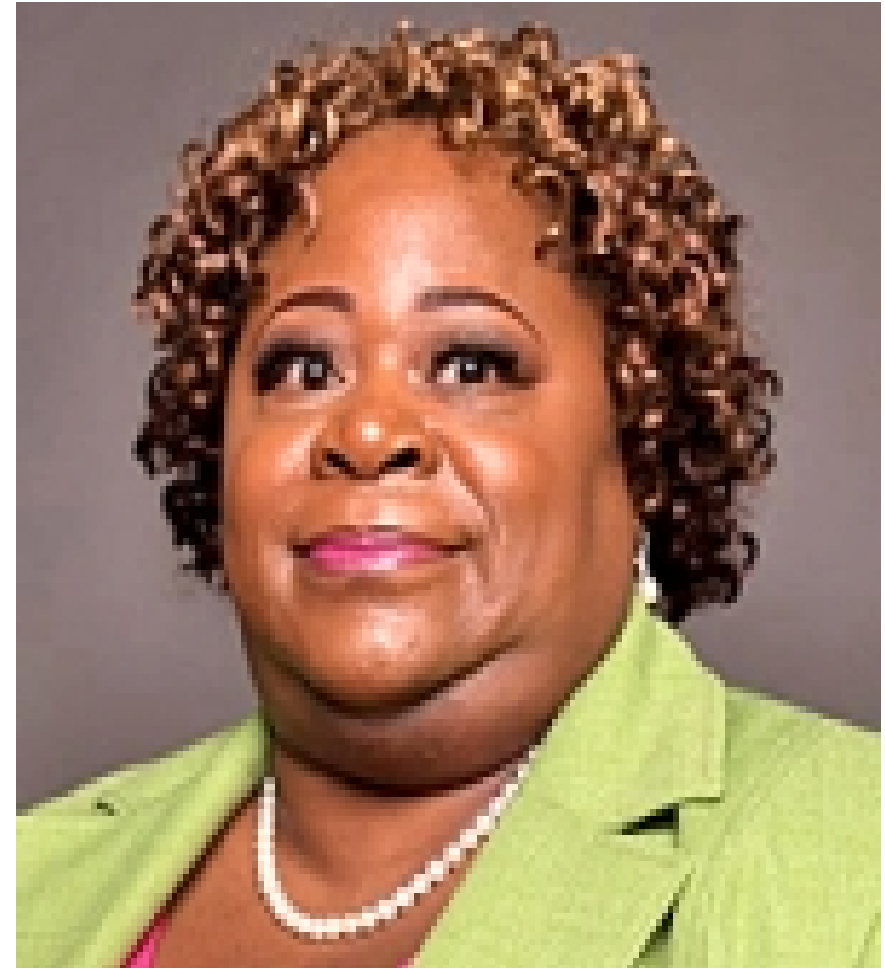


Kimarie Bugg, DNP (s), RN, MPH, IBCLC

- *President and CEO*
- *Reaching Our Sisters Everywhere (ROSE)*





ROSE

Reaching Our Sisters Everywhere

Community Transformers and Building of Diversity in Coalitions

Kimarie Bugg DNP, MPH, IBCLC

Objectives

- **1. Discuss the historical context of breastfeeding disparities**
- **2. Develop actionable steps in your local practice setting/community to build greater racial equity**
- **3. Identify strategies to organize and sustain coalitions in your community**
- **4. Recommend two evidence-based practices to support human milk feeding**

Our Mission

ROSE seeks to normalize breastfeeding by serving as a catalyst that provides resources and networking opportunities for individuals and communities.



