Black Breastfeeding Caucus (BBC)
Call to Action to Support Breastfeeding for Black Families
(This Logic Model is the Guide for the Development of the Call to Action)

Call to Action

Anticipated Benefits
- Enriched breastfeeding support
- Increase public awareness about racial inequities in breastfeeding
- Public health framework for racial equity in breastfeeding support
- Reclaim/restore cultural traditions of breastfeeding
- Advocacy tool
- Influence policies and practices of private and public institutions that impact the black breastfeeding experience
- System capacity to protect, promote and support breastfeeding for black families

Resources Internal
- Communications capacity with awareness of key audiences and ability to develop and disseminate the message
- Access to black breastfeeding images & narratives
- Intimate and experiential knowledge of cultural nuances, norms and behaviors
- Diverse industry, content and subject matter expertise

Resources External
- Access to popular media outlets
- Leverage the assets and influence of clinicians, employers, communities, researchers, government leaders, policy makers, health departments, peer supporters, faith-based organizations, early childhood education, home visiting and families, etc.

Activities
- Convening of stakeholders with a facilitated discussion
- Design a workplan
- Pursue funding opportunities
- Synthesize available, relevant and current research, data and policies
- Collect, gather and arrange breastfeeding narratives and images
- Form field-based and cross-sector partnerships
- Conduct regional listening sessions
- Draft Call to Action outline/framework
- Draft Call to Action
- Open for public comment
- Review and evaluate
- Develop communication strategy for Call to Action
- Finalize Call to Action

Outcomes
- Defined rationale and problem statement
- Increased awareness
- Targeted approach to racial equity in breastfeeding support
- Targeted resources and services
- Tool to improve organizational practice and service delivery
- Reference tool for advocacy
- Strategic alignment and collaboration amongst unlikely partners
- Multi-platform public health campaign

Impacts
- Increase in black breastfeeding rates
- Reduction in racial breastfeeding disparities
- Reduction in black infant mortality rates
- Increase in black breastfeeding exclusivity
- Greater public acceptance of breastfeeding families
- Greater acceptance of breastfeeding within black families
- Improved culturally appropriate practices and competencies

Prepared by:
Black Breastfeeding Caucus
& Black Mothers' Breastfeeding Association
April 2018