MCCC), and its partner the Wilder Center for Communities today announced the launch of the *Brains are Built* campaign. The AABC is A group of African American community stakeholders which include educators, nonprofit and civic leaders, researchers, and public health professionals from across the Twin Cities who are committed to promoting the healthy development of African American babies. The coalition was instrumental in completing three phases of work to develop a campaign focused on building healthy brains for children from conception through the early years of development targeted to the African American public.

“The goal of the *Brains are Built* campaign is to share what is known from brain science and early childhood development research in a culturally relevant and accessible way with parents, grandparents and young people” says AABC Project Director, Sameerah Bilal-Roby. African Americans often have negative responses to research because of historical occurrences and the disturbing actions and opinions prompted by it. AABC’s number one priority was to develop steps to engage families and assist them to trust the research process. A major goal of the campaign also seeks to make sure African American families are aware of early traumatic experiences that can short circuit young brain development.

The Coalition Vision: *African American families and communities will claim our cultural heritage so that our babies will thrive, excel and lead us into the future.*

The Twin Cities launch event for the campaign takes place on October 19, 2013. For more information visit www.africanamericanbabies.org

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