





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.

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LEADERSHIP ADDRESS

What a year! Hard to believe that it's been a year since I stepped into the role of President for BMBFA's Board of Directors. On behalf of the board, I want to thank BMBFA's families, community partners and stakeholders and donors for your continued support towards the mission to improve health outcomes and lives of Black families in Detroit.

There are so many highlights to be proud of. However, I am most proud of BMBFA's receipt of Health Connect One's National Community-Based Doula Accreditation. This means that BMBFA provides top-notch doula services that positively impacts



maternal and infant outcomes; thereby decreasing maternal and infant mortality. Black Mothers' Breastfeeding Club continues to be a strong force in the community for peer-to-peer breastfeeding support. I know this because when I am working at the hospital, mothers and families speak highly of BMBFA (unknowing that I am President). It is at these times that I feel an overwhelming sense of pride to be leading an organization with transformational principles and intentional efforts to improve the lives of black families.

When I think of my role as leader of BMBFA, I am reminded of one of my favorite quotes - *"We cannot seek achievement for ourselves and forget about progress and prosperity for our community. Our ambitions must be broad enough to include aspirations and needs of others, for their sakes and for our own."* – Cesar Chavez

I am thankful for BMBFA's presence and voice for black families at the local, state, and national levels.

Dear Stakeholders,

Recently, I was asked what excites me about Black Mothers' Breastfeeding Association (BMBFA). The answer was easy, our families. The BMBFA families are the cornerstone of our organization. So much so that I get my greatest reward when I hear stories of our families saying wonderful things about us in the community and online, recommend our services to others, or return for new service for themselves.

Late-summer, one of our most faithful supporters, the W.K. Kellogg Foundation invited us to create a lifestyle photoshoot to highlight black breastfeeding mothers. We created scenes of our mommies at the bus stop, child care center, office, beauty shop, restaurant and at home. Trust me when I tell you that the BMBFA Mommies rocked every set and scene.

I am extremely grateful for our families, community partners, funders, supporters and other stakeholders. You all continue to believe in our vision and help us to edge closer and closer to fulfilling our mission everyday. I am so excited to share images from our lifestyle photo shoot with you. Please, enjoy these images as you continue to read our 2018 Annual Report.



Sekeita Lewis-Johnson BSN, RN, IBCLC, DNPc

Board President

Kiddada Green, M.A.T.

Executive Director

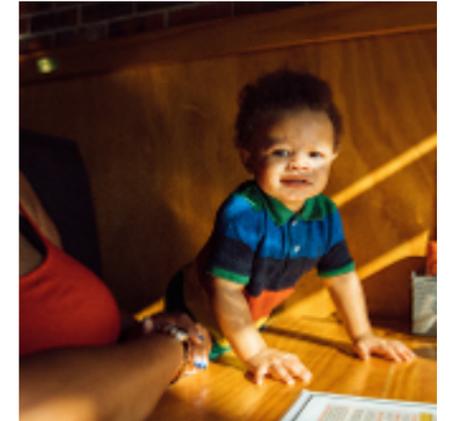
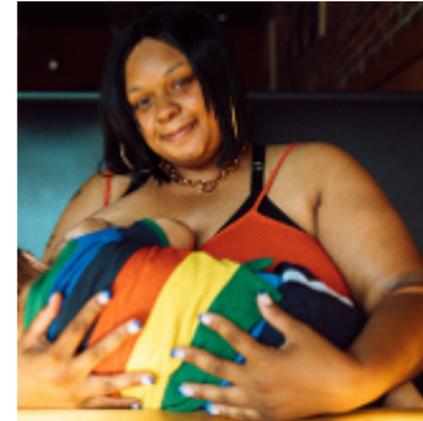
Voice of the Community

"I will be able to help mom's better with my knowledge and experience."

-Robena Hill

My name is Robena Hill and I am a mother of three boys. I fell in love with BMBFA when I was five months pregnant. I met Jayne, a former doula at BMBFA, in March 2017 when I attended a community baby shower given by Blue Cross Complete. When I met Jayne she explained to me what a doula is and I told her, "Girl, this is baby number three. I think that I got this!" When Jayne told me that they educate moms on breastfeeding, I was very interested. I was not familiar with the company or what a doula was. I visited with Jayne and gained a great relationship. I attended Black Mothers' Breastfeeding Club (BMBFC) and gained a lot of great information from other moms, all the dos and don'ts. BMBFC really helped along my journey with breastfeeding, as this was my first time breastfeeding. I tried to never miss a BMBFC meeting. I loved the fact that they offer two

different days and times to meet- twice a month was great! I had so many questions about breastfeeding and the moms were able to answer them all. I really appreciated BMBFA with all the help. In July 2017, I gave birth to a 9lb 4oz baby boy, Ethan with the help from my doula and my sister. I have been breastfeeding my son for 19 months strong with no problem other than my son biting. I also took that question to the BMBFC and they helped me out a lot! My doula still did home visits with me for about 3 months postpartum, and on one visit she asked me if I would like to have some doula training to become a doula. Jayne thought that I would be perfect. In November 2017, I took BMBFA's Community-based Doula Training to become a doula and I graduated in May 2018. Shortly after I graduated, BMBFA was very interested in hiring me as one of their doulas!



