

2017 ANNUAL REPORT

Commemorative Edition



BLACK MOTHERS' BREASTFEEDING ASSOCIATION

ALL *Gold* EVERYTHING

ABOUT BMBFA

GOAL

BMBFA's goal is to have a national impact on the reduction of racial disparities in breastfeeding success for black families.

MISSION

BMBFA's mission is to reduce racial inequities in breastfeeding support for black families.

VALUE PROPOSITION

BMBFA's value proposition is to optimize the first food experience for black families through direct service, education, and advocacy.

VISION

BMBFA envisions positive cultural sentiments about breastfeeding, multi-generational breastfeeding support and encouragement within black families and neighborhoods.

AIM

BMBFA aims to build foundational networks of support, and strengthen systems to overcome historical, societal and social barriers to breastfeeding success.

OBJECTIVE

BMBFA's objective is to provide education, valuable resources and ongoing support to black families and public/private agencies that service these families.

BOARD OF DIRECTORS

Anjanette Davenport Hatter, LMSW
Outgoing President

Sekeita Lewis-Johnson,
BSN, RN, IBCLC, DNPc
Incoming President

Marsha Malone-Thompson, PhD
Secretary

Doris Jordan, AS
Co-founder & Treasurer

Viola Hubbard, M.Ed.
At-large

Angela Johnson, PhD
At-large



VOICE OF THE COMMUNITY

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

Marissa's story is a testament to exactly what Dr. Maya Angelou meant when she said, "...people will never forget how you made them feel." What a great feeling it is to witness Marissa's return to Black Mothers' Breastfeeding Club! After 7 years, she sought to reconnect with other mothers of BMBFC. Marissa returned to Breastfeeding Club because of the support she had received years ago. She wanted to "relearn" and share her story to encourage mothers to keep going! I am honored to have interviewed Marissa as she relived her journey over the span of 3 children. Stories like Marissa's help me to clearly conceptualize why Black Mothers' Breastfeeding Club has been the leading support for black breastfeeding moms in our communities. - Destiny Mohammed, Interviewer & Program Associate

Interviewer: Initially, how did you hear about BMBFA/Breastfeeding Club?

Marissa: The very first time I heard about BMBFA was through WIC. There was a flyer that was posted on the wall about the breastfeeding group.

Interviewer: Roughly, what year was that?

Marissa: That would've been 2010.

Interviewer: Why did you originally come to the breastfeeding club?

Marissa: I wanted to know tips on how to breastfeed for a longer time. With my first daughter my milk supply stopped. It went away! I wanted to see with my second daughter if I could get her to go a little longer into a year. So, that's why I reached out to the breastfeeding group; to help me come up with a plan and make sure I'm doing everything right.

Interviewer: So, how long did you go with the second daughter? Did you end up breastfeeding for a year?

Marissa: I ended up breastfeeding her for 15 months! My first daughter I did [for] 10 months...

Interviewer: So, you have three kids?

Marissa: 3 girls. This is my third daughter. I said, I wonder if the group is still actually active. (haha) I found an old flyer and I went to the website to see where you guys were meeting.

Interviewer: So, you found a flyer from 2010? WOW!

Marissa: Yes! I checked the breastfeeding book. There was a book they gave out for all the new moms. On the back of the book there is the [BMBFA] website. So, that's what brought me back after all of these years! (haha)

Interviewer: How did your experience with the breastfeeding club from 7 years ago differ from when you came back recently?

Marissa: Well, I don't remember if there was a morning option. Now, there are two options. You can do a morning and an evening. So, I like that factor now! In the evening, there is a dinner for the moms and the families. That made it convenient so that I'm not trying to cook a meal right after. That helped out a lot!

Interviewer: What motivated you to come back to the breastfeeding club with the new baby?

Marissa: Because, I wanted to relearn how to breastfeed and help other moms as well get through the first couple of rough weeks and just to make sure I was still doing the right thing for my baby, so I can nurse her for a whole year.

Interviewer: Could you tell us about a great memory you have from breastfeeding club with your second child?

Marissa: I remember, one mom was mentioning about how she was dealing with teething. It had dawned on me, "Wow! That's a good idea." She put her milk in little ice cube trays and would let him suck on that for teething. I like that idea!

Interviewer: Did you end up trying that?

Marissa: Yes! Yes! It worked!

Interviewer: Is there any advice that you would give a new mom starting off her breastfeeding journey?

Marissa: Get her a mentor! Have someone in your corner to help you out. Even if it's late nights or early mornings. Get someone in your corner so that you don't give up!

