

Normalizing Breastfeeding

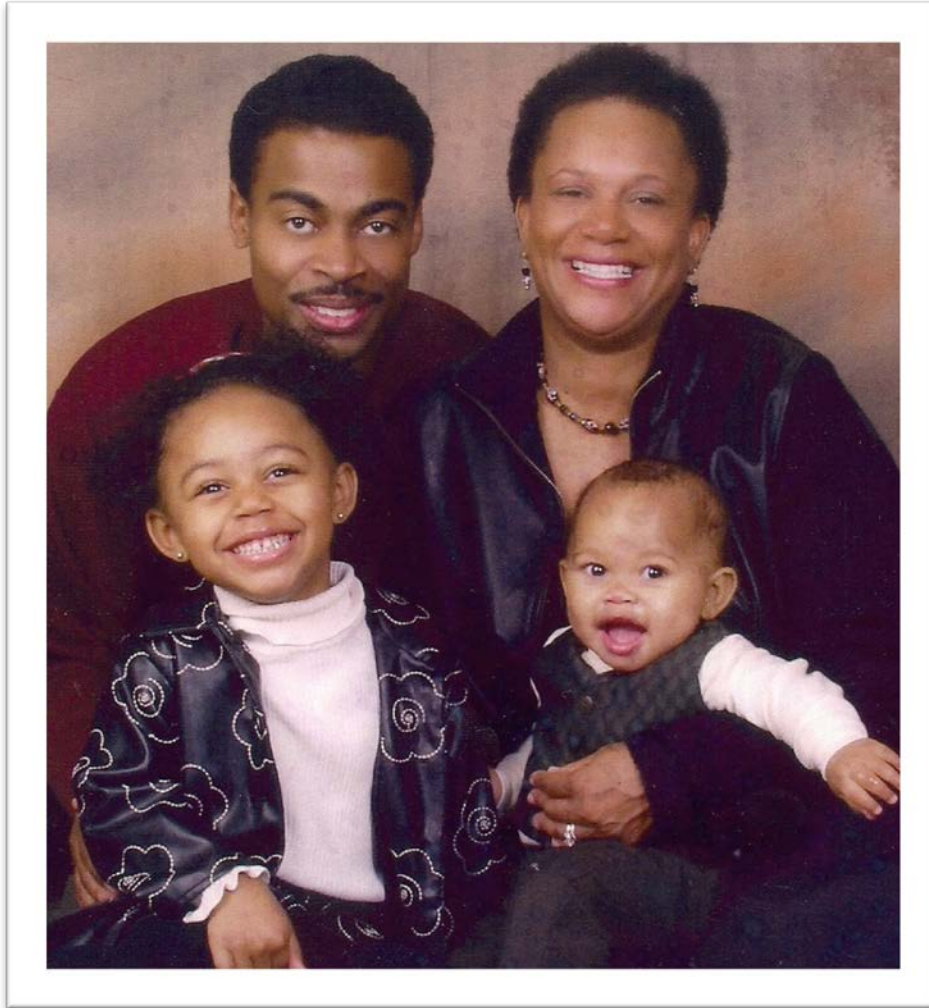
Building Social Support and Community Capacity



African American Breastfeeding
Network of Milwaukee

WHO AM I?

MRS. DALVERY BLACKWELL



WHO ARE WE?

AFRICAN AMERICAN BREASTFEEDING NETWORK

❖ Formed in 2008

❖ Mission

To promote breastfeeding as the natural and the best way to provide optimal nourishment to babies and young children