JoHari's Window



Health Disparities:

- Breastfeeding's Role in Closing the Gap
- Policy
- Programs
- Partners
- Peers

Rates of Any and Exclusive Breastfeeding by Socio-demographics among Children Born in 2015 (Percentage +/- half 95% Confidence Interval)^{1,2}

	Any Breastfeeding				Exclusive Breastfeeding		
		Ever Breastfed	Breastfed at 6 Months	Breastfed at 12 Months		Exclusive Breastfeeding through 3 Months	Exclusive Breastfeeding through 6 Months
Socio-demographic Factors	n	% ± half 95% CI	% ± half 95% CI	% ± half 95% CI	n	% ± half 95% CI	% ± half 95% CI
U.S. National	17673	83.2±1.0	57.6±1.4	35.9±1.3	17102	46.9±1.4	24.9±1.2
Gender							
Male	9162	83.1±1.4	56.8±1.8	35.3±1.8	8874	46.1±1.9	24.0±1.5
Female	8511	83.3±1.5	58.5±2.0	36.6±2.0	8228	47.8±2.1	26.0±1.8
Race/Ethnicity							
Hispanic	3723	84.6±2.4	54.1±3.3	32.6±3.1	3636	42.2±3.3	20.9±2.6
Non-Hispanic White	9907	85.9±1.2	62.0±1.6	39.8±1.6	9537	53.0±1.7	29.5±1.6
Non-Hispanic Black	1607	69.4±3.5	44.7±3.8	24.0±3.2	1573	36.0±3.8	17.2±3.1
Non-Hispanic Asian	796	89.3±3.5	72.2±5.2	50.3±6.8	767	45.7±7.0	30.1±5.8
Non-Hispanic Hawaiian/Pacific Islander	95	83.0±13.8	57.8±16.3	24.4±11.7	89	45.3±16.6	29.0±15.1
Non-Hispanic American Indian/Alaska Native	265	76.4±11.3	55.0±12.4	31.3±10.7	257	44.6±12.1	19.6±7.2

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rose community transformers- memphis, tn



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Milk Affects Every Organ System

Digestive System	Bile salt-dependent lipase
Immune	IgA, Lactoferrin
Liver	Lactose
Nervous System	Omega-3 LCFA
Kidney	Low sodium, solutes
Endocrine	Thyroxin, prolactin
Circulatory (blood)	Erythropoietin
Sensory (eye)	DHA, AA, distance

BREASTFEEDING

matters for **ALL FAMILIES**

Black and **Hispanic** children who experience sub-optimal breastfeeding are at **greater risk** for childhood disease and death than children who were breastfed for **six months or more**.



1.7 (B) | 1.4 (H)
times more likely
EAR INFECTION



3.3 (B) | 2.0 (H)
times more likely
**NECROTIZING
ENTEROCOLITIS**



1.3 (B) | 1.4 (H)
times more likely
GI INFECTION



1.9 (B) | 1.4 (H)
times more likely
SIDS

DISPARITIES IMPACT MOMS
Black mothers who breastfeed sub-optimally are **1.4 times** more likely to develop Type 2 diabetes.



2.2 (B) | 1.5 (H)
times more likely
CHILD DEATH

Learn more about the study:
<http://bit.ly/BartickJPeds>

What Negatively Impacts Breastfeeding?

- Being African American
- Poverty
- Younger mothers
- Being single (less support)

David Williams Ph.D.

How Racism Makes Us Sick

Median Household Income and Race, 2013

Racial Differences in Income are Substantial:



U.S. Census Bureau (DeNavas – Walt and Proctor 2014)

Median Wealth and Race, 2011

For every dollar of wealth that Whites have,



Asians have 81 cents



Blacks have only 6 cents



Latinos have only 7 cents



U.S. Census Bureau, 2014

-- Large Racial/Ethnic Differences in SES that are consequential for life are not acts of God

-- They are not random events – they reflect the successful implementation of social policies, many of which are rooted in racism

Disparities in Breastfeeding: SGCTA

- Maternity care practices (policy)
- Professional education (policy)
- Workplace (policy and programs)
- Childcare (programs and policy)
- Access to professional support (programs)
- Education and information (partners and peers)
- Social marketing (partners and peers)
- Peer support (mother to mother)
- Addressing infant formula (policy)