Interviewer: Were you the first person to breastfeed in your family?

Marissa: No! No! It was encouraged. I definitely had some breastfeeding seniors like aunts in my family! My mom breastfed us. I have cousins who are my age, who have breastfed. It's nothing new. But, you definitely need support to say, "it's okay, it's going to happen." Someone to reassure you, that you're doing the right thing. This is the right way to do it. If something's wrong they can tell you what you are doing wrong and how to do it right. If you don't have family who can help you then you definitely need a support group that can!

Interviewer: Is there anything else you would like to share?

Marissa: I would like to encourage this organization to keep going because this organization is awesome! Anything, I need to do to help you guys keep going whether it's advertisement or telling people, [I will]. You guys are great, so keep going!



LEADERSHIP ADDRESS

Greetings,

Throughout the past 7 years, I have had the pleasure and privilege of being an intricate part of Black Mothers' Breastfeeding Association (BMBFA). Many of you know, that my time with BMBFA began as a BMBFA Mommy, later transitioning into the secretary for the Board of Directors; and ultimately serving as the Board president for more than four AMAZING years! Each of those experiences helped to cultivate my love and passion for BMBFA's work and commitment to the communities that we serve. At this time, I am announcing the end of my incumbency, effective at the close of the year; as well as my plans to assist in a smooth and seamless transition.

I leave confidently, knowing that we have made great progress towards satisfying board priorities including: 1) ambassadorship, 2) fund development, 3) strategic planning, and 4) board development. I have truly enjoyed my time with BMBFA and am more than grateful for the relationships that were built, programs and services that were established and for the opportunity to impact black breastfeeding outcomes. Nevertheless, there is still work to be done.

I am fully confident that my successor, Sekeita Lewis-Johnson is more than capable of continuing efforts to further BMBFA's mission to reduce racial inequities in breastfeeding support for black families. Sekeita is no stranger to BMBFA or the breastfeeding community. She has been a long-standing supporter of our mission through her commitments and work. Recently, she was bestowed the title of "IBCLC of the Decade". Furthermore, Sekeita has been a professional in the maternal and child health field for over two decades. We are grateful to have Mrs. Sekita Lewis-Johnson.

As I bid farewell as BMBFA's president, please join me in welcoming Sekeita Lewis-Johnson into her new leadership role.

Thank you for allowing me the opportunity to serve.

Sincerely,

Anjanette Davenport Hatter

Anjanette Davenport Hatter, LMSW
Outgoing President



Dear Stakeholders,

It is with great humility and sense of duty that I accept the responsibility as President of the Executive Board of Black Mothers' Breastfeeding Association (BMBFA). It is not only an honor, but also a privilege to lead an organization with mutually shared goals. BMBFA's goal to have a national impact on the reduction of racial disparities in breastfeeding success for black families is a goal that I hold near and dear to my own heart. For this reason, I plan to continue the board's priorities of ambassadorship, fund development, strategic planning, and board development.

I vow to serve with integrity, and to uphold the standards set forth by my amazing predecessor Anjanette Davenport-Hatter. Indeed, she is an inspiration, and I owe her a great deal of gratitude for assistance in this smooth transition.

BMBFA began this work over 10 years ago. I've watched from afar, all the undertakings, challenges, successes, and initiatives that have been a driving source of support for black families in Detroit and beyond. BMBFA's accomplishments have been nothing short of sensational. I am excited to join the ranks as an asset to BMBFA and the families we serve.

Work in this area is not easy. Truth be told, it is downright challenging. It also isn't for someone with an individualistic approach to humanity. This work is about decreasing disparities, thereby, building healthy communities; it's about empowering families and decreasing alarming infant mortality rates; it's about self-efficacy of not only families, but health care providers alike. It is about a collective approach towards healing societal ills that plague the health of black families. I embody a collective spirit, and I welcome this work and all that comes with leading BMBFA.

I thank and trust the Founder and Executive Board of BMBFA to continue to provide unrelenting collective efforts in the communities we serve.

I am looking forward to an amazing incumbency.

Sincerely,

Sekeita Lewis-Johnson

Sekeita Lewis-Johnson, BSN, RN, IBCLC, DNPc
Incoming President



A MESSAGE FROM THE FOUNDING EXECUTIVE DIRECTOR

Dear Supporter,

For more than 10 years, our dedication and commitment to supporting black families throughout birth and breastfeeding has been unwavering. Most beneficial throughout our journey has been the tremendous amount of support that we have received from committed and passionate stakeholders. With the support of a community of mothers, partnering or supporting agencies, volunteers, donors, funders and expert advisors, we have been able to provide a decade of excellent service to the community.

