





2020 Annual Report

Black Mothers' Breastfeeding Association

Revive! Restore!! Reclaim!!!



ABOUT BMBFA

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Board of Directors

Madame Wilma Taylor-Costen, President Tracy Chapman, Secretary Victoria Washington, Treasurer Malikah Garner, Mommy Ambassador Yolanda Jack, At-large

Mommy Ambassadors

Malikah Garner Mia Halthon-Jones Cierra Jones-Sankey Monifa Lindo Rita Little Micah Russell Lena Smith Victoria Washington

COMPANY OVERVIEW

Black Mothers' Breastfeeding Association (BMBFA) is a non-profit 501(c)3 tax-exempt community-based 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.

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Detroit, MI 48219

LEADERSHIP ADDRESS





Dear Stakeholders,

The year 2020 was an unprecedented time for our nation. Life, as we knew it, had been disrupted by the arrival of the COVID-19 virus. No one could forecast the implications or the extent of personal, financial, and emotional loss people would suffer due to the greatest disruption our world had experienced since the influenza virus outbreak more than 100 years ago.

The effects of the global pandemic brought to bear the inequities and the multitude of insecurities of basic human needs of food and shelter and access to adequate health care for our city's most vulnerable citizens: Black mothers, and their babies. Maternal health and well babies had long been a health challenge under "normal" conditions, however, the strain imposed on the medical system because of COVID-19 put Black families at an even greater risk. Yet and still, BMBFA worked hand-in-hand with our community to offer a safety net.

When Michigan's citizens were mandated to shelter in place and stay at home to stop the spread of coronavirus, the Black Mothers' Breastfeeding Association's Executive Director, Kiddada Green, recognized that extraordinary measures were needed. She understood that the mandate could impact BMBFA's service initiatives like the Community-based Doula Program, the Black Mothers' Breastfeeding Club, and other advocacy

efforts. Madame Founding Executive Director (FED) and her team designed an emergency plan in response to COVID, creating a platform for the programs to continue supporting mothers virtually, providing education, and connecting them with resources.

The Board Members of BMBFA and I are immensely proud of Madame FED and the BMBFA staff. During this health crisis, they were not daunted, but determined to provide Detroit families with what they needed. When non-essential business was not allowed to operate at the height of the pandemic and people were afraid to leave their homes, the BMBFA staff pushed forward and gave support

Demonstrating their innovative spirit and grit, BMBFA staff made porch deliveries, hosted a national conference by way of Zoom, and celebrated and encouraged mothers through an array of virtual activities. Additionally, staff held weekly Breastfeeding Club gatherings, organized a drive-in giveaway of essentials for mothers and babies, and participated in national, state, and local town hall meetings and discussions focused on navigating life during coronavirus. Similarly, the BMBFA staff joined forces with government and health officials to provide accurate information and education on maternal health and breastfeeding during a global pandemic.

In 2020, it was business unusual as BMBFA increased its efforts to maintain financial obligations, fiscal, and fiduciary responsibilities through grant applications, government opportunities, and fundraising efforts. BMBFA thrived in 2020 through the gallant, dedicated, committed voices of the Board Members, the Mommy Ambassadors, the Community-based Doulas, Community Breastfeeding Liaison, the generous volunteers, donors, gifts partners, and funders.

I look forward to 2021 with great expectations as I know and believe that with the continued support of our stakeholders, Black Mothers Breastfeeding Association will continue lifting its voice and doing what its hands findeth to do for Black mothers and their families.

Respectfully,

Wilma Taylor-Costen President

Dear Supporters,

Every time I think of the year 2020, my memories are filled with contrasting feelings: paralyzing yet agile; doubtful yet certain; despairing yet celebratory. In January of 2020, my grandfather, Edward Ramey, Sr., a Tuskegee Airmen born in 1926, passed away leaving 97 living descendants to his legacy. We are extremely saddened by his passing, yet grateful for all that he has given to us. My family received the support of so many as we mourned and celebrated his life. Shortly after, the global pandemic, COVID-19, shocked the entire world, leaving us all in a state of bewilderment. It is with the support of a loving community that BMBFA moved forward, stumbling occasionally but staying the course, no doubt.