❖ Goals

- 1) Increase Awareness
- 2) Build Community Allies
- 3) Normalize Breastfeeding



We are Here To Serve Because There Is A Great Need

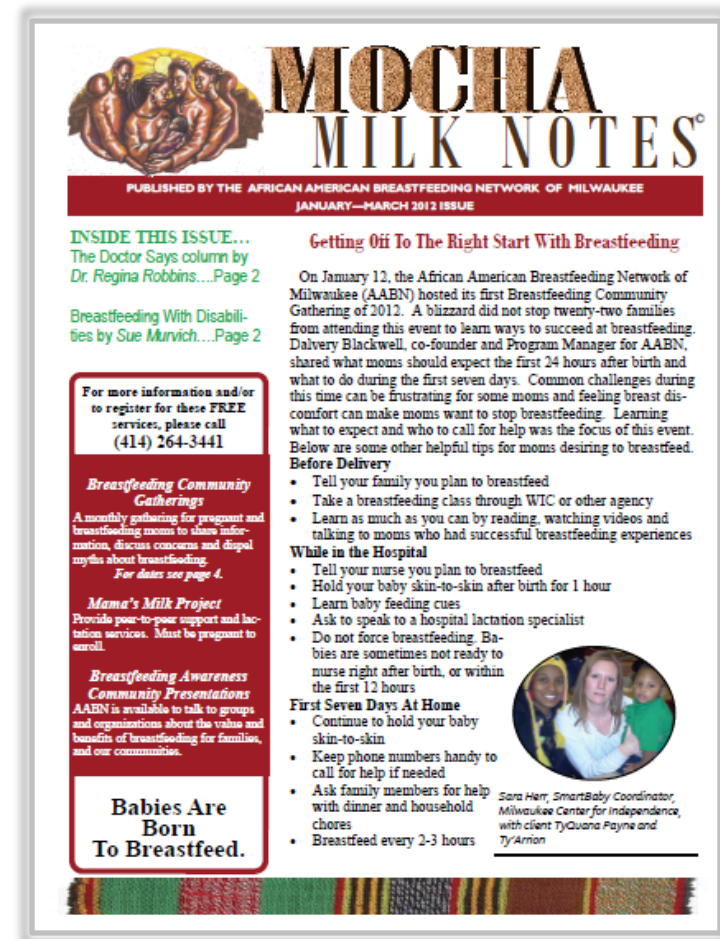
- ❖ **51.7% Hospital Initiation**
- ❖ **9.35% @ 3 months the exclusivity rate**
- ❖ **4% @ 6 months, exclusivity rate**
- ❖ **below the Healthy People 2020 goal of 60% exclusivity at 6 months!**

Source: Milwaukee County WIC, 2011



Mocha Milk Notes Newsletter©

- ❖ Audience:
Breastfeeding, Pregnant
Moms & Their Families
- ❖ Produced Quarterly 4x
Per Year
- ❖ 100 Distribution Sites
- ❖ 3 Standing Columns:
Mocha Profile, The
Doctor Says & Know
Your Facts
- ❖ Normalize breastfeeding
by showing pictures of
real people



Breastfeeding Community Gatherings (BGCs) *the hallmark of AABN*



Our Goal, Our Strategy

- ❖ Sista2Sista Chat Room ➤ Breastfeeding Community Gatherings
- ❖ Goal: Bring pregnant/breastfeeding mothers together with the families and lactation specialists to...

- dispel common myths
- provide support
- provide accurate, up-to-date information
- share ways to have breastfeeding and
- identify community resources, i.e. WIC



- ❖ Strategy: Normalize breastfeeding by creating a “kitchen-style conversational atmosphere”

BCGs LOGISTICS

- ❖ Hosted by the YMCA-Northside
- ❖ Held Monthly
- ❖ Average attendance 15 to 30 families
- ❖ Presenters/Speakers are CLS, CLE or IBCLC
- ❖ Incentives: Door Prizes, Dinner, Child Care & Transportation
- ❖ Post Surveys
- ❖ Family Friendly Environment --“Kitchen-style Conversational/Atmosphere”



BCGs IS TOPIC SPECIFIC

❖ 3 Rotating Topics

1. Getting Off to the Best Start with Breastfeeding
2. Prepare, Plan & Pump: Tips for Returning Back to Work/School
3. Protecting & Building Your Milk Supply

❖ 3 One-Time Topics

1. All Your Baby Needs Is Breast Milk
2. Father's Loving Support For Breastfeeding
3. Childcare Centers/Business Supporting Breastfeeding



FATHERS' LOVING SUPPORT FOR BREASTFEEDING



June 7, 2012
5 PM
Northside YMCA
1350 West North Avenue

Separate discussion groups are held for mothers and fathers.
During this Breastfeeding Community Gathering we will discuss...

- ♦ Value and benefits of breast milk
- ♦ Health risks of formula use
- ♦ What to expect the first month
- ♦ When and who to call for help
- ♦ Important Role of Fathers for Breastfeeding Success

RECEIVE A FREE GAS CARD

Family-friendly environment, children are welcome. Dinner served.
To register please call (414) 264-3441.
For Free transportation please pre-register by Monday, June 4th.

HOSTED IN PARTNERSHIP WITH THE NEXT DOOR FOUNDATION'S
FATHERHOOD ENRICHMENT PROGRAM & EARLY HEAD START PROGRAM
This is a project of the African American Breastfeeding Network of Milwaukee. Funding is provided in partnership with the Milwaukee County Breastfeeding Coalition/Wisconsin Partnership Program.

