

Community Approach to Breastfeeding Support

2013-2014 Workshop Series



Opportunity for Continuing Education Credits

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Community Approach to Breastfeeding Support

Our workshop series began in 2009, first titled “Community Breastfeeding”. The workshop series naturally transitioned into, “Cultural Competence in Breastfeeding Support for African Americans”. Workshops originated due to a need expressed by healthcare professionals that emerged out of our annual seminars. Through this workshop series, we have and continue to, provide culturally-appropriate and relevant strategies, information, applicable skills and action steps to agency employees that have an interest in maternal-child-health. Our focus is aligned with our mission to increase the awareness of the benefits of breastfeeding throughout the African American community. We are decreasing the disparities in breastfeeding rates by providing real workshop sessions to agencies that service black families. **Contact us today to find out how we can best service your agency!!!**

Target Audience:

- Community Health Workers
- Dietitians
- Nurses
- Breastfeeding Peer Counselors
- Doulas
- Midwives
- WIC Staff
- Community Health Workers
- Physicians
- Social Workers
- Nurses
- Early Childhood Staff
- Health Administrators
- Maternal-Infant-Health Workers
- Medical Professionals

We conduct workshop sessions at your workplace, meetings, professional development events, summits or conferences.



*Call to schedule
Select the session or
sessions of your choice*

Session Titles & Objectives

*Kiddada Green, Kendra Rowser
and/or Lauren Powers*

I. Community Breastfeeding (1.5 hours)

- 1) Define “community breastfeeding”.
- 2) Describe “active community outreach”.
- 3) Describe “active support”.
- 4) Illustrate ways to support, protect and promote breastfeeding within the community.

II. Eliminating Breastfeeding Disparities for African Americans (1.5 hours)

- 1) Describe how historical events have influenced breastfeeding outcomes in African American communities.
- 2) List societal and social barriers that hinder breastfeeding success.
- 3) Identify strategies to eliminate disparities in breastfeeding rates for African Americans.
- 4) List available resources to support breastfeeding for African Americans.

III. Ways of Talking That Make a Difference (1.0 hours)

- 1) Describe how dialogue is used as a reflective process to seek understanding of mothers’ viewpoints.
- 2) State ways to participate in dialogue while monitoring yourself, the process and the whole.
- 3) Demonstrate ways to talk to mothers about breastfeeding.

IV. Mother-led Community-based Breastfeeding Club (1.0 hours)

- 1) State procedures related to organizing a breastfeeding support group.
- 2) List factors that contribute to the sustainability of a breastfeeding support group.
- 3) Identify key factors that make Black Mothers’ Breastfeeding Club a successful breastfeeding support group.

V. Using Mobile Apps to Support and Promote Breastfeeding (1.0 hours)

- 1) Demonstrate how to effectively use mobile applications to support and promote breastfeeding.

About the Presenters

BMBFA has comprised a team of highly trained consultants with a wealth of experience in professional development. BMBFA has hosted, facilitated and participated in local, regional and national meetings, conferences, workshops and discussions for healthcare professionals. BMBFA’s consultants have been outsourced by many agencies including; The Center for Disease Control and Prevention, The U.S. Office on Women’s Health, The United States Breastfeeding Committee, Ramsey County W.I.C., All About Lactation, Delaware Department of Community Health and Social Services, Rush Medical Center, Louisville Department of Public Health and Wellness, Kentuckiana Lactation Improvement Coalition, Colorado WIC Program, Illinois Department of Health, United States Lactation Consultant Association, Saint Mary’s Health Care, Michigan Department of Community Health and University of Minnesota.

Renee Pearson

I. Cultural Breastfeeding Conversations (1.0 hours)

- 1) Define 'cultural competency'.
- 2) Identify cultural barriers to breastfeeding for African American families.
- 3) List ways of starting a cultural breastfeeding conversation.

II. Empowering Breastfeeding Peer Counselors (1.0 hours)

- 1) List ways of reaching and recruiting pregnant and breastfeeding mothers.
- 2) Identify ways of affirming breastfeeding peer counselors' invaluable work.
- 3) Develop an action plan for breastfeeding peer counselor collaborations.