Community Transformers





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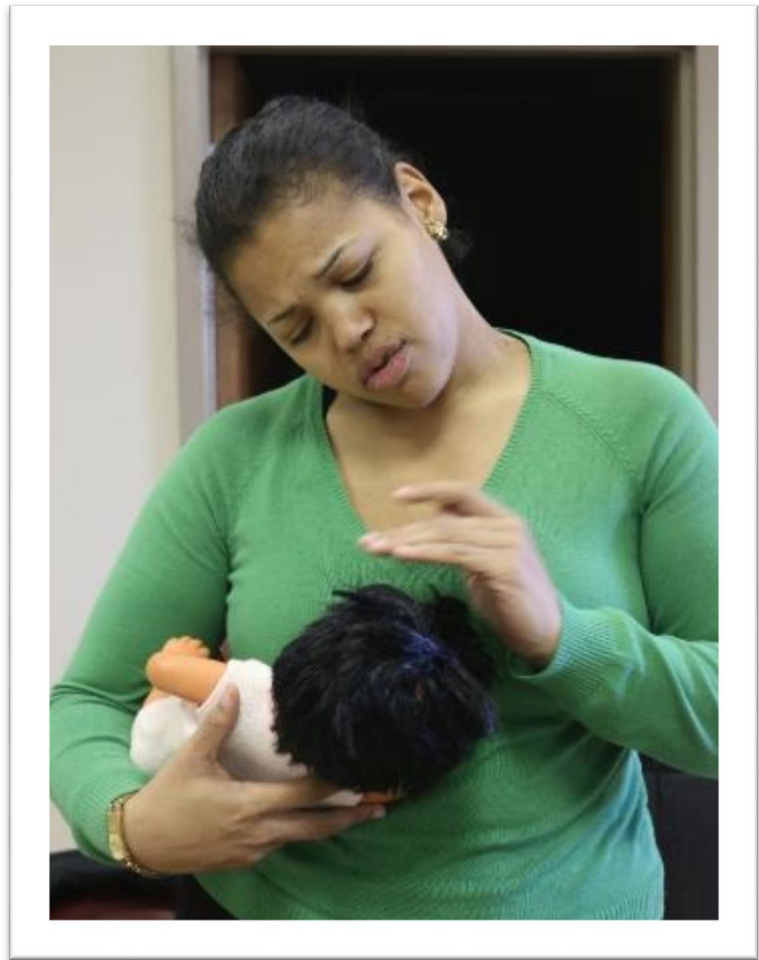
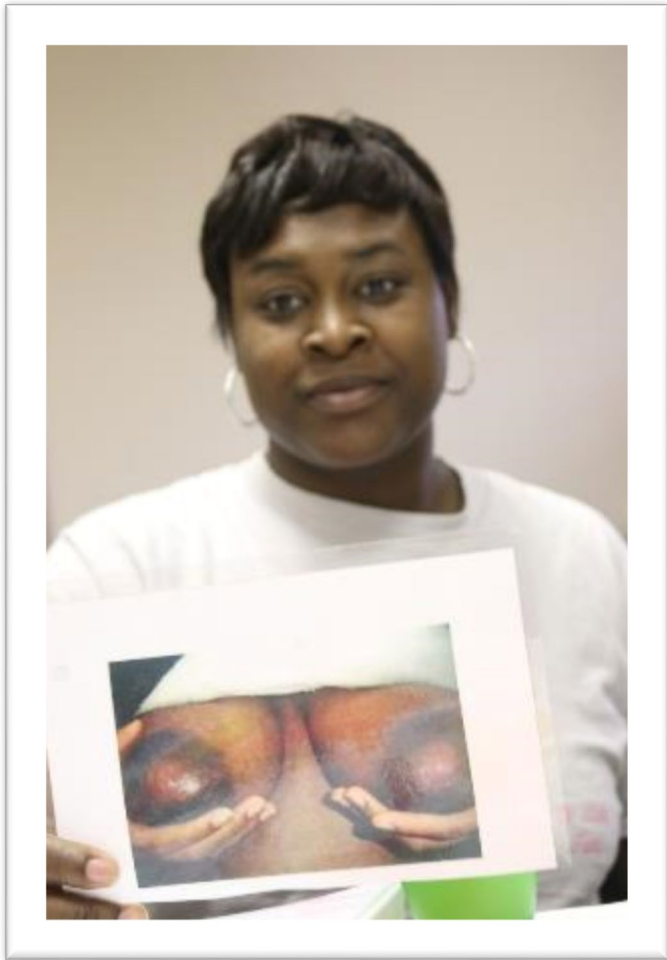
Indianola, Mississippi