Beginning in 2007, co-founders, Doris Jordan, Debbie Clark and I came together to fill a much needed void of support in breastfeeding for black mothers. With little guidance, we began to tread uncharted waters. Much to our surprise, we were building an industry niche. Early in our infancy, we launched what has become our flagship service and signature work, Black Mothers' Breastfeeding Club (BMBFC). BMBFC has run continuously without interruption, reaching 146 families in 2017 alone. As we learned more and more from our work and experiences, colleagues in the field began to rely on us for our expertise and leadership. We served as expert advisors, providing recommendations for the 2011 U.S. Surgeon General's Call to Action to Support Breastfeeding, co-created Black Breastfeeding Week in 2013, spearheaded the Black Breastfeeding Caucus in 2016 and co-founded Mommy-Friendly Detroit in 2017. The relationships and support for our endeavors over the years has been unimaginable.

I am extremely grateful for each of our supporters who have uplifted and recognized Black Mothers' Breastfeeding Association's (BMBFA) commitment to families. In 2015, we received the Spirit of Detroit Award led by City Councilman Scott Benson. In 2016, Authority Health honored us with the Best of HealthNet Award for extraordinary commitment and service for community healthcare. And this year, 2017, much to my delight, MI State Representative Erika Geiss surprised us with a "Special Tribute" congratulating BMBFA on 10 years of health equity leadership. To top it off, the tribute was signed by each of the minority women State Representatives. I am truly blown away by the acknowledgement and appreciation shown to us.

None of this would be possible without the overwhelming love and support that we receive from our community of mothers. BMBFA Mommy Ambassador, Victoria Washington, mother of 1, graciously represents and amplifies the voices of BMBFA families. Victoria is an amazing champion for BMBFC. Additionally, near the close of the year, Victoria joined BMBFA's 3rd class of doula trainees. To no surprise, she continues to exhibit leadership, compassion and sincerity within the class and throughout our community. It is this type of support that has allowed BMBFA to continue to serve families throughout Detroit for 10+ years.

2017 has been a phenomenal year of reflection, celebration and forethought. So many of you have uplifted our mission and acted as ambassadors along the way. Maybe you helped with planning activities and events, supporting families, volunteering, fundraising, product donation, advisory, financial support or message sharing. In whichever way that you have helped to boost our efforts, we appreciate you and look forward to continued growth and development in the forthcoming 10 years.

With Gratitude,

Kiddada Green

Kiddada Green, MAT
Founding Executive Director



10 CELEBRATING YEARS

"I was able to watch her [BMBFA] community grow over the last 10 years. I have been doing photography with them. I've literally watched babies grow in front of my eyes. It is just a phenomenal feeling to understand that through breastfeeding they [BMBFA] are affecting the community; and doing a positive nurturing through giving," Karen Hollins, Photographer & Community Member.

Thanks for joining us for our Breakfast Celebration!



Community Baby Shower!



10 CELEBRATING YEARS



"Y'all showed up and showed out
for our Open House Celebration!"



Sold Out Gala Celebration!
We love you, too!!



Check out the list of prestigious honorees. What a joy to celebrate each of you!

Honorees left to right: Juanisha Woods, Cynthia Jackson, Renee Pearson, Mothering Justice, Councilman Scott Benson, Kiddada Green, Arjanette Davenport Hatter, Focus: HOPE (Waymond Hayes), Sekeita Lewis-Johnson, Jayne Jackson, HealthConnect One (Jeretha McNiley)



Special Tribute

We are truly grateful to be recognized by MI State Representative Erika Geiss and each of the minority women State Representatives. The "Special Tribute" congratulates BMBFA on "10 Years of Health Equity Leadership".



"To put it succinctly, Focus: HOPE Early Learning would not be able to provide the same high caliber of care to the pregnant women and mothers of our community were it not for the ongoing support, knowledge, and expertise of the team at Black Mothers' Breastfeeding Association,"
Waymond Hayes, Director, Focus: HOPE Early Learning.



SPINNING GOLD

Black Mothers' Breastfeeding Club (BMBFC) of Detroit, Michigan and Shreveport, Louisiana. BMBFC is a community-based, mother-led breastfeeding group. Pregnant and breastfeeding mothers come together for fellowship, sisterhood, parenting and breastfeeding support.