We celebrate every person who birthed during COVID-19. We honor every mama who breastfed during this pandemic. You are the real MVP. You remind the world that life is abundant. With each birth and with each nursing we are reassured that a higher power is at work, and that we must lean beyond our own understanding.

I am immensely thankful for the support received during this storm.

Thank you to our volunteers who came out to help us serve basic needs items to 300 families.



Thank you to the BMBFA Mommy Ambassadors who used their voices and personal stories to be an inspiration to others.

Thank you to the entire BMBFA staff. You are THEE dream team! Everything that we have done this year has happened because of your undying commitment to our cause.

Thank you to the Board of Directors, who stepped up to serve and lead during this unprecedented time.

Thank you to our donors and funders. Your contributions aided our tireless work.

Last but not least, thank you to my Black sisters in leadership who gave me counsel and support. You helped to keep me going!

To my grandfather, who gave so much to so many, as you watch over us, I pray that you are proud of the work that I do daily. I hope that your example of love and hard work continues to live on through me.

Using the 2020 Black Breastfeeding Week mantra, let us Revive! Restore!! Reclaim!!!

With Love,

Kiddada GreenFounding Executive Director

DIRECT SERVICE

TRAINING & EDUCATION

Black Mothers' Breastfeeding Club has run without interruption since 2008. Amid the COVID-19 pandemic, the BMBFA staff and families quickly transitioned from in-person gatherings to a virtual space providing mother-to-mother support to a total of 124 Detroit families.

- · 31 families in-person (pre-COVID)
- · 109 families virtually, some transitioned from the in-person experience

When asked to rate the most valuable aspects of Club, here's what Detroit mommies shared about their experience:

- 95% reported that being with other Black breastfeeding mommies was the most valuable aspect
- · 80% found the breastfeeding information to be a valuable component
- · 75% liked sharing their breastfeeding and parenting knowledge with other members
- · Over 80% enjoyed the virtual platform, Zoom
- 60% of participants reported that they would attend both in-person and virtual gatherings post-pandemic
- · 85% would not change anything about Club

Our **Community-based Doula Program** is a nationally accredited home-visiting service that connects pregnant mothers of Detroit, MI, with a community birth worker. Community-based Doulas support families with maternal care during pregnancy, labor and birth, as well as early postpartum care, breastfeeding, and newborn care. BMBFA's Community-based Doulas transitioned to virtual support at the onset of the pandemic and throughout the rest of 2020. Community-based #DoulasFindAWay.

- · 51 babies born
- · 668 virtual contacts and home visits
- 49 interested participants on the waiting list

"Having the support of a doula during the pandemic was a breath of fresh air. Knowing [that] you have someone calling and checking on you during quarantine makes you feel cared for." - Michelle L.

"I really enjoyed having a doula. COVID-19 made it interesting to say the least. Despite not being able to communicate with my doula face-to-face, I was still able to receive excellent prenatal and postpartum care! From the information given to me about how to breastfeed my baby, the many different laboring positions, and even how to do a birth plan. My doula made sure I had my postpartum personal items after delivery. I appreciate the sincerity I received from my doula and her telephone presence she gave me throughout my post-baby and delivery process! She never stopped coaching me through it all. Thank you, Ashli Burney!" - Kelia S.

In conjunction with Michigan Public Health Institute and the Michigan Department of Health and Human Services, the **WIC Breastfeeding Community Liaison** provides direct breastfeeding support for BMBFA and connected community-based partners in Detroit and surrounding communities. Mothers are connected to the WIC program while being provided with prenatal breastfeeding education and breastfeeding support throughout their perinatal experience.