Kimberly Seals Allers

I. No Mother Left Behind (1.0 hours)

- 1) Identify and understand 8 key cultural nuances of breastfeeding in the African American community.
- 2) Explain how lactation professionals can better communicate with, understand and assist African American mothers.



Presenters' Biographies



Kiddada Green is the founding director of BMBFA, co-founder of Black Breastfeeding Week and sits on the advisory council of the Home Instruction for Parents of Preschool Youngsters, Women's eNews Black Maternal Health and Wayne Children's Healthcare Access Program. Mrs. Green works tirelessly to increase breastfeeding rates for African Americans. As the founder of BMBFA, she is committed to supporting families, and training public health workers on cultural competence in breastfeeding support. As a member of the expert panel, she put forth recommendations for the *The Surgeon General's Call to Action to Support Breastfeeding*. Mrs. Green gladly participated on the design team for the 2013 W.K. Kellogg Foundation's "First Food Convening". She has also led

roundtable discussions and presented workshop sessions in multiple states. She is a published journal writer for "Breastfeeding Medicine" and she successfully completed a business accelerator fellowship with Enterprising Health, a subsidiary of Ascension Health. Kiddada holds a Bachelor's Degree from Michigan State University and a Master's Degree in the Art of Teaching from Oakland University. In 2012, Mrs. Green was recognized as Healthy Child Healthy World's May Mom on a Mission. She recently joined the executive board as a co-treasurer for her child's PTA. Kiddada Green is a proud and devoted wife, mother and educator.

Jennifer Day

I. Bridging the Gap Between Traditional Breastfeeding Support and Social Media (1.0 hours)

- 1) Demonstrate how Mom-to-Mom groups can effectively offer breastfeeding support, while utilizing social media as a platform.
- 2) Define how social media can be used as a marketing tool.
- 3) List ways social media can reach women, families and communities.



V. Kuroji Patrick

I. Engaging Fathers of Breastfed Children (1.5 hours)

- 1) Strategically identify target populations by becoming familiar with different types of fathers and their unique situations.
- 2) Develop practical support for fathers by comparing and contrasting current trends, best practices and evidence-based recommendations related to a father's role in the breastfeeding experience.
- 3) Construct a working knowledge of breastfeeding specific solutions relevant to fathers to modify organizational resources, programming, language and approaches to engaging fathers.

Danielle Atkinson

I. Breastfeeding and Values (1.0 hours)

- 1) Express ways to communicate shared values around breastfeeding with service recipients.
- 2) List ways to prepare mothers for breastfeeding opposition within their families, community and workplace.



Lauren Powers recently completed her Master's degree in Medical Anthropology at Wayne State University in Detroit, MI. Since her time as an undergraduate at Michigan State University she has been interested in health disparities particularly those concerning black women's health. She has worked at the Women's Center of Greater Lansing as part of an undergraduate intern program, and with the Michigan Alliance for the National Children's Study as part of a graduate school practicum. Her work with BMBFA started as an internship and turned into a position as the breastfeeding peer counselor and doula program coordinator. She looks forward to continuing to develop new projects with BMBFA and to raise awareness of breastfeeding.



Kendra Rowser is a community activist for children and babies. Currently serving as president for Daphane's Doves Foundation, a Detroit-based non-profit, organized to help children of murdered parent(s) by providing counseling, tutoring, scholarships and mentorship. During founding and working extensively for the Daphane's Doves Foundation, she began to increase her community work becoming involved with BMBFA. As a program coordinator for BMBFA she extends her knowledge in community work and rallies to increase the awareness of the benefits of breastfeeding throughout the African American community.



Renee Pearson is a certified lactation educator. She has eight years of community and hospital breastfeeding experience working with diverse families. Having breastfed her own child and gaining extensive clinical lactation training, Renee has encouraged, supported and educated the public and health care professionals in decreasing breastfeeding disparities among African American families. Her unique approach in addressing these issues will have you wanting to replicate her in your community.