- **146 families** served; **increasing its reach by 6%.**
- **97.6%** of return attendees report the experience to be very valuable; with the remaining 2.4% reporting the experience to be quite valuable.
- **100%** of return attendees agree that BMBFC either **fully met or exceeded their expectations.**



"I feel like I can do this with you guys cheering me on,"
BMBFC Shreveport Mommy.



Hurricane Harvey Helpline & Ground Support

The Breastfeeding Helpline was initially launched to service families throughout metro-Detroit to provide support for breastfeeding concerns related to latching, milk production, milk storage, weaning, returning to work/school and integrating breastfeeding into one's lifestyle. With the infrastructure already in place, the helpline served as an effective and efficient tool to help those affected by Hurricane Harvey.

BMBFA is grateful for the months of volunteerism by 7 Internationally Board Certified Lactation Consultants (Sekeita Lewis-Johnson, Renee Pearson, Mia Roetherford, Jalyn Spencer Harris & Angela Tatum-Malloy) and Certified Lactation Counselors (Toni Hill & Jayne Jackson). Additionally, BMBFA partnered with The Blackish Mom, Evenflo Feeding and Loving Moments to provide ground-level resources to families in need.



Black Mothers' Breastfeeding Club of Detroit

Mommy Ambassadors represent BMBFA in community forums/events and serve as a relationship builder with first time BMBFC attendees.

"It has been such a pleasure being the Mommy Ambassador for BMBFA. I am grateful to be associated with such a powerful and impactful brand. It is very rewarding to meet new moms and to discuss their personal journeys with them. I enjoy supporting them with advice or simply with a listening ear,"
Victoria Washington, Mommy Ambassador.



Strides Towards National Accreditation for the Community-based Doula Program

a home-visiting service that connects pregnant mothers of Detroit with a peer doula (birth worker). The doula provides education and support throughout their pregnancy, during birth, and postpartum to improve infant and maternal health outcomes.

- **49 families serviced;** increasing our reach by more than 200%.
- **623 encounters;** 371 prenatal encounters & 252 postnatal encounters
- **100%** breastfeeding initiation rate
- **90%** skin-to-skin
- **95%** mother-baby eye contact immediately after-birth
- **95%** with healthy birth rates



Doula Jayne (not pictured) coaching a couple.



Doula Olivia supporting a BMBFA Mommy.

"My experience with my doula was wonderful. Jayne was amazing. She made me feel comfortable talking about my pregnancy. Jayne also, made me feel very comfortable during labor. Jayne educated me on birth; things, I thought I already knew. Jayne was a blessing to me and my family. We thank God that this program was offered to us,"
Robena Hill, Community-based Doula Mommy.

8th Annual National Seminar, "Uplifting Leadership in Maternal Care"

, an annual conference that assembles a diverse group of professionals with an expertise in maternal-child-health. Attendees and presenters come from all over the United States.

- **83 attendees**
- **99% of attendees report** that the information presented will **positively improve their practice.**



Community-based Doula Training Class 3



CONTRIBUTIONS TO THE FIELD

Culturally Appropriate Tearpads are thoughtfully designed with black families in mind. Perfect for WIC offices, doctor's offices, clinicians, providers, community-based organizations and other private/public agencies that service pregnant and breastfeeding moms.

Available at tinyurl.com/tearpad.



Black Breastfeeding Caucus

BBMFA is the founder and leading institution for the Black Breastfeeding Caucus. The Black Breastfeeding Caucus is a national advocacy group with a mission to mobilize families, communities, and public/private institutions to create strategies, make decisions and implement action steps that result in equitable breastfeeding support for black families.



Black Breastfeeding Week

Black Breastfeeding Week's annual community hallmark event, Baby Lift Up featuring Detroit families.

We are very appreciative of the tremendous amount of enthusiasm, excitement and participation throughout the nation for the 5th Black Breastfeeding Week celebration. It excites us to co-lead Black Breastfeeding Week, a national awareness campaign created to celebrate, empower and uplift the black breastfeeding experience. In fact, a great number of online communities, plus over 60 local communities joined in the 2017 celebration.



Black Breastfeeding Week's annual community hallmark event, Baby Lift Up featuring Detroit families.

State of Michigan Breastfeeding Plan

Michigan Department of Health and Human Services graciously reached out to BBMFA to serve as an expert contributor/advisor for the State of Michigan Breastfeeding Plan 2017-2019.