"The twins latched well during our hospital stay, however, when we returned home we had issues with consistency. Black Mothers' Breastfeeding Association (and Michigan WIC) were quickly responsive and helpful during those first few weeks home. They gave suggestions to help the twins improve and to reassure me of my decision to breastfeed. Twins are 7 weeks old now and are doing so well. We appreciate Erica and the team for reaching out to us and checking on us periodically." - Program Participant

- Provided group support to 124 Black Mothers' Breastfeeding Club participants
- · Received 48 referrals through community partners
- · Referred 28 participants to WIC
- · Referred 41 participants to Black Mothers' Breastfeeding Club or Community-based Doula Program
- · 24 participants attended breastfeeding information sessions between June and December
- · 9 participants attended private breastfeeding sessions in November and December

In response to COVID-19, The 2nd Annual Motown Experience: Birth & Breastfeeding Conference became The Virtual Experience: Birth & Breastfeeding Conference.

Even amid an unprecedented pandemic we:

- Attracted 200+ attendees from 33 different states and international participants!
- · Raised \$17,500 in sponsorship support

Virtual Engagement:

- · Community board
 - · 49 topics
 - · 1129 messages
 - · 100 active attendees
- · 144 tweets
- · 2910 session views
- 62 photos shared
- · 725 profile views
- · 25 virtual meet-ups

Highlights:

- Keynote Presentation, Breastfeeding and Bedsharing for Safe Sleep and the Breastfeeding Family, Michal A. Young, M.D., FAAP, FABM
- Celebrity Ambassador
 Ms. Black USA, Chanda Branch
- Feature Presentation,
 The Life of a Community-based Doula, Ashli Burney
 & Robena Hill

The attendee feedback continues to inspire us:

- · 100% reported that the information presented will positively impact and improve their practice
- 95% reported that they would attend another virtual conference hosted by BMBFA

Attendee testimonials:

I thoroughly enjoyed the conference! This was my first experience and I can't wait until next year. I am so excited to bring back new knowledge and practices to my team in Pittsburgh. We are doing great work and it's amazing to see so many others that are fighting the great fight as well!"

"This was an outstanding conference. The speakers not only presented the material they originally planned to present, but they were responsive to the most recent crises and events in the country - thank you."

"Excellent conference. Topics relevant and presented by experts. So many takeaways! I gained so much knowledge, tips, resources and strategies to apply to my work."

With the generous support of the W.K. Kellogg Foundation, BMBFA is developing the **Birth & Breastfeeding Leadership Institute** to serve as a virtual national leadership development program designed to advance the community in the maternal-child-health sector while decreasing the racial bias Black communities often face. The goal of the Institute is to improve Black birth and breastfeeding outcomes by activating, strengthening and advancing the power of leadership inherent in all Black communities.

Highlights include:

- · Formation and activation of committed and engaged Advisory Committee
- · Facilitation of regional community leadership conversations in the U.S. Midwest and Southeast
- · Development of the curriculum framework

VOICE OF THE COMMUNITY

VOICE OF THE COMMUNITY

Mommy Ambassador Interview Q&A

Interviewer: Malikah Garner
Interviewee: Mia Halthon Jones

Malikah: What has been your breastfeeding experience?

Mia: Okay, I want to say my breastfeeding experience was not easy. So I got discouragement from my friends and my family. I had trouble with my daughter latching, with my milk supply, and how to navigate the breast pump altogether... but through it all I got through it. I breastfed my daughter for six months. This is also where BMBFA came in to be the support that I really needed because I wasn't getting support from my family or my friends. They [BMBFA] helped me with latching, with my milk supply, and I don't think without BMBFA, I would have breastfed probably at all. I was telling myself, I couldn't do this at all. Probably a couple of weeks before

giving birth, I was like, "I don't have the time to do this, I can't do this. I got three other kids, I can't do this." And going to [breastfeeding] club, they were like, "You can do this." And so without them, I probably would've talked myself out of it altogether. Without BMBFA, I probably would've been like, just forget it.

My daughter was my fourth [child] and I hadn't breastfed the other three at all. I hadn't even heard that much about breastfeeding. That's what I told in my other story too, like, how did I miss this all three times? And it's crazy because I ask mothers all the time, "Is your doctor talking to you about breastfeeding?" Because I don't think until my fourth child, my doctor really said, "Are you going to breastfeed? You know, it's good, you should do it." I don't even remember them asking me that with my other three [children]. I really didn't see any information about it, and it was really crazy. But this time, it was like, okay, yeah, you're going to do this.

