Urban Strategies…

Tool

Connect

Resource

grassroots organizations to serve children and families
What Latino Cultural distinctions were apparent to you?
What We Learned in LBS Focus Groups

Community

- 54% of responding mothers were born abroad, Mexico (61%)
- Participants agreed people are connected to their country of origin
- Strong for new immigrants but remained a value of 2nd and 3rd generation participant
- La “familia” as a significant strength even if not blood
What We Learned...cont’d

- Participants identified generosity, loyalty, and respect as strengths in their culture.

- Health care workers believed they understood Latino community but subtle words such as calling Latino group “them/us”

- Communication skills between parents and children is a problem.

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What We Learned…cont’d

**Culture and Identity**

- Food was central to defining culture
- Family gatherings
- Language
  - 55% Spoke only Spanish
  - 31% spoke both language
  - 14% only spoke English
- Participants reported loss of language meant loss of culture
What We Learned…cont’d

Breastfeeding

- Nearly 100% of participants reported they had been breastfed
- Between 85% and 100% of participants reported that they had breastfed their babies as well
- Recent immigrants were even more likely to breastfeed than those who had been in the U.S. longer
- Recent immigrants explained that in their country of origin, formula was not an option for feeding their babies

What We Learned…cont’d

- Women who had not breastfed (or who had stopped breastfeeding after only a few weeks or months) reported work or school as reason
- The most common reason for not breastfeeding identified in surveys was having easy access to formula
- In addition to hospitals, pediatrician’s offices, and WIC offices, they received formula coupons and flyers when they registered for a baby shower
LBS Rational

Through the support of the W.K. Kellogg Foundation, Latino Best Start is:

- Founded on values
- Based on the premise that “WE” can create the change we need
- Designed to create champions in neighborhoods to promote healthy lifestyles beginning at breastfeeding
- Culturally relevant and flexible
- Designed to be highly participatory
- Teaching participants how to discover and develop leadership skills, they not only change themselves and their families, but their communities

Question/Comments