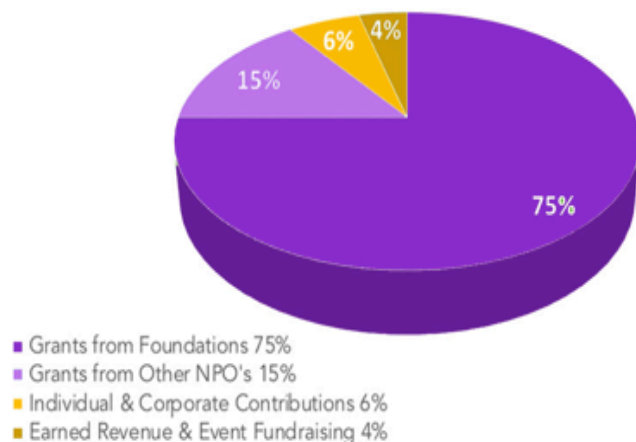


Black Mothers' Breastfeeding Summit Mommy-Friendly Detroit™

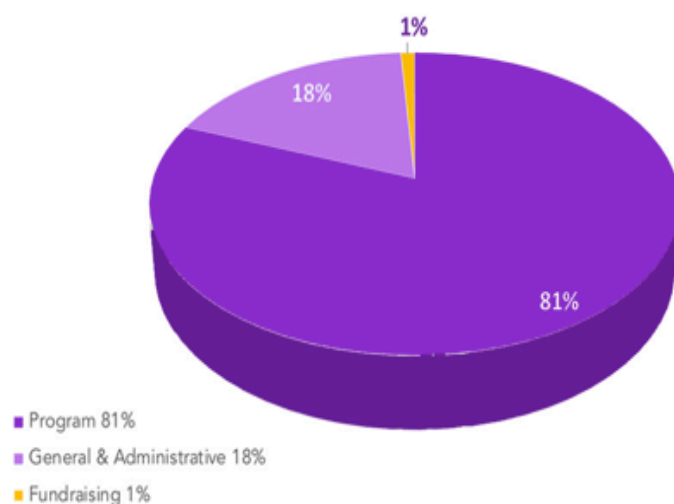
We had so much fun with our BBMFA families and other community members for the 6th Annual Black Mothers' Breastfeeding Summit, a community forum at the Charles H. Wright Museum of African American History. The summit attracted a diverse age group of black families and featured a forum on teen moms by Mommies in the D. Extremely exciting and noteworthy is the launch of Mommy-Friendly Detroit. Co-created by W.K. Kellogg Foundation Community Leadership Network Fellows Jaye Clement, Kiddada Green and Valerie Jigget, The Mommy-Friendly Detroit plan seeks to work with healthcare providers, social service agencies, non-profits, community-based organizations, government, community members and mothers to address racial, systematic, and community barriers by building a narrative of motherhood that always reflects its inherent honor.



Total Revenue: \$262,500.75



Total Expenses: \$263,376.20



"The Jewish Fund is so pleased to partner with Black Mothers' Breastfeeding Association in support of its accreditation program for doulas in the city. Expanding the availability of doulas, especially those with certification, will have profound benefits for laboring women, including reduction in stress and anxiety, decreased incidence of cesarean sections and length of labor, and the decreased reliance on pain medications.

This will be tremendously beneficial to new moms and their infants," states, Margo Pernick, Executive Director of The Jewish Fund.

FUNDERS

W.K. Kellogg Foundation
Max M. Marjorie S. Fisher Foundation Executive Director Fund
The Jewish Fund

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HealthConnect One

Benefactor

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Marsha Malone-Thompson

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Melanie Matthews
Sekeita Lewis-Johnson
Tina Sherman
Tracy Chapman

OTHER SUPPORTERS

Absopure Water Company
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Baby Carriers Provided
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Loving Moments by Leading Lady
Mommies in the D
Osborn Neighborhood Alliance
SER Metro-Detroit
Singular Focus Photography
The Blackish Mom
Toshiba
Urban Business Consultants
WINN Network: Detroit
Young Adult Steering Initiative

VOLUNTEERS

Aariona Adams	Jalyn Spencer-Harris
Amy Garner	Karen Austin
Anaiah Green	Kye Dozier
Angela Tatum-Malloy	Mia Rotherford
Cortesia Rogers	Mia Sanders
Denise Colson	Monique Taylor
Destiney Connell	Renee Pearson
Tammy Connell	Sekeita Lewis-Johnson
Detra Ward	Shenita Lloyd
Elizabeth Hunter	Sonjia Simpson-Gardner
Ernestine Mitchell	Tommara Grice
Fatimah Wells	Toni Hill
Jacqueline Poku	Victoria Washington
Jacqueline Smith	

