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St. Joseph Community Health Foundation grant boosts promotion for McMillen Health's *Healthy Tomorrow* app for pregnant women and their families

FORT WAYNE, IND., December 18, 2023 – The St. Joseph Community Health Foundation has awarded McMillen Health a generous grant of \$10,000 for marketing and the incentivization of the Healthy Tomorrow App, with a specific focus on women residing in Fort Wayne's southeast side. The grant will be divided equally, with \$5,000 allocated towards the marketing campaign and \$5,000 dedicated to providing incentives for app users.

Healthy Tomorrow is a free resource that offers over 75 educational videos on pregnancy, motherhood, and infant care in an effort to reduce infant mortality. McMillen Health plans to serve pregnant or new mothers in zip codes 46802, 46803, 46806, 46807, 46809, 46815, and 46816 with this vital education, as these areas have been identified as priority areas with the highest infant mortality rates.

The primary goals of this grant include increasing app users by 1,500 within the specified zip codes, incentivizing app users with essential items such as diapers, wipes, and hygiene products, and promoting a sense of hope for all app users. The Healthy Tomorrow app offers education on topics including safe sleep, breastfeeding, tobacco use, maternal mental health, and more.

The focus on hope stems from the St. Joseph Community Health Foundation's belief in the power of purpose and hope in creating positive outcomes for individuals. All St. Joseph Community Health Foundation grantees are encouraged to consider how their services contribute to fostering hope and purpose in their clients' lives.

"We are thrilled to receive more support from the St. Joseph Community Health Foundation to improve the health and wellness of women in Fort Wayne's southeast side," said Nicole Fairchild, Executive Director of McMillen Health. "Through the Healthy Tomorrow App, we believe we can make a positive impact on the lives of individuals in these underserved communities, and begin to decrease the number of infant mortalities we see annually."

McMillen Health will be actively monitoring the progress of the app's impact through regular assessments of pre and post-test results. Based on these findings, they will make necessary adjustments to enhance the app's effectiveness in promoting health and well-being.

Healthy Tomorrow is available for free download on Apple and Android devices. For more information about McMillen Health and their Healthy Tomorrow App, please visit their website at www.mcmillenhealth.org/healthy-tomorrow.

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