

Kiddada Green, M.A.T.

- *Founding Executive Director*
- *Black Mothers' Breastfeeding Association*



Envisioning a Breastfeeding-Friendly System 2.0



WHY?

**DIVING
DEEPER**

**Birth &
Breastfeeding
Conference**

**PRACTICES,
POLICIES
&
ATTITUDES**

**IN
SUMMARY**

COMMUNITY

ACCOUNTABILITY

**Kiddada Green, MAT
Founding Executive Director
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WHAT'S THE BIG DEAL?

**BABIES
WIN**

**FAMILIES
THRIVE**

**COMMUNITIES
THRIVE**



BABIES WIN



- Reduces chances of Sudden Infant Death Syndrome (SIDS).
- Critically important for premature infants.
- Rich in nutrients & antibodies.
- Enhances brain development.
- Fights disease & infection.
- Easy to digest.

Families Thrive

- Convenient; satisfies the baby right away.
- Keeps the family close, secure, warm & comforted.
- Helps mommy with postpartum weight loss.
- Keeps mommy healthy, too.
- The price is right - FREE.



COMMUNITIES ARE VIBRANT



- Saves lives; making communities thrive.
- Fewer absences from work & childcare.
- Reduces health care costs.
- Environmentally safe.

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COMMUNITY

Community
Voice



The 3rd District Supports Breastfeeding *for* Healthy Communities!

Call 800 313 6141 for **FREE** breastfeeding support

Learn what communities can do at BeFirstFoodFriendly.org

Community
Leadership

HOSPITAL-
COMMUNITY
INTEGRATION

Civic
Engagement



COMMUNITY VOICE

- Surveys
- Focus Groups
- Media Requests
- Listening Sessions
- Stakeholder meetings
- Personal Narratives
- Don't be a fly on the wall

Media Requests

Stakeholders Meeting

Personal Narratives

Media Requests

YOUR READING LIST



'That's for White Women: Black Breastfeeding'



Black Women Were 'Canaries in the Coal Mine': A



Structural Racism in Medicine Worsens the

NEWS FAMILY

'That's for White Women': Black Breastfeeding Week Aims to Break Cultural Stereotypes

Aug 30, 2018, 10:45am Auditi Guha

Advocates say the low rates of Black mothers who breastfeed is directly related to the legacy of enslaved Black mothers neglecting their children to nurse white babies.



497



89



Malikah Garner knows firsthand the challenges Black women face when it comes to breastfeeding—from cultural barriers to stereotypes stemming from slavery.

"I had to do a lot of educating around my family because it was very new to them," Garner, 31, a breastfeeding mother and advocate, told *Rewire.News*. "They were very supportive but skeptical."

A mother of two boys in Michigan, Garner is one of many mommy ambassadors of the Black Mothers' Breastfeeding Association that's celebrating the sixth annual Black Breastfeeding Week from August 25-31. August is National Breastfeeding Awareness Month and the #BBW18 and #LoveOnTop theme has flooded social media with empowering photos and stories of Black mamas



The awareness week includes more than 110 events around the United States to share and celebrate Black breastfeeding experiences in an effort to educate, encourage, and build a community of support.

Shutterstock

TRENDING TODAY
THIS WEEK



Stakeholders Meeting



Personal Narrative

Parenting

in

Two families share their
experiences of pregnancy
and parenting through the
Flint Water Crisis.

Flint

<http://tinyurl.com/FlintSeries>



Community Leadership

- Assumed Leaders
- Leadership Teams
- Mommy Ambassadors



COMMUNITY INTEGRATION



IN PARTNERSHIP.

Expand who we think of when we think of our healthcare teams. **Community Health Workers, Community-Based Doulas and Peer Educators** are invaluable allies whose full contributions are made most evident when they are valued with adequate compensation, supervision and support.



COMMUNITY INTEGRATION

- Community-based Doulas
- Community health workers
- Community-based breastfeeding peer counselor
- Breastfeeding Club



IN PARTNERSHIP.

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- Engage policy-makers both business and government leaders
- Cross-sector Engagement & Collaboration

Breastfeeding Awareness Month

CIVIC ENGAGEMENT

First Food-Friendly

Black Breastfeeding Week

August Breastfeeding Awareness Month



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF HEALTH AND HUMAN SERVICES
LANSING

NICK LYON
DIRECTOR

FOR IMMEDIATE RELEASE:
Oct. 9, 2017

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Michigan sets goals for breastfeeding support, releases first state plan

LANSING, Mich. – Michigan is surpassing a federal goal for the percentage of infants who have been breastfed, but the state needs to continue improving breastfeeding rates for specific demographic groups.

Those are among the findings in the Michigan Department of Health and Human Services first state Breastfeeding Plan.

“Increasing rates of breastfeeding initiation and duration are necessary steps in reducing infant mortality and cutting the rising costs of health care,” said Dr. Eden Wells, MDHHS chief medical executive. “Our first breastfeeding State Plan sets goals for the state to meet to keep Michigan babies healthier.”