- Merewood, A., **Bugg, K.**, Burnham, L., Krane, K., Nickel, N., Broom, S., ... & Feldman-Winter, L. (2019). Addressing Racial Inequities in Breastfeeding in the Southern United States. *Pediatrics*, 143(2), e20181897.

Impact of Supplementation





Community Transformers/ Peers!



- Challenges
- HCP skills
- Safety
- Risk of formula feeding

- Merewood, Anne, Kimarie Bugg, Laura Burnham, Kirsten Krane, Nathan Nickel, Sarah Broom, Roger Edwards, and Lori Feldman-Winter. "Addressing Racial Inequities in Breastfeeding in the Southern United States." *Pediatrics* 143, no. 2 (2019): e20181897.

Addressing Racial Inequities in Breastfeeding in the Southern United States

Ann Merewood, PhD, MPH; Kimarie Bugg, PhD, MPH, IBCLC, CDE; Laura Burnham, MPH; Kirsten Krane, MD, MPH, IBCLC, CDE; Nathan Nickel, PhD, MPH; Sarah Broom, MD; Roger Edwards, MD; Lori Feldman-Winter, MD, MPH, FAAP, FAHA¹

OBJECTIVE: Race is a predictor of breastfeeding rates in the United States, and rates are lowest among African American infants. Few studies have assessed changes in breastfeeding rates by race after implementing the Ten Steps to Successful Breastfeeding (hereafter referred to as the Ten Steps), and none have assessed the association between implementation and changes in racial disparities in breastfeeding rates. Our goal was to determine if a hospital- and community-based initiative in the Southern United States could increase compliance with the Ten Steps, lead to baby-friendly designation, and decrease racial disparities in breastfeeding.

DESIGN: Hospitals in Mississippi, Louisiana, Tennessee, and Texas were enrolled into the Communities and Hospitals Advancing Maternity Practices Initiative from 2014 to 2017 and received an intensive quality improvement and technical assistance intervention to improve compliance with the Ten Steps. Community partners and statewide organizations provided parallel support. Hospitals submitted monthly aggregate data stratified by race on breastfeeding, skin-to-skin care, and rooming-in practices.

RESULTS: The disparity in breastfeeding initiation between African American and white infants decreased by 9.6 percentage points (95% confidence interval 1.6–19.5) over the course of 31 months. Breastfeeding initiation increased from 66% to 75% for all races combined, and exclusivity increased from 34% to 39%. Initiation and exclusive breastfeeding among African American infants increased from 46% to 63% ($P < .05$) and from 19% to 33% ($P < .05$), respectively. Skin-to-skin care after cesarean delivery was significantly associated with increased breastfeeding initiation and exclusivity in all races; rooming-in was significantly associated with increased exclusive breastfeeding in African American infants only.

CONCLUSIONS: Increased compliance with the Ten Steps was associated with a decrease in racial disparities in breastfeeding.

KEY WORDS: breastfeeding; disparities; infant mortality; skin-to-skin care; rooming-in; Southern United States

THE TEN STEPS TO SUCCESSFUL BREASTFEEDING (hereafter referred to as the Ten Steps) constitute the pillars of the World Health Organization and United Nations Children's Fund Baby-Friendly Hospital Initiative (BFHI), launched in 1991, to improve breastfeeding rates worldwide. Race is associated with breastfeeding rates in the United States.^{1–6} Populations in the American South suffer from high rates of infant mortality^{7,8} and chronic illness.^{9–11} The South also has some of the nation's greatest racial and/or ethnic breastfeeding disparities.⁴ Between 2010 and 2013, Mississippi

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PEDIATRICS Volume 143, number 2, February 2019:e20181897

QUALITY REPORT

Advancing Change





**GRADY IS A
DESIGNATED
BABY-FRIENDLY
FACILITY.**

We are honored to receive this prestigious designation. Grady joins an elite group of hospitals from around the world who support and promote breastfeeding.