I am very happy to say that I have been working with the BMBFA since May 2018!

My role as a Lead Home Visiting Community-based Doula is very exciting! I do 8-10 prenatal visits and 8-10 postpartum visits which is exciting to me because I am able to help educate moms on breastfeeding and labor and delivery. I know that with me being a first time breastfeeding mom going for 19 months strong, I will be able to help mom's better with my knowledge and experience, as well all as with the knowledge from training to become a doula and teaching the Childbirth Education classes and Group Parenting classes. I love the fact that I am now leading the BMBFC when I use to be a mom who was gaining knowledge, it's such a blessing. I am so

grateful for BMBFA to have a club and classes for moms, especially for this mother of three. I had a 13 year-old boy (Darnyl) and a 12 year-old boy (Donovin), then God gave me a now 19 month-old boy (Ethan)! It's sad to say that in the African American Community breastfeeding is a well-kept secret. If it was not for BMBFA I would never have breastfed. I am very happy with the moms I meet, and the outcome of their birth and breastfeeding journeys. Some of my moms are very pleased with my help with their labor that they tell me I am family now! After seeing the joy on a mom's face after the baby's first latch, I know I did my job well!



Direct Service

COMMUNITY BASED DOULA PROGRAM

In December 2018, BMBFA received the results from the HealthConnect One Accreditation Task, announcing its achievement of a 3-year accreditation, stating: "BMBFA is a HealthConnect One accredited Community-Based Doula site and provider of Community-Based Doula Training. By pursuing and achieving accreditation, BMBFA has demonstrated that it meets our national standards for quality and is committed to pursuing excellence. BMBFA has achieved the highest level of accreditation that can be given to an organization providing Community-Based

Doula programming and shows your organization's substantial conformance to the standards set forth by the national committee. An organization receiving a Three-Year Accreditation has put itself through a rigorous peer review process. It has demonstrated to a team of surveyors during an on-site visit its commitment to offering programs and services that are measurable, accountable, and of the highest quality."

BMBFA Doulas attended **36 births** and cared for **57 pregnant Detroit women.**

BLACK MOTHERS BREASTFEEDING CLUB

132 participants

93.4% report that the club is **very valuable**

91% report that the club fully **met or exceeded expectations**

PARTICIPANT FEEDBACK

CHILDBIRTH EDUCATION CLASSES

"I loved the personal stories shared after each module."

"I loved everything about the class and I love the experiences Ms. Robena has and shared with us."

GROUP PARENTING CLASSES

"[I enjoyed] class participation - knowing that other people are experiencing the same things."

"Learned new tips, even though it's not my first child. I now have knowledge to share."