In Michigan, 84.1 percent of mothers reported breastfeeding their infant at least once. That exceeds the Healthy People 2020 goal of 81.9 percent. Healthy People 2020 is a U.S. Department of Health and Human Services project that provides national objectives for improving the health of all Americans.

There are important disparities in Michigan in initiation and duration of breastfeeding by black and teen mothers that the state must address. For example, 86.3 percent of white, non-Hispanic mothers in Michigan initiate breastfeeding, compared to 77.3 percent of black non-Hispanic mothers.

Among women age 30 or older, 65 percent breastfeed their infants to 3 months old, compared to only 26 percent of teen mothers.

The state Breastfeeding Plan sets the common agenda necessary for a collaborative approach among state, local and tribal government; health care professionals and organizations; employers; child care providers and educational institutions; community organizations; and, most importantly, individuals and families.

Breastfeeding goals for Michigan are to eliminate disparities, advance breastfeeding rights, build community support, change organizational practice and strengthen individual skills.

-MORE-

Black Breastfeeding Week

Proclamation

BLACK BREASTFEEDING WEEK

AUGUST 25 – 31

- WHEREAS,** August is the National Breastfeeding Awareness Month, the most recent CDC data show that 75% of white women have breastfed versus 58.9% of black women. In 2012, three breastfeeding advocates founded **Black Breastfeeding Week**, as an annual awareness campaign for healthier moms and babies; and
- WHEREAS,** nationally black infants have higher infant mortality rate; dying at twice the rate of white babies. In Detroit, the estimated infant mortality rate for black infants is 12.9% which is more than double the estimated rate of 5.3% for white babies; and
- WHEREAS,** these higher rates have been attributed to more black infants born too small, too sick and too soon and therefore susceptible to virus and infections putting them at risk of death. According to the CDC, increased breastfeeding among black women could decrease infant mortality rates by as much as 50%; and
- WHEREAS,** the CDC strongly recommends breastfeeding because breast milk provides the countless benefits to nursing infants: antibodies, easy digestion and reduced risk of the dangerous infections associated with bottle feeding in preterm infants. In addition, studies show breastfeeding reduces the risk of Type II diabetes, ear infections and childhood obesity; and
- WHEREAS,** despite these benefits, for more than 40 years there has been a large disparity in breastfeeding rates between whites and blacks. There are also unique cultural barriers and a complex history connected to breastfeeding in the black community has created a different dialogue around it; and
- WHEREAS,** this week is dedicated to increase awareness of the critical role of breastfeeding, improving family health and reducing infant mortality rates in the black community; now
- THEREFORE,** I, **Michael E. Duggan**, Mayor of the City of Detroit do hereby proclaim the week of August 25th through 31st 2015 as **Black Breastfeeding Week** in the City of Detroit and do encourage all citizens to join the efforts in *“embracing the strength, power and unity of families and communities to lift every baby”*.



Handwritten signature of Michael E. Duggan in black ink.

OFFICE OF THE MAYOR OF THE CITY OF DETROIT



First Food Friendly Community Initiative

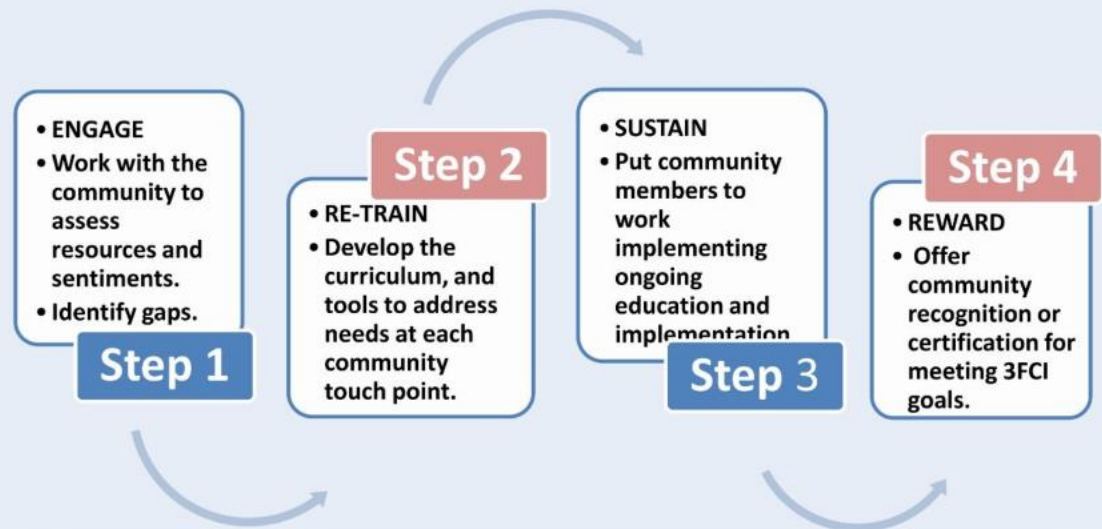


FIRST FOOD COMMUNITY INITIATIVE



Community Environment Matters

Breastfeeding mothers deserve support where they eat, play, work and worship. 3FCI aims to transform the local landscape for mothers and babies by engaging all elements of the community--physician offices, houses of worship, businesses, restaurants, parks, schools, malls and public transportation. By working with residents, we are shifting the environment for mothers, one community at a time.



