Achieving Health Equity Through Breastfeeding

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Disclosure

• I have no financial interest to disclose
Objectives

• Discuss infant mortality rates in perinatal care regions across the state, with a focus on the connection between early breastfeeding, prenatal care and disparities in infant mortality.

• Identify barriers and current gaps in breastfeeding support associated with disparities in breastfeeding rates.

• Identify stakeholders and resources in the provision of quality prenatal care and access to lactation services across the state.

• Strengthen efforts to develop and enhance community-based initiatives to support breastfeeding and reduce infant mortality disparities across North Carolina.
Black Women Do Breastfeed

Decatur, GA January 2016
racism makes me sick

it damages my heart, blood pressure and my unborn baby
Our Mission

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

A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals
# National Immunization Study 2013

<table>
<thead>
<tr>
<th>Socio-demographic Factors</th>
<th>Any Breastfeeding</th>
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<tr>
<td></td>
<td>Ever Breastfed</td>
<td>Breastfed at 6 Months</td>
<td>Breastfed at 12 Months</td>
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<tr>
<td></td>
<td>n</td>
<td>% ± half 95% CI</td>
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<td>81.4±1.5</td>
<td>51.6±2.0</td>
<td>29.7±1.7</td>
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<td>52.0±2.0</td>
<td>31.8±1.8</td>
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<td>Non-Hispanic Black</td>
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<td>Non-Hispanic Asian</td>
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<td>Non-Hispanic American Indian/Alaska Native</td>
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<td>79.0±4.5</td>
<td>51.0±5.6</td>
<td>30.2±5.5</td>
</tr>
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</table>
Importance of Breastfeeding

- Programs
- Policy
- Partners
- Peers
Core Culture

Race
Ethnicity
History
Religion
National Origin
Geographic Region
Culture Expressed Through Individuals Over Time

Gender

Race
Ethnicity
History
Religion
National Origin
Geographic Region

Age

Family Dynamics

Personal Psychology

Sexual Orientation

Social Status & Power

Acculturation

Education & Profession
What is Cultural Competence?

Cultural competence emphasizes the idea of effectively operating in different cultural contexts, and altering practices to reach different cultural groups.

Davis, 1997, cited in How is Cultural Competence Integrated in Education, by Mark A. King, Anthony Sims, & David Osher, Center for Effective Collaboration and Practice
We have become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams.

-President Jimmy Carter
CRASH-Course in Cultural Competency Skills

C = Culture
R = Respect
A = Assess / Affirm
S = Sensitivity / Self-Awareness
H = Humility
Breastfeeding Inequities

• Mothers and their Families
  • Give mothers the support they need to breastfeed their babies
  • Develop programs to educate fathers and grandmothers.

Communities
• Strengthen programs that provide mother to mother support
• Use community based organizations to promote and support breastfeeding.

• Create a national campaign to promote breastfeeding.
• Ensure that the marketing of infant formula is conducted in a way that minimizes its
Impact of Supplementation

Would you eat in the bathroom?

Table for Two Foundation

www.supporttablefortwo.org
Join: MomsRising.org
Where moms and people who love them go to change our world.

EBONY.com  mater mea

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

Use #BlkBfing to join in!

With special guests:

BMBFA Association
MOCHA Manual
HealthConnect One
ROSE

Img: Free to Breastfeed
Twitter Chat

Black Breastfeeding Matters

#BLKBFING

February 25, 2016
2:00pm-3:00pm

@Support_ROSE
It's Only Natural, Mother’s Love, Mother’s Milk

Planning ahead

Pregnancy is the best time to learn about the benefits of breastfeeding so you can plan to give your baby a healthy start in life.

Addressing breastfeeding myths

Have you been hearing conflicting stories and opinions about breastfeeding from family and friends? Get the real facts and helpful advice here.

