



Black Mothers' Breastfeeding Association

2019 Annual Report

REFLECTIONS



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Board of Directors

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DNP, FNP-BC, IBCLC
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Treasurer

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Mommy Ambassador

Shanita Fort
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Company Overview

BMBFA is a non-profit 501(c)3 organization.

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.

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



In Loving Memory...
Tori Marie Samuels
May 3 2019 - August 10, 2019
&
Kimberly Kennedy
1996 - 2019

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Leadership Address

Madame President Dr. Sekeita Lewis-Johnson



Dear Families, Stakeholders, Donors, and Community Partners,

On behalf of the Executive Board of Directors, please accept my heartfelt thanks for your continued support of Black Mothers' Breastfeeding Association. Your contributions towards the never-ending mission to improve the lives of black families in Detroit and beyond is noticed and appreciated.

BMBFA's momentum and contributions in 2019 surpassed the boards' expectations; our achievements are many. First, BMBFA partnered with Brilliant Detroit and Evenflo Feeding to ensure families have safe non-judgmental spaces to nurse their children or take a break from pumping. The homes officially opened their doors on October 3, 2019. This means that seven homes throughout Detroit, Michigan have

dedicated rooms that are open and accessible to breastfeeding families. I was humbled to learn that a mail carrier regularly stops to express milk and utilize facilities.

Through collaboration with the Michigan WIC, BMBFA has secured a WIC Breastfeeding Community Liaison for families in Detroit. The Community Liaison will provide peer breastfeeding support services to WIC eligible women outside the WIC setting in hospitals, clinics and the community. The Liaison will also provide services for BMBFA and associated partners. I am thrilled about the possible outcomes on the horizon from this partnership.

Lastly, Black Mothers' Breastfeeding

Club continues to be a strong force in the community for peer-to-peer breastfeeding support. It warms my heart when I hear families speak highly of BMBFA. I am often overwhelmed with a sense of pride to lead an organization with intentional efforts to improve the lives of black families.

Community work is challenging for so many reasons. My tenure with BMBFA has shown me firsthand the intricacies, as well as the politics associated with this work. I feel the full capacity of Bell Hooks' quote – "What we do is more important than what we say or what we say we believe."

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

Sincerely,

Sekeita Lewis-Johnson, DNP, FNP-BC, IBCLC
President Black Mothers' Breastfeeding Association

Leadership Address

Founding Executive Director Kiddada Green



Dear Stakeholders,

At Black Mothers' Breastfeeding Association (BMBFA) we are extremely grateful to be part of a community that works industriously to improve the quality of life for black families. Side-by-side, hand-in-hand, we work daily with our families to amplify their voices. Community engagement is at the core of what we do. With the help of our BMBFA families, we have created a community-centered space for mothers to interact, exchange ideas and make decisions about their lives.

The BMBFA community sees 2019 as the year of high-tech community innovation. We received grant awards from the W.K. Kellogg Foundation, Jewish Fund and Michigan Health Endowment Fund to bring this innovative spirit to life. BMBFA's nationally accredited HealthConnect One Community-based Doula Training is

now a licensed proprietary school in the State of Michigan. The first ever Detroit Birth and Breastfeeding Hackathon brought technologists, designers and engineers together with local residents, Family Innovation Teams (FITs), to birth and nurture their maternal child health innovations. The projects include technological ways to support community-based doulas who are helping expectant moms and high-tech solutions for improved breastfeeding support. BMBFA also began to build a groundbreaking mobile application to improve birth outcomes. The project titled the Stakeholder-Driven High-Tech Innovation Project has a unique emphasis on parenting and breastfeeding groups with customization features for host agencies. This is a great example of how communities can solve their own problems

when equipped with the tools to do so.

We close out the decade knowing that though we have accomplished a great deal, we still have more work to do. I am exceedingly grateful to our BMBFA families, partners, board members, staff and stakeholders who continuously support our mission and embrace our vision for BMBFA's future. I am confident that together we will continue to positively impact birth and breastfeeding outcomes.

