

Black Mothers' Breastfeeding Association

invites you to experience



the **Virtual Road Trip:
Birth & Breastfeeding
Conference**

MON, OCT 3 *to* WED, OCT 5, 2022

www.bmbfa.org/conference

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Company Overview

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



Contact information:
19750 Burt Rd., Ste. 205
Detroit, MI 48219
www.BMBFA.org
info@BMBFA.org
(800) 313-6141



WELCOME



October 3, 2022

Dear Attendees,

Welcome to Black Mothers' Breastfeeding Association's 2022 Virtual Road Trip: Birth & Breastfeeding Conference. We are excited to have you join us on this journey throughout the nation's Black birth & breastfeeding experience. Together, we dig deep into the following themes; Disaster Preparedness; Black Founder's Corner; Data, Research & Technology; Breastfeeding Groups & Peer Counselors; and Community-based Doulas.

The Conference aims to unravel the intricacies of cultural and regional nuances of birth and breastfeeding support for Black families. To do so, we have gathered a diverse and esteemed group of experts representing health systems, communities, governmental and public health agencies throughout the 5 regional areas of the United States. Each expert brings an insightful perspective that moves us closer to more satisfying birth & breastfeeding outcomes for Black families.

Thank you to everyone who has supported the development of this conference including our board of directors, staff, families, attendees, volunteers, presenters, producers, supporters and sponsors.

Best,
Wilma Taylor-Costen
Board President

Kiddada Green, MAT
Founding Executive Director

BOARD OF DIRECTORS

{Click each name to read full bio}



WILMA TAYLOR COSTEN

Madame President



VICTORIA WASHINGTON

Treasurer



YOLANDA JACK

Board Member At-large



MALIKAH GARNER

Mommy Ambassador At-Large



TRACY CHAPMAN

Secretary





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Thematic Tracks

Disaster Preparedness

Disasters such as the COVID-19 pandemic, hurricanes, resource hoarding, and the infant formula shortage have had a devastating impact on breastfeeding. Learn how communities are preparing for and managing both the expected and unexpected.

Data, Research & Storytelling

Data, research, and stories are used to develop a deeper understanding of Black maternal-child-health. Describe opportunities for and practical uses of data, research, and stories.

Black Founder's Corner

Many solutions to the alarming crisis in Black maternal-child-health are derived from one's own experiential knowledge. Black founders and creators explain the ways that their companies, products, and innovations improve maternal-child-health outcomes.

Breastfeeding Groups & Peer Counseling

Peer breastfeeding support among people of similar sociocultural backgrounds has been shown to lead to more favorable breastfeeding outcomes. Explore models, practices, and impacts of peer-to-peer breastfeeding support in group and one-on-one settings.

Community-based Doulas

From direct community-based doula care to Medicaid policy implementation and pilots, there has been a growing awareness and demand for doula services. Explore the field of doula work through policy, practice, and advocacy.



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Regional Tracks

Midwest

Michigan, Ohio, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, and Indiana.

Northeast

Pennsylvania, New York, New Jersey, Connecticut, New Hampshire, Rhode Island, Maine, Massachusetts, and Vermont.

Southeast

Colorado, Texas, New Mexico, Oklahoma, Louisiana, and Arkansas.

Southwest

Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, and Mississippi.

West

California, Alaska, Oregon, Idaho, Nevada, Arizona, Hawaii, and Guam.

National



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Conference Agenda

ALL TIMES LISTED IN EST

WELCOME/OPENING REMARKS

12 pm-12:15 pm

Monesha Woods, MA, Dr. Wilma Taylor Costen & Kiddada Green, MAT
Black Mothers' Breastfeeding Association

KEYNOTE SPEAKER

12:15 pm-12:45 pm

Jaye Clement, MPH, MPP
Director of Community Health Programs & Strategies Community
Health, Equity & Wellness | Henry Ford Health