Malikah: Why did you become a BMBFA Mommy Ambassador?

Mia: I became a Mommy Ambassador because I wanted to help the organization that did so much to help me. I wanted to be a voice for other Black mothers in the community who are breastfeeding. And we know breastfeeding doesn't look the same for every mother. So, I wanted to help and assist in any way to let other mothers know that they can do this just like I figured out I could. I want to be able to help in any kind of way to get the information out and advocate to help this organization that helps mothers with breastfeeding.

Malikah: So how do you think your role as a BMBFA Mommy Ambassador has benefited other Black moms?

Mia: I think it's been beneficial to other Black moms first by getting my story out to let other moms know there's an organization in the community to help them with breastfeeding and that you can successfully breastfeed your baby. Second, by volunteering my time and talents to further the vision of BMBFA, which in turn helps other mommies. And third, by advocating for breastfeeding to help BMBFA get the resources and information to other mommies.

Malikah: What should others in the community know about BMBFA? Mia: They should know BMBFA is a great organization. They offer great resources, support and information for Black mothers. They definitely offer Black mothers a phenomenal support system for breastfeeding. They make you feel like you have an extended family. BMBFA is open and receptive to anyone in the community, with regard to breastfeeding. BMBFA's roots are community-based, and they continue to uplift and support other Black mommies in the community. And if you're just looking for any kind of help for breastfeeding, BMBFA is the place to go.

Malikah: What have you learned while being a Mommy Ambassador? Mia: I've learned that I'm a leader. Also, that I can represent nontraditional first-time breastfeeding mothers in the community. I've learned that my breastfeeding story is important. And I can help other Black mothers. I've learned the importance of advocating for other Black mothers who are still on their breastfeeding journey, even though your own journey may be over. I've learned the importance of



with Kiddada Green, Malikah Garner, and Victoria Washington

being in a group of other Black mothers who support each other, while also supporting the work of breastfeeding in the community.

Malikah: How has being a Mommy Ambassador helped you grow? Mia: So being a Mommy Ambassador helped me grow as a leader not for myself, but for other mothers. It has helped me grow on my journey as a mother of four, to teach my children the importance of giving back to your community, and helping organizations that represent you and what's important to you. But most importantly, it helped me grow my confidence in myself and believe that my story matters to other Black mothers.

Malikah: How have you contributed to the work of BMBFA and the Mommy Ambassador team during the pandemic?

Mia: First, I continue to be an active member in volunteering while also struggling during the pandemic. I contributed my own breastfeeding story to be posted for the community. During the pandemic, I knew it was important to still be active and volunteer for the mommies in the community that still needed help and still needed to be advocated for. Even though I was struggling with this being a pandemic, and worrying about my children and school. My husband had COVID at the very beginning, so we were all worried for him and worried if we were going to get sick. It was really hard.

Malikah: How has COVID-19 impacted the work of the Mommy Ambassadors?

Mia: We haven't stopped volunteering or advocating, we just do it in a different manner. All our meetings and gatherings have to be virtual, but we still find unique ways to continue BMBFA's work as a supportive team. We can't be in person right now, but that hasn't stopped us from continuing the work and vision of BMBFA.

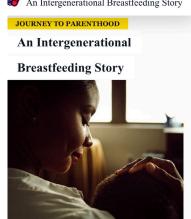
Malikah: Anything else you would like to share?

Mia: BMBFA is such a wonderful organization and I don't think I could give enough back to what they've given to me. It's just phenomenal! At a time in my motherhood where I was not sure of myself, they just gave me everything I needed and it wasn't just breastfeeding. Once you're a part of BMBFA, you're a part of BMBFA!

Can't Stop! Won't Stop!! BMBFA Mommy Ambassadors!!!