This report is an overview of all that we have achieved in 2019. It could not have been done without the aid of all who continue to embrace us. Please enjoy this annual report as much as I have enjoyed serving the BMBFA community.

The journey continues....

With Love,

Kiddada Green, MAT
Founding Executive Director



Zsadaja Fletcher first met Black Mothers’ Breastfeeding Association’s Community-based Doula, Robena Hill, at a childbirth education class instructed by Hill. From there, she learned about BMBFA’s flagship program, Black Mothers’ Breastfeeding Club and Community-based Doula Program. Eager to try something new that included education on breastfeeding support for her unborn child, Fletcher decided to experience BMBFA’s hands on services. Zsadaja now considers Hill one of the family. I had a chance to interview Fletcher and see why she’s such a strong advocate for BMBFA’s initiatives and why she chose to stick with BMBFA through the arrival of her second child. Interviews like Fletcher’s make me proud to be attached to the BMBFA community that was developed over a decade ago.

-Gatini Tinsley, Interviewer and Communications Associate.

INTERVIEWER: Why did you decide that BMBFA’s community-based doula service was a good fit for you?

Zsadaja: I wanted a whole new approach to birthing. I didn’t want the typical *shoot you in the back with medication*. I wanted a more homeopathic approach, so that’s what I went for and I got Robena as my doula to help me on this path.

INTERVIEWER: What has the doula approach to birthing taught you?

Zsadaja: That I needed a greater support system. I wanted to breastfeed this time around but didn’t know much about getting started. When I met Robena, she had so much information. BMBFA’s doula is right by your side during delivery. They never left until my newborn latched for the second time to ensure I knew what I was doing and was comfortable. Robena’s expertise and someone there to constantly reiterate what I wanted was life saving. Robena is definitely part of my family now.

INTERVIEWER: How was having a doula beneficial to you before the birth?

Zsadaja: Definitely a lot of support before the baby comes. My mom was like, “Oh, I had a baby so long ago, I can’t really give you certain answers because I’m not refreshed on the topic anymore.” So I was like okay mom, I know my doula got me! She has answers from everything about nutrition to making decisions on what I needed to buy for the baby before his arrival. Robena surpassed support, we had more of a sisterhood.

INTERVIEWER: What other ways were you supported during labor?

Zsadaja: Robena kept me calm. She fanned me during labor, put chapstick on my lips, helped me develop my birthing plan and execute it. It was nice to have someone with me to tell the nurses and doctors what I did and did not want.

INTERVIEWER: The hard part is done and the baby is here, how does having a doula help post birth?

Zsadaja: After you have a baby your hormones are all over the place, especially when you’re a new mom or if you’ve never had a baby before and it’s your first go-round. You need all the love and support that you can get. I got three visits from Robena the first week my baby was born. She made sure that I was okay and that breastfeeding was going well because you can have engorged breasts or have trouble getting the milk out. Complications lead some women to give up the best nutrition for their baby. With support and a knowledgeable doula, you can overcome these problems. I even got help with my breastfeeding schedule, as far as knowing when and if I should wake the baby up to feed or let him sleep.

INTERVIEWER: Is there anything else you’d like to share?

Zsadaja: Having a baby is definitely a surreal moment. I encourage mothers to take the help that’s available to them through BMBFA. Never be afraid to lean on the community BMBFA has created, be it their doula program or the Breastfeeding Club. BMBFA is family.

Mommy Ambassadors in Action

BMBFA Mommy Ambassadors are a group of BMBFA Mommies who serve in an ambassador capacity. They welcome new BMBFA mommies into the fold and represent BMBFA in community and public forms to advocate, educate and support.



Mommy Ambassador Victoria Washington was featured on Local 4 News Detroit to advocate for Alicia D., a mom who was publicly shamed at a local hospital while breastfeeding. Washington set out to hold the hospital accountable citing Michigan’s Breastfeeding Anti-Discrimination Act.



Malikah Garner was featured on GoodMorningAmerica.com during National Breastfeeding Month. She overcame adversities and succeeded in breastfeeding for more than 1,268 days.