Training & Education



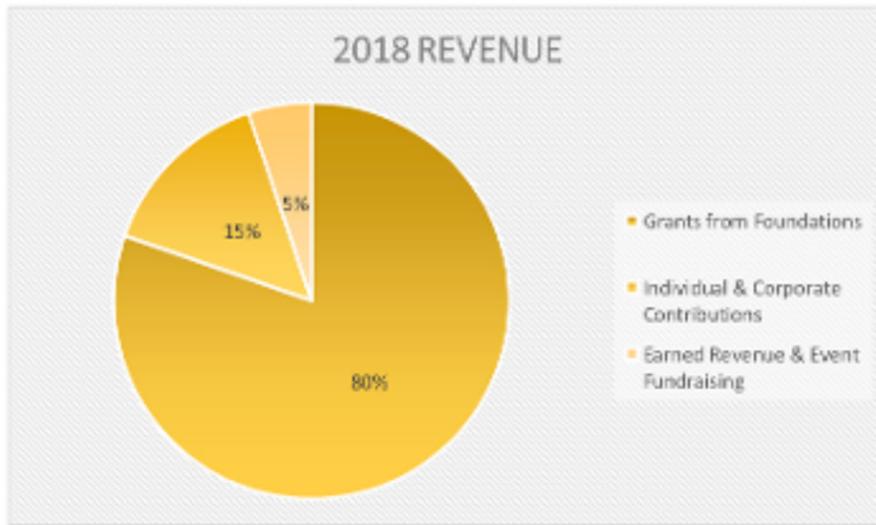
2017-18 DOULA GRADUATION

8 certificates of completion | **2** certificates of participation

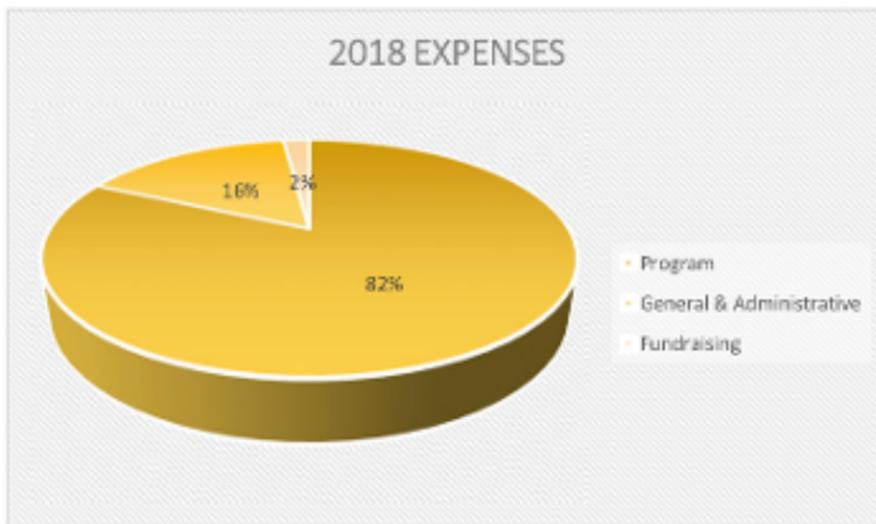
Revenue & Expense Report

BMBFA REVENUE & EXPENSES FY2018

TOTAL REVENUE		306,136.68
Grants from Foundations	80%	
Individual & Corporate Contributions	14%	
Earned Revenue & Event Fundraising	5%	



TOTAL EXPENSES		300,129.32
Program	82%	
General & Administrative	16%	
Fundraising	2%	



FUNDERS



W.K. KELLOGG FOUNDATION™



FRIENDS OF BMBFA

2018 CORPORATE BENEFACTOR

Leading Lady

2018 BENEFACTORS

- Alethia Carr
- Ben Washington & Sons Plumbing and Heating, Inc.
- Gina Aiuto
- Kiddada Green
- Maria & George Johnson

2018 SUPPORTERS

- Angela Johnson
- Elizabeth Brooks
- Louis Johnson
- Lynette Smith
- Marsha Malone-Thompson
- Sekeita Lewis Johnson
- Toni Walters

2018 CONTRIBUTORS

- Beverly Cameron
- Darby Morris
- Demitri Johnson
- Doris Jordan
- Joann Ellison
- Jodine Chase
- Mildred Johnson
- Robert & Delores Williford

COUNTLESS SUPPORTERS & VOLUNTEERS

Gratitude



2019 Opportunities

- Design a mobile application for breastfeeding and parenting group
- Implement community-based doula workforce development strategy
- Offer healthcare insurance to staff

Call to Action

Become A Friend of BMBFA
Share the **Black Infant Remembrance Memorial** in social networks, company newsletters, meetings, events, etc.
www.blackinfantmemorial.com

Board of Directors



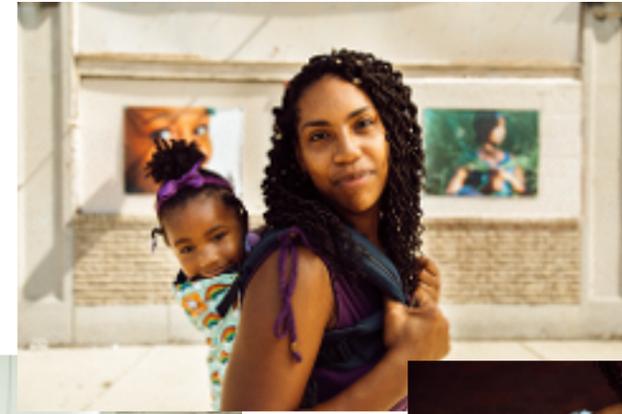
Sekeita Lewis-Johnson, RN, IBCLC
President

Doris Jordan
Treasurer

Tisha Tyson
Secretary

Victoria Washington
Mommy Ambassador

Shanita Fort
At-Large



#MomLife Photos



2018 OPEN HOUSE





2018 BLACK BREASTFEEDING WEEK
LIFT EVERY BABY

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DETROIT, MICHIGAN 48219
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INFO@BMBFA.ORG