Kimberly Seals Allers is an award-winning journalist and a leading commentator, speaker and consultant on breastfeeding issues, with an expertise in African American women and racial disparities in breastfeeding. Her thoughtful and provocative commentaries reach over 1 million viewers monthly. A former writer at Fortune and senior editor at Essence magazine, she is currently a Food & Community Fellow, funded by the Kellogg Foundation, working to increase equitable access to the “first food” –breast milk in vulnerable communities. Kimberly is also a lead commentator for the United States Breastfeeding Committee’s “Break Time for Nursing Mothers” federal campaign. She is author of The Mocha Manual™ book series and founder of www.MochaManual.com, an online pregnancy and parenting magazine and blog, and founder of Black Breastfeeding 360°, a multimedia resource. Previously, she served as the editorial director of the Black Maternal Health Project of Women’s eNews. Kimberly’s fifth book, a groundbreaking analysis of the social, political and economic influences on the American breastfeeding culture, will be published by St. Martin’s Press in 2014.



Jennifer Day, born in Detroit, Michigan was raised in Windsor, Canada from infancy until going off to college. After attending Wayne State University, she met her husband. They have two beautiful and healthy children, 4 and 5 years of age. She is a student, completing her degree in education and currently works as a breastfeeding peer counselor for Oakland Livingston Human Services Agency, where she actively supports and educates pregnant and breastfeeding mothers in the community. Jennifer has a sincere passion for African American breastfeeding support and education, working daily to increase the initiation and duration of those that lack breast-

feeding support and knowledge, while exposing myths and taboos that are common in the African American community. This passion has led her to lead the way for mass social media campaigns in various platforms. She is also a member of the National Leadership Team for Family Friendly Business Initiative. After all is said and done, her greatest accomplishment was breastfeeding her two children for a combined 4 years, allowing them both to naturally wean.



V. Kuroji Patrick

is an illustrator and co-publisher of the children's book, "This Milk Tastes Good! A Breastfeeding Rhyme", which features an African American family. V. Kuroji Patrick is a father of five breastfed children and a community activist who educates others, from expectant teenage parents to healthcare providers about the

benefits of breastfeeding. Mr. Patrick has been asked to work with organizations like the W. K. Kellogg Foundation in developing short videos that highlight his specialty of addressing ways to involve fathers in the breastfeeding process. He has traveled as far as Puerto Rico presenting workshops that speak towards supporting and promoting the Dads breastfeeding in communities where statistics show a low percentage of breastfeeding families. In February 2013, Kuroji was the first recipient of the Liberated Muses' 'heART' award, that recognizes a member of the community who has used their creative talents to uplift others while supporting the transformation of spaces into art places. Mr. Patrick is also a recipient of the 2013 Medela 'Breastfeeding Hall of Excellence' Award, recognized for his efforts in normalizing nursing.



Danielle Atkinson

is the founding director of Mothering Justice, a statewide organization working to improve the lives of families in Michigan. She received two Bachelor's Degrees in Political Science and Sociology from Pfeiffer University, where she helped organize students for peace in the early days of the Iraq War. Ms. Atkinson continued to work as a

field director, campaigning to increase the minimum wage in Florida. She and her team were successful in winning a raise for 1.5 million Floridians. In 2005, Danielle relocated to Lansing, Michigan to become the executive director of Greater Lansing Association for Development and Empowerment (GLADE), a multi-congregational coalition. With GLADE, Ms. Atkinson received commitments from the Lansing School Board of Directors to pilot new literacy programs. From 2006-2012, Danielle worked throughout Michigan forming labor union coalitions, women's and civil rights organizations to increase underrepresented voters with America Votes and Michigan Voice. In 2013, Ms. Atkinson won the Michigan Organization of the Year Award. Danielle lives in Royal Oak, Michigan with her husband and three children.





"You gave us an abundance of useful information," ~ attendee at Illinois Peer Counselor Conference.

"I'm happy to have new strategies to support our breastfeeding moms," ~ Ann Arbor, MI attendee at Cultural Competence in Breastfeeding Support for African Americans Workshop Series.

"Transformational!" ~ workshop attendee.

"Your input was invaluable," ~ Dr. Suzanne Haynes, Washington, D.C. - U.S. Office on Women's Health.

"The best breastfeeding session I've ever attended!" ~ Detroit, MI attendee at Innovations in Breastfeeding Support Seminar.

"This was the highlight of the Meeting," ~ Dr. Paula Meier, Chicago, IL - Rush University Medical Center.

"You did a great job presenting a difficult piece of info! Very clear & organized," ~ workshop attendee.