<table>
<thead>
<tr>
<th>Traditional Hackathon Structure</th>
<th>Breast Pump Hackathon Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants mainly young, white, male technologists.</td>
<td>Participants come from <strong>diverse backgrounds</strong>. Multiple forms of expertise celebrated!</td>
</tr>
<tr>
<td>Focuses on <strong>technology alone</strong> and not systemic and structural issues.</td>
<td>Focuses on the <strong>systemic and structural contexts</strong> in which technology is embedded</td>
</tr>
<tr>
<td>Pitch presentations encourage one-way communication, one person representing the project, and a polished narrative.</td>
<td><strong>Science fair style presentations</strong> encourage two-way communication and everyone getting a chance to speak about the work.</td>
</tr>
<tr>
<td><strong>Cash or material prizes.</strong></td>
<td><strong>Experiential</strong> learning prizes.</td>
</tr>
<tr>
<td>Mainly generates new projects that typically do not continue on.</td>
<td>Nurture existing efforts and also generates new projects.</td>
</tr>
<tr>
<td>Focus on output and productivity.</td>
<td>Focuses on <strong>learning and relationship-building.</strong></td>
</tr>
</tbody>
</table>
Racism and inequity are products of design. They can be redesigned.

equity x design Collaborative
Equity x Design

What is it?
An additional layer of checks, tools, and activities to use in design and problem solving.

Why use it?
It illuminates racism and inequity that exists in individuals that potentially shapes the way problems are framed and solutions are proposed.
Equity x Design Framework: 3 Beliefs

SEE: (Historical) Context Matters
We must understand the historical context of the people/place for which we’re designing.

BE SEEN: Radical Inclusion
We must have multiple stories and truths.
We must create a culture that allows people to bring their full selves.

FORSEE: Process as Product
We must understand that equity is a process, not an end point.
We can’t look to the past to create an equitable future.
Geographic diversity

- Massachusetts: 35%
- Southern and Non-Coastal states: 20%
- California and New York: 21%
- Other states and international locations: 24%
Racial diversity
(of the accepted participants)

- White: 29%
- Asian: 15%
- Black or African-American: 37%
- Other POC: 5%
- Native American: 2%
- Hispanic: 11%

70% People of Color
30% White
Domain expertise
(of the accepted participants)

- Educators/academics: 10%
- Advocate moms/parents/bloggers: 10%
- Students and young people: 15%
- Health practitioners: 10%
- Engineers/tech: 25%
- Design/art/communications specialists: 25%
Gender diversity
(of the accepted participants)

- Male: 21%
- Non-Binary: 5%
- Female: 76%

Additionally, we gave priority to people who said they identified as LGBTQ+.
Community Innovation Teams

A program for talented innovators & passionate advocates for low-income families in their communities, to articulate problems for kickstarting local innovations.

Neighborhood Birth Center, Boston, MA

Northeast Mississippi Birthing Project, Tupelo, MS

Albuquerque, NM

Detroit, MI
WHY WE ARE HERE

I WANT TO BRING THE BREASTPUMP OFF THE BATHROOM FLOOR

I WANT TO PROMOTE EQUITY

OUR INFRASTRUCTURE OF INNOVATION IS CONTROLLED BY POWERFUL COMMUNITY LEADERS

COMMUNITY NEEDS TO BE FEMINIST AND INTERSECTIONAL

THIS CANNOT BE SOLVED BY ONE DOMAIN

WE NEED TO BLAME INDIVIDUALS

BUILD COMMUNITY OF RESISTANCE

PEOPLE SAY BREASTFEEDING ISN'T SUPPOSED TO HURT

THAT'S BS! IT DOES FOR SOME WOMEN

WE NEED INVESTORS TO "WOMAN UP"

LET'S DEVELOP A NEW MODEL OF POST-PARTUM CARE!

THE BIG PICTURE

BREASTFEEDING, EQUITY, MATH, & INNOVATION

BREASTFEEDING IS MATH + COMMUNITY

YOU HAVE TO GET THE SUM + IT'S ENGINEERING

WE NEED TO DISRUPT

PUMPING WAS STigmatizing!

THE ANSWER IS ACT

EXPERIENCE

WE NEED POLICY CHANGES

WE NEED TO THINK DIFFERENTLY

MOTHER

WE ARE NURSINGLY LINKED

MOTHER - NURSE - PARENT - MOTHER - NURSE - PARENT - MOTHER - NURSE - PARENT
Outcomes and Lessons Learned

1) Relationships Matter
People and Orgs We Met With

- Black Mothers' Breastfeeding Association: BMBFA
- Better Life Lab at New America
- Rose: Reaching Our Sisters Everywhere
- ACOG: The American College of Obstetricians and Gynecologists
- 1000 Days
- Just Action
- Public Health Advocates
- The Dimock Center
- MediaCloud
- University of Manitoba
- Cambridge Health Alliance
- Massachusetts Breastfeeding Coalition, Cyberlaw Clinic at BU
- Leading Lady
- MIT's Diversity and Inclusion Office
- Africa for Philips
- UCSF
- White House for the President’s budget
- Sea Change
- It's Working Project
- UCSD
- Pear Venture Capital
- Moxxly
- Mamava
- Luma Instite
- Massachusetts General Hospital
- Luma Institute
- Open Ideo
- Gates Foundation
- Harambee Care
- Zero to Three
- ChangeLab Solutions
- PL+US
- CA Adolescent Health Initiative
- Charles River Health
- Meridian Institute
- Civitas
- Indigenous Women Rising
- Black Nurses Rock
- Nat'l Partnership for women and families
- Family Values at Work
- Jobs for Justices Massachusetts
- National Domestic Workers Alliance (NDWA)
- Brazilian Workers Center
- ROC United -Restaurant Opportunity Center
- Boston Federation
- Continuum
- Willow
- CLASP
- Jobs for Justices Massachusetts
- National Domestic Workers Alliance (NDWA)
- Brazilian Workers Center
- ROC United -Restaurant Opportunity Center
- Massachusetts Budget and Policy Center
- Mothering Justice
- U Wisconsin-Madison
- Chelsea Collaborative
- Our Walmart
- Academy of American Breastfeeding
- Black Mamas Matter Alliance
- Center for Women's Voices
- Ascend
- New Media Ventures
- Ideas42
- The Badass Breastfeeder: Breastfeeding – Nursing in Public
- The Leaky Boob
- Portfolia
- MomsRising
- Larsson-Rosenquist
- Robert Wood Johnson Foundation
- Harvard University
- Dannon
- Boston University
- Medela
- W.K. Kellogg Foundation
- ProPublica
- Northeast Mississippi Birthing Project
- Vital Village
- ImpactMapper
- Maven
- WIC (MA and Texas)
Outcomes and Lessons Learned

2) “The answers are in the community”
   - Kimberly Seals Allers
Outcomes and Lessons Learned:

3) Color Outside of the Lines
Stay in touch!

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