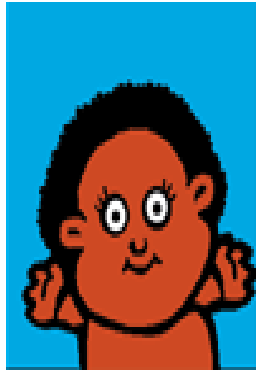
Grady is proud to provide the very best care possible for new moms and their babies.

 **Grady**
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Policy

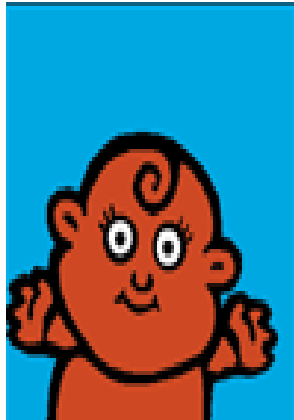
Rephrase: Changing the Narrative



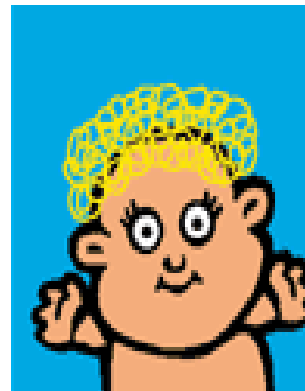
Breastfeeding
reduces the risk of
cancer for both
mother and baby.



Breastfed
babies get fewer
ear, lung and
stomach infections.



Breastfed
babies are healthier
and hospitalized
less often.



Breastfed
babies are less
likely to die of SIDS.

Affiliate

3/2/2020



ROBE
Reaching Our Brothers Everywhere

Teacher
Nurturer
Friend
Encourager

GUARDIAN
Father

LOVE

To educate, equip, and empower men to impact an increase in breastfeeding rates and decrease infant mortality rates in the African American community.

Educate

Equip

Empower

Achieving Health Equity in our community through promoting and protecting First Food and Safe Sleep



Support us by



ROSE
Reaching Our Sisters Everywhere

@Support_ROBE
www.BreastfeedingROSE.org
Email: ROBE@BreastfeedingROSE.org
Phone: (404) 719-4297 ext. 105



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Real Men Encourage Breastfeeding



Engaging Grandmothers



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Sankofa Cultural Coalition



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Partner Sharing

- Centers for Disease Control and Prevention
- Department of Health and Human Services
- Baby Friendly USA
- Reclaiming Improving and Sustaining Equity (RISE)
- HealthConnect One

SANKOFA CULTURAL
BREASTFEEDING
COALITION
MEETING



APRIL 12, 2019
11:00 AM – 1:00 PM
RSVP REQUIRED by
APRIL 9, 2019!

SPECIAL CO-HOST
Rose Horton
Executive Director Women & Infant Services | Emory Decatur Hospital

THE 4TH TRIMESTER ACTION PLANNING
Join us for our second meeting focusing on bridging the 4th Trimester gap in support for families in our communities.

LOCATION:
EARLY LEARNING CENTER
3250 RAINBOW DRIVE | DECATUR, GA | 30034

RSVP HERE: <http://www.breastfeedingrose.org/scbc/>

Join: **MomsRising.org** *Where moms and people who love them go to change our world.* **We·news**
womensenews.org

EBONY.com *mater mea*



For a breastfeeding
chat on support
covering workplace
pumping, sex and
everything in between.

Use #BlkBfing
to join in!

Img: Free to Breastfeed

With special guests:



KIMBERLY SEALS ALLEN
**MOCHA
MANUAL** 2014
MOTHERHOOD IN COLOR

ROSE

HealthConnect **One**





Our Purpose Education

Attend a Meetup

Pittsburgh Black Breastfeeding Circle

Supporting breastfeeding as the cultural norm.

Attend a meetup and discover the magic of breastfeeding your beloved child among our community of caring mothers.