BCGs FORMAT




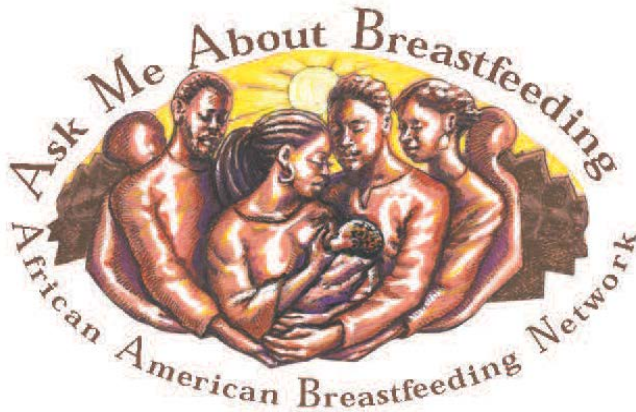
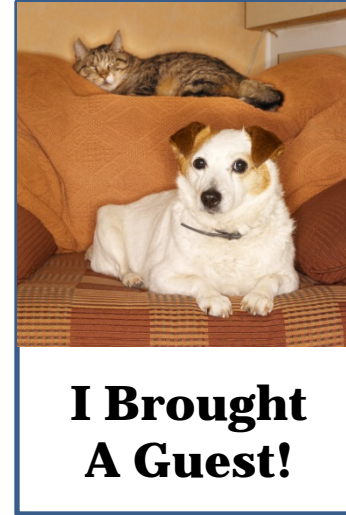
- ❖ 5PM Doors Open
- ❖ 5:15PM Welcome
- ❖ 5:30PM Dinner Served
- ❖ 6PM Break Out Sessions
- ❖ 7PM Re-Convene & Open Discussion
- ❖ 7:15PM Post Survey
- ❖ 7:30PM Good-bye




CHANGE IS GOOD

WHAT WE ADDED

- ❖ I Brought A Guest  NEW
*Created to increase attendance,
to invite fathers and/or support
person(s)*



- ❖ Ask Me About Breastfeeding  NEW
*Created to help identify volunteers, moms
who are breastfeeding, and breastfeeding
Experts. Meet with an IBCLC.*

2011 - WHO ATTENDED?

❖ 77 Attended

- 56% Pregnant
- 22% Breastfeeding
- 17% Community Members at Large
- 5% Guests/Support Persons of Pregnant or Breastfeeding Mothers
- 12% Previously Attended



2011 SURVEY RESULTS

- ❖ 87% rate BCG ‘good’ or ‘excellent
- ❖ 65% learned “quite a bit” or “very much” new information



2011 SURVEY RESULTS

- ❖ 31% (pregnant) “are more likely to breastfeed when their baby is born “
- ❖ 44% (breastfeeding) “confident that they would meet their breastfeeding goals”



WHAT MOTHERS SAY

"I like coming here because I can see that I am not the only mom who breastfeeds."

"I thought the session was very useful and great information!"

"This was wonderful. Very educational and had a very welcoming atmosphere."

"This is a good program. I learned how to breastfeed when I had my kids from this program and it worked out well for me."

"I really enjoyed this informational meeting that we had today. I appreciate the homemade meal, warm hospitality of the staff and volunteers. Overall my experience...AWESOME!"

"After coming I realize that I really do need to take a breastfeeding class! Good information!"

"This was my first time attending (this program), and it was wonderful, interesting and very encouraging."

"Everything was informative...I enjoy coming to these events, very useful information."

MEDIA PARTNERS

❖ Print Media

Milwaukee Journal Sentinel (Empty Cradle Series)

Milwaukee Times Newspaper

Milwaukee Community Journal

❖ Broadcast Media

Positively Milwaukee

89.7 UWUM



LESSONS LEARNED, OPPORTUNITIES FOR GROWTH

- ❖ Secure Funding
- ❖ Develop Advocacy and Volunteer Base
- ❖ Develop Non-Traditional Partnerships
- ❖ Build Father Support
- ❖ Develop BCGs Curriculum
- ❖ Develop Social Media Tools
- ❖ If it's not broken don't fix it!



WISH LIST

- ❖ Create Hospital/Home Visitation Program
- ❖ Train Peers
- ❖ Expand BCGs to other locations
- ❖ Get A Passenger Van Donated!
- ❖ Build Board of Directors
- ❖ Become A Not-For-Profit Organization



When We All Support, Protect & Promote Breastfeeding Our Entire Community Wins!



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