Contributions:

- · 5 Black Breastfeeding Week Blogs, Revive, Restore, Reclaim
- · Guest appearance on Pumpspotting Podcast
- · Support the design of the BMBFA B'Right Hub App
- · Volunteered at BMBFA Basic Needs Giveaway
- · An Intergenerational Breastfeeding Story, an editorial published by USA Today Journey To Parenthood
- · Participated in- Virtual Lobby Day with Mothering Justice
- Advisory for the BMBFA Birth & Breastfeeding Leadership Institute
- · Volunteered for the Better Maternal Outcomes Project, Pregnancy Design Team



Malikah Garner, Photo: Courtesy of Malikah Garne

This is an intergenerational infant feeding story of a mother and daughter; Desiree Newkirk and Malikah Garner, both natives of Detroit, MI. The interview unravels a system that has historically failed Black women and babies. There are



ADVOCACY

Influence Institutional Policy

- In partnership with members of the Detroit Better Maternal Outcomes Team, we successfully influenced the amendment of **Henry Ford Hospital's** visitation policy that now allows the presence of a doula at a birth in addition to one other visitor during COVID-19.
- The Michigan Department of Corrections (MDOC) Video Visitation Standards forbade non-incarcerated people from breastfeeding during their video call. The standards went further to define the act of breastfeeding as a sexual activity. In solidarity with policymakers and a host of other concerned community members and partner organizations, a closed letter was sent to MDOC demanding change. In response, MDOC updated their Video Visiting Standards on December 17, 2020, removing any language prohibiting breastfeeding during video visits.

Impact Institutional Knowledge, Behavior, and Attitudes

- Together with staff of Hutzel Women's Hospital, we hosted a Community-based Doula Meet and Greet. Detroit's Community-based Doulas and community members participated in an organized talk with hospital staff (nurses, administration and a midwife). Check out the attendee post-survey responses:
 - 100% better understood the role and scope of a community-based doula
 - 95% strongly agreed or agreed to welcome community-based doulas as a complementary part of maternity care team
 - 95% strongly agreed or agreed that community-based doulas help to increase breastfeeding initiation rates

Address Systems Change

BMBFA is the anchor organization to the **Black Breastfeeding Caucus** (BBC). The 2020 Annual Meeting of the BBC aimed to build the field by mobilizing Black stakeholders to build and strengthen breastfeeding support systems for Black families.

- · 87 attendees
- 91% of attendees strongly agree or agree that the information presented will strongly impact and improve their practice
- · 100% of participants strongly agree or agree that the meeting was well executed

Here's what attendees had to say:

- "It was interesting to learn how the BBC uses content committees to move the organizational mission forward."
- "Being in fellowship with Black women who CARE about Black communities (was a highlight for me.)"
- "I truly enjoyed the keynote speaker, Dr. Gail C. Christopher, and the breakout session with the Community and Family Committee! I learned so much!"

ADDITIONAL CONTRIBUTIONS TO THE FIELD

- Black Breastfeeding Caucus, Anchor Organization
- Black Breastfeeding Week, Co-lead, Co-creator
 - · U.S. Congressional Proclamation for Black Breastfeeding Week
 - 90 registered community level events
 - · 340,000 social media engagement and impressions
 - · Reached 87,000+ Instagram users
- Community-based Doula social media awareness campaign
- Design and develop the BMBFA B'Right Hub, a virtual community for parent clubs
- Keynote Address at the Indiana State Breastfeeding Conference: Envisioning A Breastfeeding-Friendly System 2.0
- USBC Bi-Monthly Coalitions Webinar: Envisioning A Breastfeeding-Friendly System 2.0
- Mother Infant Health & Equity Collaborative presentation: Community Perspective COVID-19
- Michigan State Health Assessment, feedback participant
- · Responded to MDDHS request for public comment on the Michigan Breastfeeding Plan
- · Michigan State University, Career Panel
- Black Maternal Health Week Panelist
 - · Black Mamas Matter Alliance, Centering Black Mamas: In Practice
 - · State Senator, Erika Geiss, Naked Truth by Delivery
 - Mothering Justice, What to Expect When You're Expecting During Covid-19

Committees

- Black Mamas Matter Alliance, Kindred Partner
- Blue Cross Complete, Advisory Council
- First Candle, Safe Sleep Exploratory Study
- Great Start Collaborative Wayne, Home Visiting Local Leadership Group, Authority Health, Motion Coalition
- Wayne County Breastfeeding Coalition
- United States Breastfeeding Coalition, COVID-19 Infant Young Child Feeding Constellation





ACTIVITIES & EVENTS

ACTIVITIES & EVENTS

World Breastfeeding Week

Virtual Community Conversation Facebook Live panel discussion on food security, breastfeeding support, and COVID19! 826 Views

Detroit Joins the Global Big Latch On

Public nursing done virtually.