10 YEARS AND COUNTING...

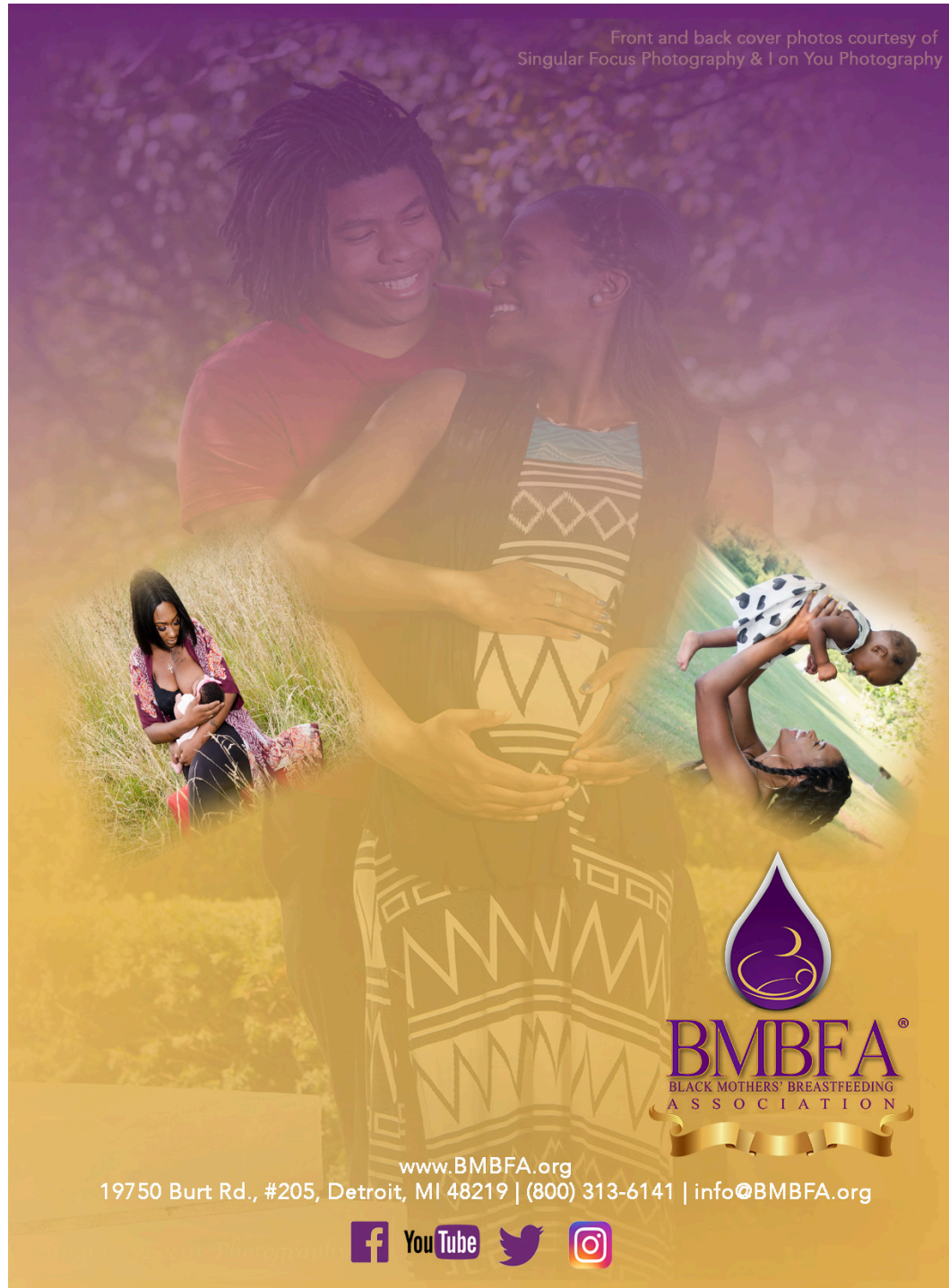
Opportunities

- Launch group parenting classes
- Launch childbirth education classes
- Achieve national accreditation of Community-based Doula Program

Call to Action

- Become a "Friend of BMBFA"
- Join the Black Breastfeeding Caucus

Front and back cover photos courtesy of
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