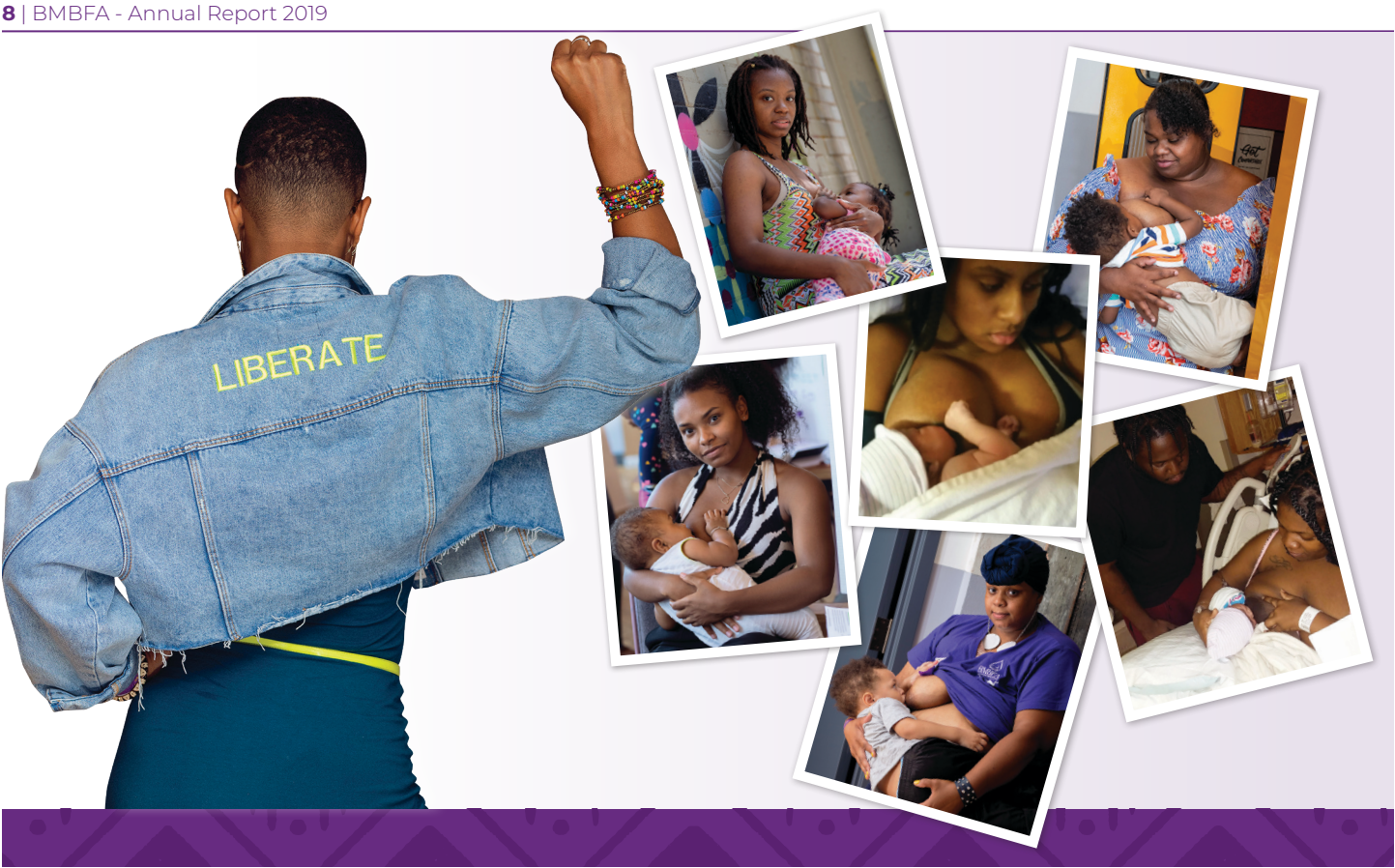


Breastfeeding Friendly Community Hubs

Guided by the voice of the community, BMBFA partnered with Brilliant Detroit and Evenflo Feeding to create breastfeeding/feeding friendly hubs in Detroit neighborhoods. Detroit families said they want these hubs to center a:

- **Safe space / no judgment zone**
- **Women empowerment / sisterhood**
- **Health, nutrition & bonding**

Through a spirited partnership, we collaborated with **Evenflo Feeding** and **Brilliant Detroit** to add a dedicated breastfeeding room to each of the Brilliant Detroit homes in 7 Detroit neighborhoods; Brightmoor, Central/Piety Hill, Cody Rouge, Fitzgerald, Osborn, Southwest/Chadsey-Condon and Springwells. We were pleased to learn that a mailwoman uses one of the spaces daily to pump breast milk. Other families use the spaces when attending community activities or just to get a moment away from their homes.



BLACK BREASTFEEDING Week

We partnered with the **Michigan Department of Health and Human Services (MDHHS)** to promote the positive impacts breastfeeding has on infant and mother health and reducing infant mortality rates as part of Black Breastfeeding Week, Aug. 25-31. In recognition of the week, **Gov. Gretchen Whitmer** issued an official proclamation for BBW. To celebrate, **BMBFA** and **MDHHS** hosted a reception at **One Ford Place** with partners at **Henry Ford Health System**.



Black Mothers' Breastfeeding Club (BMBFC)



BMBFC is BMBFA's signature program and has been running without interruption for 11+ years. And 2019 was non-stop for our families:

- 30 Club Gatherings
- 125 Participants
- 38% of Participants begin while pregnant with 81% returning after birth

What are *mom*s saying about the club?

"I had shortcomings regarding breastfeeding, I don't have support from my family for breastfeeding, nobody around me breastfed and I don't know anyone who breastfeeds, so when I come to the club the community embraces me. This is actually my fifth kid and this is the most support I've ever had for breastfeeding. It's better than going online because I get to learn from women who have actually been where I am."

-Tiquana H.

"I really enjoy coming to these meetings, I feel like they're very informational. Being able to hear other women's experiences and their points of view on a lot of things. One major thing for me is extended breastfeeding. Originally, I was against it, until I started coming here and learned about the benefits for my child. It helped to change my mindset."

-Lashawndra B.

"I like how I am able to breastfeed my baby at the meetings. So many times people will stare at me and ask me to cover up in public, that doesn't happen here, they are open and accepting. Plus I can ask questions here without being judged."

-Victoria S.



Community-based Doula Program

We are proud to be a **HealthConnect One** accredited **Community-based Doula** site and provider of Community-based Doula Training. This year it brought us great joy to be recognized by the **State of Michigan Department of Licensing and Regulatory Affairs** as a licensed proprietary school for community-based doula training. The expectations are high and our community-based doulas delivered (pun intended 😊).

- 40 new babies were born • 652 home visits provided
- Attended more than 30 community events and classes providing prenatal, labor, postpartum and breastfeeding information and education



Motown Experience: Birth & Breastfeeding Conference



"This Motown Experience has topped all the other conferences attended. I'm still smiling, eight days following the conference. The pre-conference sessions were absolutely wonderful. The preconference allowed a community programming lens to research. I'm excited and wonder how you are going to 'top' this conference next year!"

"The bus tour was great and the speakers were so inspiring. I loved the messages and connecting with other people who provide services to mothers and their babies."

"This was a great experience. I loved how people from different backgrounds were able to come together and share how they are working to improve breastfeeding and maternal infant health outcomes for black mothers."

~ That's what attendees had to say about our first-ever 3-day conference. You kind of had to be there, but in case you weren't — here's more insight:

We raised
\$24,000
in sponsorship

We attracted **108 attendees** from **20 different states** with a strong concentration of Michiganders (63%)

97% reported that their overall conference experience was good/excellent

91% reported that they are returning in 2020

Detroit Birth & Breastfeeding Hackathon

In partnership with **Make the Breast Pump Not Suck**, we brought together innovators, designers, community members, birth advocates and leading companies for the city's first ever birth and breastfeeding hackathon. **Family Innovation Teams** and Detroit's families created solutions for our city's maternal child health crisis. Here's what participants had to say:

My favorite part of the event was:

"...Everything!! The harmony and opportunity to collaborate with individuals w/ expertise and the space to just give time to ask questions of your ideas and be creative."