Community Conversation with State Senator Erika Geiss regarding Senate Bill 965 (Doula Reimbursement)

1,100 Facebook Views

During Black Breastfeeding Week, BMBFA hosted a Virtual All-Year Reunion for Black Mothers Breastfeeding Club. 79 BMBFA Mommies from 2008-2021 were present. Here are a few things they said during their reflections:

"It's amazing to watch BMBFA grow!... I'm glad to see BMBFA still thriving." -Renee P.

"Literally, BMBFA started my career in breastfeeding...you are the driving force that kept me breastfeeding and no matter what, you helped me." -Keva W.

"I'm happy with the way we grow, shift and transition... I am proud of the way BMBFA has changed." -Jayne J.

"I used to enjoy going to every meeting. It was so empowering and encouraging to see Black women, either young or old, whether it was teenage girls or older women, to find themselves and know it was okay to be breastfeeding." -Karessa C.

"Once I came, I was so grateful because I realized how much support we really need outside of our own families and within our communities and how important it is and how it uplifts us being involved in something like that." -Moriah A.

"Having someone to talk to during COVID and on the online sessions [virtual breastfeeding club], has been really helpful. I am a nurse and there are certain things that I have learned [during club] that have not been taught in nursing school." -Jameela M.

"I am so thankful for this group and it has been a blessing." -Marissa B.

Basic Needs Giveaway

Thanks to a generous contribution from the Community Foundation of Southeast Michigan, we distributed 300 bags of essentials including personal care items, household supplies, cold weather gear and baby items to support Detroit women and babies through the COVID-19 pandemic. "There was nothing basic about it," stated one participant.











































Thank you to our countless volunteers and supporters!

FUNDERS

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

- · Community Foundation of Southeast Michigan
- DMC Foundation
- Detroit Economic Growth Corporation

FRIENDS OF BMBFA

2020 Corporate Benefactor

The Bee & the Fox Evenflo Feeding Lactation Network Medela

Dumpen

Pumpspotting Twiniversity

Milky Mama (Krystal Duhaney)

Christine Schubert

Sarah Wells Bags (Sarah Wells)

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Julie Kselman Alice McGlave Savannah Mitchem Sola Morrissey Mary Myers

Asheville Childbirth Education

(Jane OHara) Brittany Proddutur Marion Rice Galford Elizabeth Rehwoldt Mallory Reyes

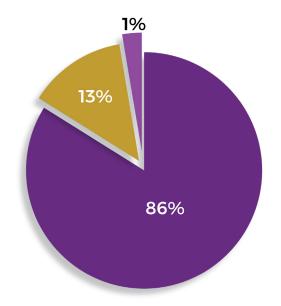
Kessia Reyne Bennett Lauren Rust

Lisa Sapiro
Heather Shaffer
Sara Shields
Lisa Soronen
Lauren Stern
Ashley Weech
Christie Yerks

3.42% 23.44% 9.27% 63.87%

TOTAL REVENUE

	3,896.00
Grants from Foundations	63.87%
Individual & Corporate Contributions	23.44%
Earned Revenue	9.27%
Fundraising Events	3.42%



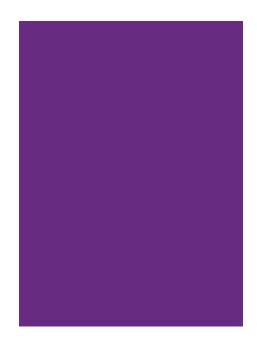
TOTAL EXPENSES

Total Expenses	\$427,321.54
Programs	86%
General & Administration	13%
Fundraising	1%

WHAT TO EXPECT FOR 2021

- · Michigan Community-based Doula Summit
- · Detroit Community-based Doula Taskforce
- · Low Birth Weight Project with 5 healthcare plans











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