1.

Envisioning a Breastfeeding-Friendly System 2.0

Kiddada Green, MAT
Founding Executive Director
Black Mothers’ Breastfeeding Association

2.

WHAT'S THE BIG DEAL?

BABIES WIN

FAMILIES THRIVE

COMMUNITIES THRIVE

1.

2.
3. 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.

4. 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.
5. COMMUNITIES ARE VIBRANT

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

6. Envisioning a Breastfeeding-Friendly System 2.0

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WHY?

PRACTICES, POLICIES & ATTITUDES

COMMUNITY

ACCOUNTABILITY

IN SUMMARY

Kiddada Green, MAT
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Birth & Breastfeeding Conference
9.

10.
'That's for White Women': Black Breastfeeding Week Aims to Break Cultural Stereotypes
Aug 30, 2018, 10:04 AM - Audra S. S. Davis

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.

Aisha Gomes knows first-hand 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," Gomes, 31, a breastfeeding mother and advocate, told Rewire.

"They were very supportive but skeptical."

A mother of two boys in Michigan, Gomes is one of many members of the Black Women's Breastfeeding Association who's celebrating the sixth annual Black Breastfeeding Week from August 25-31. August is National Breastfeeding Awareness Month and the BWBA's fifth and 4thweek core theme has focused social media with empowering photos and stories of Black nursing.

Stakeholders Meeting

11.

12.
Parenting in Flint

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

http://tinyurl.com/FlintSeries

Community Leadership

- Assumed Leaders
- Leadership Teams
- Mommy Ambassadors
COMMUNITY INTEGRATION

- Community-based Doulas
- Community health workers
- Community-based breastfeeding peer counselor
- Breastfeeding Club
Engage policy-makers both business and government leaders
Cross-sector Engagement & Collaboration

First Food-Friendly
Black Breastfeeding Week

CIVIC ENGAGEMENT

Breastfeeding Awareness Month

August Breastfeeding Awareness Month
Black Breastfeeding Week

Proclamation
BLACK BREASTFEEDING WEEK
AUGUST 25 – 31

WHEREAS, August is the National Breastfeeding Month, and the month serves as a reminder of the health benefits of breastfeeding to our children. In the City of Detroit, breastfeeding is a vital element of maternal health and vital to the development of the next generation; and

WHEREAS, Breastfeeding rates in the City of Detroit are below the national average and are well below the state average, which is a significant cause for concern. In order to improve breastfeeding rates in Detroit and to reduce infant mortality, the City of Detroit has committed to the development of a comprehensive breastfeeding policy and program that includes education, outreach, and resources; and

WHEREAS, The City of Detroit recognizes that breastfeeding education is critical in improving breastfeeding rates, which is an indicator of overall health and well-being; and

WHEREAS, Breastfeeding education and support programs provide vital resources for mothers in the City of Detroit; and

WHEREAS, Breastfeeding education and support programs are available at various levels and can include educational programs, consultations, and information; and

WHEREAS, 1, Michael S. Harper, Mayor of the City of Detroit, hereby proclaims the week of August 25 through August 31, 2020, to be Detroit Breastfeeding Week in the City of Detroit; in recognition of the importance of breastfeeding education and support programs in improving maternal and infant health, and

I, Michael S. Harper, Mayor of the City of Detroit, hereby proclaims the week of August 25 through August 31, 2020, to be Detroit Breastfeeding Week in the City of Detroit, in recognition of the importance of breastfeeding education and support programs in improving maternal and infant health.

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First Food Friendly Community Initiative

First Food Friendly Community Initiative (3FCI)

- ENGAGE: Work with the community to assess needs and resources.
- Step 1: Research
- Step 2: Develop the curriculum and tools to address needs at each community touchpoint.
- Step 3: SUSTAIN: Build community partnerships to implement strategies and education.
- Step 4: REWARD: Other community recognition and celebration.

First Food Friendly Community Initiative

Project Manager
Contact: 3FCIinfo@metro.org
Leadership Council
Contact: 3FCIinfo@metro.org

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Envisioning a Breastfeeding-Friendly System 2.0

PRACTICES, POLICIES & ATTITUDES

IN SUMMARY

COMMUNITY

ACCOUNTABILITY

Kiddada Green, MAT
Founding Executive Director
Black Mothers’ Breastfeeding Association

WE ENVISION A MOMMY-FRIENDLY DETROIT™

We envision a Mommy-Friendly Detroit as one where systems, policies, attitudes, beliefs, and practices align to enhance racial and health equity and wellbeing 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’s Health Neighborhood Network, Detroit and Black Mothers’ Breastfeeding Association, seeks to work with health care providers, small service agencies, non-profits, community based organizations, faith-based groups, advocacy groups, and racial, ethnic, and community barbers by building a movement of motherhood that always reflects its shared values.

Policies

PRACTICES

ATTITUDES

IT IS A DIRECT DISRUPTION OF RACISM TO CELEBRATE AND HONOR BLACK MOTHERHOOD
IT IS A **DIRECT DISRUPTION OF RACISM TO CELEBRATE AND HONOR BLACK MOTHERHOOD**

**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
- Offer extended hours
- Breastfeeding support & encouragement for every patient

ATTITUDES

"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

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:

[space for comment]

[other comments]

enjoyable, understandable, supportive, positive, caring environment.

Envisioning a Breastfeeding-Friendly System 2.0

WHY?

BMBFA

Kiddada Green, MAT
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IN SUMMARY

PRACTICES, POLICIES & ATTITUDES

ACCOUNTABILITY

COMMUNITY

Birth & Breastfeeding Conference
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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- Measurable outcomes
- Documented changes in knowledge, behavior and attitudes
  - Self-reporting
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Envisioning a Breastfeeding-Friendly System 2.0

Why?

Birth & Breastfeeding Conference

Kiddada Green, MAT
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PRACTICES, POLICIES & ATTITUDES

IN SUMMARY

COMMUNITY

ACCOUNTABILITY
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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CONFERECE GOAL:

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

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.
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.
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