"...Hacking out my idea and talk(ing) to (the) available nutritionist, web designers, and strategists to best hash my idea into a focused, concentrated innovation!"

The most impactful parts of this event include:

"...Innovating with women that look like me."

"...Seeing what everyone comes up with in one weekend. Seeing that Black women are... innovators and have the passion to see the change in our communities."



WIC Breastfeeding Community Liaison

We partnered with **Michigan WIC** to help fill a void for breastfeeding support that exists in the community. **Michigan WIC** has provided BMBFA with a **Breastfeeding Community Liaison** to support families in community settings. At the close of the year, we forged partnerships for this initiative with **Focus: HOPE**, **Crossroads of Michigan**, **Alternative for Girls** and **Brilliant Detroit**. We look forward to reporting the great results of this collaborative work.

2019 Year in Review

MONTHLY HIGHLIGHTS

January

Continues participation on the Michigan Department of Health and Human Services' Maternal Infant Strategy Committee

February

Founding Executive Director, Kiddada Green keynotes the Racine County Breastfeeding Summit

March

Hosts Trauma Informed Care Training by Dr. Carolyn Dayton

May

Presents The 1st Annual Motown Experience: Birth & Breastfeeding Conference

Hosts 3rd Annual Black Breastfeeding Caucus Meeting

Hosts Baby Carrier Training by Baby Carriers Provided

Receives \$100,000 grant award from Michigan Health Endowment Fund to build a mobile application to enhance programming for breastfeeding and parenting group

June

Receives matching grant award from the W.K. Kellogg Foundation for birth & breastfeeding leadership institute and hackathon

Contracts with Henry Ford Health System in collaboration with the Institute for Healthcare Improvement to reduce racial disparities in maternal health & mortality

Community-based Doula, Robena Hill begins serving as co-secretary for the Wayne County Breastfeeding Coalition

August

Produces Detroit's 1st ever Birth & Breastfeeding Hackathon for 7th Annual Black Breastfeeding Week Celebration

Partners with MDHHS to request the governor's approval of Black Breastfeeding Week Proclamation; approved and signed by Governor Whitmer

Celebrates World Breastfeeding Week with a BMBFA Meet and Greet

Mommy Ambassador, Malikah Garner featured in GoodMorningAmerica.com

Creates 7 Breastfeeding-Friendly Community Spaces in partnership with Brilliant Detroit and Evenflo Feeding

Featured in TheRoot.com for high-tech solutions to reduce maternal mortality

September

October

Approved as State of Michigan Licensed Proprietary School for Community-based Doula Training

Featured on the Brenda Perryman Show

Featured in Self.com as a model program to reduce maternal mortality

Featured in Women's eNews for SIDS Awareness Month

November

Featured in the Detroit Free Press as a model program to reduce infant mortality

Featured in EURweb for innovation in maternal-child-health

Recognized by Henry Ford Health System Women Inspired Neighborhood Network as an honorable community partner

December

Raises \$2368 for Giving Tuesday

Local 4 News televised an interview with BMBFA staff who advocated for a mom shamed for public breastfeeding at a local hospital

What's Next, 2020?

Birth & Breastfeeding Leadership Institute

A pioneering model that builds community leadership at the intersection of racial equity and maternal-child-health with a special interest in birth and breastfeeding outcomes.

Mobile Application

A mobile application for hosts of parenting groups used to improve service delivery and therefore, improving birth outcomes.

For group participants...