Overcoming challenges

Finding support
ROSE Breastfeeding Summits

• Dissemination of evidence based breastfeeding practices
• Opportunity to learn from current projects and initiatives
• Establish new partners
• Address all individuals across the spectrum of care
Train the Trainers

• Master Trainer Workshops
  • Cultivate current leaders to become mentors
  • Change the landscape of lactation management to reflect the communities being served
  • Increase access to care for mothers and their families
ROSE ATLANTA BABY CAFÉ
Hosted by Reaching Our Sisters Everywhere, Inc.

Benefits of Visiting a Baby Café
Currently, 80% of all US women start breastfeeding, but of those moms, 60% do not reach their own goals. To improve these rates, Baby Cafés offer support on all aspects of breastfeeding and its impact on daily life – from prenatal to weaning, as well as assistance with pumping and maintaining supply if moms return to work outside the home.

Be OUR Guest!
Mondays 1-3pm excluding Holidays
ROSE Office: 3250 Rainbow Drive, Decatur, GA 30034, Building 3
For more information please call (404)-990-3497 ext. 104 or email:
Mary Jackson, CLC: mjackson@breastfeedingROSE.org
Tenesha Sellers, CLC: tsellers@breastfeedingROSE.org or
TaNeeka Hinds: thinds@breastfeedingROSE.org
Betty Neal, MN, IBCLC and Kimarie Bugg, MSN, MPH, IBCLC

“You don’t have to be an expert to breastfeed, you just have to start.”
- Author Unknown

Highlights
- Free resource for pregnant and breastfeeding mothers
- Support from ROSE breastfeeding trained staff
- Open-forum discussion
- Snacks will be provided!

www.breastfeedingROSE.org

www.facebook.com/BreastfeedingRose

@Support_ROSE

@Support_ROSE
Policy

• Ensure that policies do not increase barriers to breastfeeding for families

• Encourage an atmosphere that encompasses Culture, Respect, Assessment, Sensitivity, and Humility (USBC)
Being At The Table

• United States Breastfeeding Committee (USBC)
• State Coalitions
• NMA/AAP / ACOG /ABM
• Black Nurses Association/BN Rock
• BFB/CHAMPS/EmPower
• NWA
• APHA
If you are more fortunate than others, it is better to build a longer table than a taller fence.
Pursuing a seat at the table of leaders who are developing policies for health care services that support breastfeeding activities through state and federal funding
Establish and implement national and regional and local initiatives that will enhance and strengthen family and community breastfeeding programs.
Invited to presentations
Establishing relationships with hospitals seeking Baby-Friendly Designation

PreNatal Discussions
Participation in the Communities and Hospitals Advancing Maternal Practices (CHAMPS) Project

Educating our communities on the importance of the 10 Steps
Invite Fathers
GrandMothers

Aunties and other Female relatives
Why Community Transformers?

Listen.
Breastfeeding Clubs

• Breastfeeding Clubs led by Community Transformers
• Located within the community or in the hospitals
• Multiple sessions exploring different breastfeeding topics
• Encourages relationship building among the women that attend
Black Breastfeeding Circles
The Rose that Grew from Concrete

- Did you hear about the rose that grew from a crack in the concrete? Proving nature's law is wrong it learned to walk without having feet. Funny it seems, but by keeping its dreams, it learned to breathe fresh air. Long live the rose that grew from concrete when no one else ever cared.

Tupac Shakur
Resources

- [www.BreastfeedingRose.org](http://www.BreastfeedingRose.org)
- [http://thenationshealth.aphapublications.org/content/43/3/1.3.full](http://thenationshealth.aphapublications.org/content/43/3/1.3.full)
- HHS Office for Civil Rights: [http://www.hhs.gov/ocr/](http://www.hhs.gov/ocr/)
- A Physician’s Practical Guide to Culturally Competent Care” (on-line course); “Health Care Language Services Implementation Guide” (web-based interactive planning tool) [http://www.thinkculturalhealth.org/](http://www.thinkculturalhealth.org/)
2nd Line

- https://www.facebook.com/jada.right/videos/1015439999302138/