First Food Friendly Community Initiative (3FCI)

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WE ENVISION A MOMMY-FRIENDLY DETROIT™

We envision a *Mommy-Friendly Detroit* as one where systems, policies, attitudes/beliefs and practices align to achieve racial and health equity on behalf of all women, with an emphasis on Detroit's most vulnerable women, their babies, families and communities.

The *Mommy-Friendly Plan*, co-created in a collaborative process between the *Women-Inspired Neighborhood Network: Detroit* and *Black Mothers' Breastfeeding Association*, seeks to work with health care providers, social service agencies, non-profits, community-based organizations, government, community members and mothers to address racial, systemic, and community barriers by building a narrative of motherhood that always reflects its inherent honor.

Honorable Policies, Practices & Attitudes

POLICIES

PRACTICES

ATTITUDES

IT IS A **DIRECT**
DISRUPTION
OF **RACISM** TO
CELEBRATE AND
H O N O R
B L A C K
MOTHERHOOD

PRACTICES

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POLICIES



- Maternity Care Team
- Flexible work schedule
- Paid maternity/family leave
- Earned paid sick time
- Breast milk storage & handling policies at childcare centers
- Available trained lactation specialist
- Medicaid reimbursement for peers, community -based doulas & community health workers, lactation specialist

Practices

- Ongoing professional development with an emphasis on racial equity, cultural sensitivity, and culturally appropriate care
- Acknowledge present fathers
- Good bedside manners
- Acknowledge present fathers
- Honor her time
- Honor her birthing plan
- Offer extended hours
- Breastfeeding support & encouragement for every patient



ATTITUDES



MOMMY-FRIENDLY DETROIT™

*"Acknowledge my life
when it comes to my
life."*

Tips

ON BEHALF OF OUR PRACTICE

Thank
you

WE ARE COMMITTED TO A
MOMMY-FRIENDLY DETROIT™

tolerant enjoyable understanding supportive positive easy

IN THE SPIRIT OF A MOMMY-FRIENDLY DETROIT

we want you to know how much we
appreciate:

- the questions you asked
- the stories you shared
- how you thank us
- your timeliness
- your honesty
- other:

Provider name:

judgment-free respectful transparent gracious flexible

friendly knowledgeable accepting

compassionate kind honest patient

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ACCOUNTABILITY



ACCOUNTABILITY

- Fidelity
- Measurable outcomes
- Documented changes in knowledge, behavior and attitudes
 - Self-reporting
 - Observations
 - Surveys
 - Pre- and post-tests
 - Storytelling, narratives, anecdotes
- Checks and balances
 - Report challenges and successes to stakeholders
 - Continuous feedback loop



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ELEMENTS OF A BREASTFEEDING- FRIENDLY SYSTEM



ELEMENTS OF A BREASTFEEDING-FRIENDLY SYSTEM

- **COMMUNITY VOICE, COMMUNITY LEADERSHIP & CIVIC ENGAGEMENT**
- **HONORABLE POLICIES, PRACTICES & ATTITUDES**
- **ACCOUNTABILITY**

ELEMENTS OF A BREASTFEEDING-FRIENDLY SYSTEM

- **COMMUNITY VOICE, COMMUNITY LEADERSHIP & CIVIC ENGAGEMENT**
- **HONORABLE POLICIES, PRACTICES & ATTITUDES**
- **ACCOUNTABILITY**

LET'S TALK!!!

List 1-2 things from each bullet above that you are currently doing to contribute to a breastfeeding-friendly system.

Write 2 things that you now plan to do.

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The 2nd Annual
Motown Experience:

Birth & Breastfeeding Conference

may

13TH - 15TH, 2020

Detroit, MI

www.bmbfa.org/conference

CONFERENCE GOAL:

Align practices, policies and attitudes to achieve positive birth and breastfeeding outcomes for black mothers and babies.



The 2nd Annual Motown Experience:
**Birth & Breastfeeding
Conference**

MAY
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1 of 2 CONFERENCE OBJECTIVES:

- To explain the relationship between community-based doula care and infant and maternal mortality rates.
- To identify biases towards marginalized pregnant mothers; destigmatizing care for single, teenage, imprisoned and/or homeless pregnant mothers.
- To describe how positive father involvement contributes to a healthy child.
- To demonstrate how research and data collection drive clinical and/or non-clinical practices and policies.



The 2nd Annual Motown Experience: Birth & Breastfeeding Conference

MAY
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www.bmbfa.org/conference

2 of 2 CONFERENCE OBJECTIVES:

- To identify ways to mobilize families, communities, and public/private institutions to create strategies, make decisions and implement action steps that lead to equitable breastfeeding support for black families.
- To state how health care providers, social service agencies, non-profits, community-based organizations, government, community members and/or mothers execute programs to improve maternal-child-health.
- To list clinical and/or non-clinical solutions for breastfeeding complications.

Save
the Date



presents

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bmbfa.org

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