Events BMBFA In the News Blog

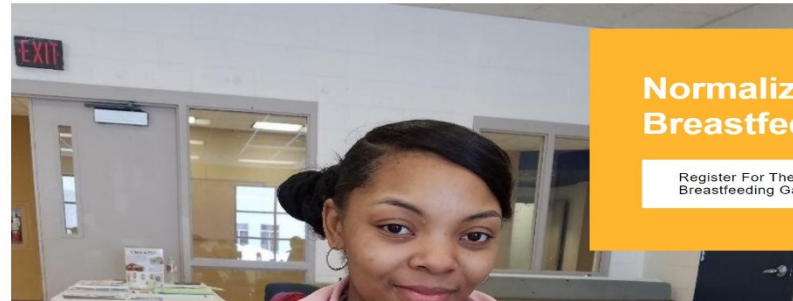


CinnaMoms



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Normalizing Breastfeeding

Register For The Next Community Breastfeeding Gathering



Indiana Black Breastfeeding Coalition

"African American Women Changing The World... One Baby At A Time."

Home About Resources Breastfeeding Tips Events Boobie Talk Gallery Contact Donate



Uzazi Village

Black Breastfeeding Week 2015
Lift Every Baby

UZAZI VILLAGE
Community Organization

Timeline About Photos Reviews More

1,800 people like this

Baby Bliss, LLC

Baby Bliss, LLC
Medical & Health

Timeline About Photos Reviews More

Blactavist

Blactavist
Health/Medical/Pharmaceuticals

Timeline About Photos Likes Videos

DC Breastfeeding Coalition via United States Breastfeeding Committee

September 18, 2015

How To Become An IBCLC
Resources for pursuing a career as an International Board Certified Lactation Consultant.

PINTEREST.COM

Like Comment Share

It's Only Natural, Mother's Love, Mother's Milk



GET DAD
ON BOARD FOR
BREASTFEEDING

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Planning ahead



- ▶ **Secrets to breastfeeding success**
- ▶ **Breastfeeding basics**

[View more](#)

Overcoming challenges



- ▶ **Breastfeeding checklist: How to get a**

Addressing breastfeeding myths



- ▶ **Incredible facts**
- ▶ **In the African-American community**

[View more](#)

Fitting breastfeeding into your life



WorkPlace

When a flower
doesn't bloom,
you fix the environment
in which it grows,
not the flower.

Alexander Den Heijer

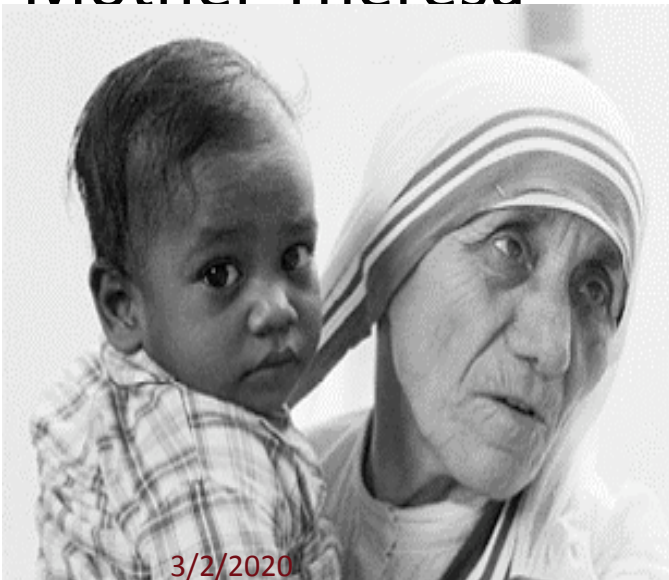


bayart.org



"We think sometimes that poverty is only being hungry, naked and homeless. The poverty of being unwanted, unloved, and uncared for is the greatest poverty."

Mother Theresa



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Emcee

Sherry Matemachani, CHES

Owner

Wellness Team, Inc.



Nikia Sankofa

*Executive Director
U.S. Breastfeeding Committee*