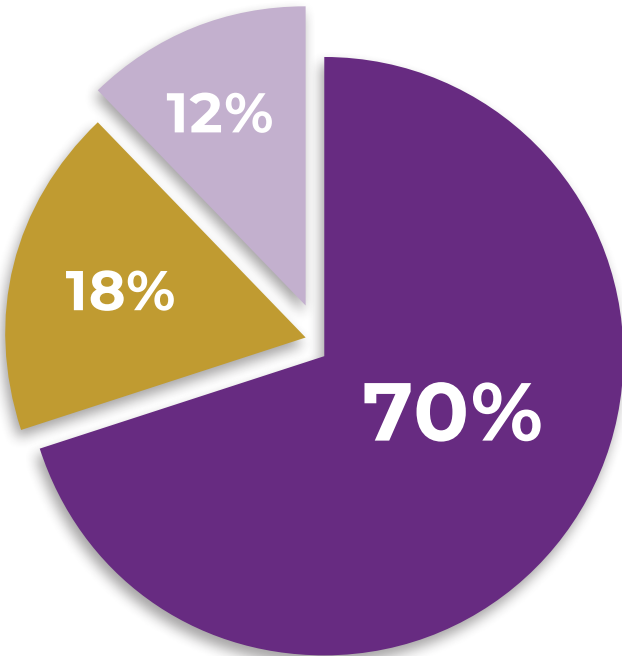
- Stay connected with group members
- Rewards and social media interaction
- Stay abreast of upcoming meetings
- Chat with other breastfeeding moms and share your breastfeeding journey

For group hosts...

- Participant feedback
- Informed decision making
- Data collection & reporting
- Send notifications with helpful parenting, perinatal and breastfeeding tips

BMBFA

Revenue | Expenses | FY2019

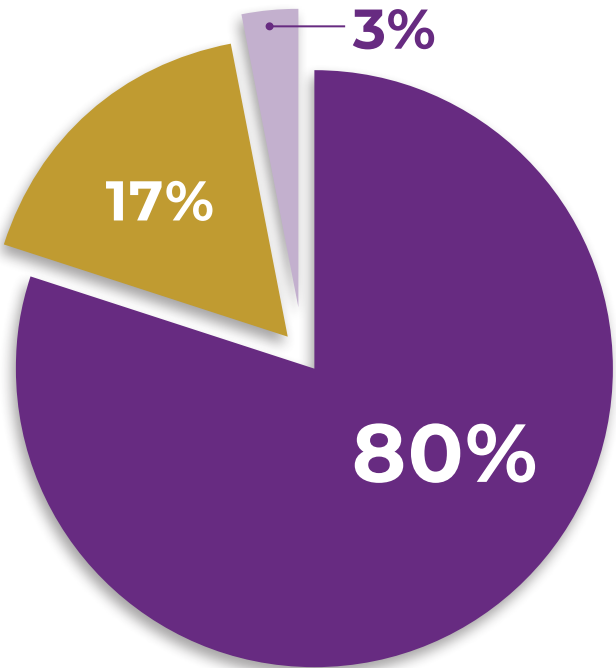


Total Revenue	432,622
Grants from Foundations	70%
Individual & Corporate Contributions	18%
Earned Revenue & Event Fundraising	12%

- Grants from Foundations
- Individual & Corporate Contributions
- Earned Revenue & Event Fundraising

Total Expenses	395,553
Program	80%
General & Administrative	17%
Fundraising	3%

- Program
- General & Administrative
- Fundraising



With Gratitude...
to
Countless Supporters and Volunteers

Funders

- W.K. Kellogg Foundation
- Michigan Health Endowment Fund
- The Jewish Fund

Friends of BMBFA

Benefactors

- Elizabeth Brooks
- Kiddada Green
- Meredith Freeman
- Socra Clary Brown
- Susan Gough

Contributors

- Ann Bruce
- Delores Williford
- Diane Thompson
- Donna Murray
- Jean Kerver
- Julia Weatherby
- Kelsey Gianou
- Monet Moutrie
- Megan Hanley Jackson
- Mildred Johnson
- Lauree Busch
- Lynette Smith
- Nora Flood
- Paulette Dunbar
- Rachel Moody
- Valerie Vanderlip
- Victoria Washington

Supporters

- Barbara Robertson
- Dennis West
- Gina Aiuto
- Jessica Hollinger



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