CELEBRITY GUEST

12:45 pm-1:20 pm

Angela Lewis
Birth Village | Founder
Snowfall F/X

VISIT SPONSORS & EXHIBITORS

1:20 pm - 1:30 pm

CONFERENCE SESSIONS

1:30 pm - 2:30 pm

Black Founders Tale All
Kiddada Green, MAT & Monesha Woods, MA | Black Mothers' Breastfeeding Association

VISIT SPONSORS & EXHIBITORS

2:30 pm - 2:45 pm

REST

2:45 pm - 3:15 pm

Guided Meditation
Sokhna Heathyre Mabin

CONFERENCE SESSIONS

3:30 pm - 5:45 pm

Providing Breastfeeding/Postpartum Support for Black Sickle Cell
Birthing Persons in Disaster Preparedness and Response
Adrian Jones | UW Health/March for Moms

Diversifying Birthwork, Improving Breastfeeding Outcomes
Esther McCant, CD, CLC, HBCE | Metro Mommy Agency

4:45 pm - 5:15 pm

It Takes a Village
Emerald Clark, C.B.E. | Team Pink - It Takes a Village

Stories the Body Tells - Honoring Loss into Life
Laurel Gourrier & Danielle Jackson | Birth Stories in Color

5:15 pm - 5:45 pm

MEET-UPS

6 pm - 7:40 pm

Regional Meet-Ups

6 pm - 6:30 pm

Breastfeeding Peer Counselors

6:40 pm - 7:10 pm

Black Founder's Corner

7:10 pm - 7:40 pm

MONDAY OCTOBER 3



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VISIT SPONSORS & EXHIBITORS

10:30 am - 10:45 am

MORNING VIBE - BMBFA PLAYLIST

10:45 am - 10:55 am

Crystal Tennille Irby | Conference Producer

WELCOME

10:55 am - 11 am

Monesha Woods, MA | Conference Host

CONFERENCE SESSIONS

11 am - 2 pm

The CinnaMoms Experience: Elevating Data and Research through
Storytelling

11 am - 12 pm

K'Lynn Mitchell, RDN & Ronietra Stewart, RDN, IBCLC | CinnaMoms - PHFE WIC

Birth & Breastfeeding Institute Info Session

12:15 pm - 12:45 pm

Kiddada Green, MAT & Victoria Reese, MPA, CPC

| Black Mothers' Breastfeeding Association

CDC's Infant and Young Child Feeding in Emergencies (IYCF-E) Toolkit

1 pm - 2 pm

Erica Anstey, PhD, MA, CLC & Lauren O'Connor, MPH, CLC

| Centers for Disease Control (CDC)

The Voice of the Community

Robena Hill, Marya Ferguson, Ahrina Lockett, Tiana Rogers & LaTara Vernor

| Black Mothers' Breastfeeding Association

VISIT SPONSORS & EXHIBITORS

2 pm - 2:15 pm

CONFERENCE SESSIONS

2:15 pm - 2:45 pm

Celebrating and Understanding Community Based Doulas

Eboni Williams, CD & Amber Pendergraph-Leak, CD, CHW, CMA, CLC

| BirthMatters

REST

2:45 pm-3:25 pm

TUESDAY OCTOBER 4

CONT...



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AFTERNOON VIBE - BMBFA PLAYLIST

3:25 pm - 3:30 pm

Crystal Tennille Irby | Conference Producer

ENTERTAINMENT - COMEDIAN

3:30 pm - 4 pm

Shannon Strong

CONFERENCE SESSIONS

11 am - 2 pm

Better Together: Paternal Involvement Aligned with Maternal Child Health Continuum

Kenn Harris | National Institute for Children's Health Quality (NICHQ) & Wesley Bugg | Reaching Our Sisters Everywhere (ROSE) & Reaching Our Brothers Everywhere (ROBE)

Building an Infrastructure for Infant Nutrition Security

5:30 pm - 6 pm

Amelia Psmythe Seger | U.S. Breastfeeding Committee (USBC)

Navigating Category 4s during Covid: Lessons Learned about Infant

Feeding During Emergencies in Louisiana from Hurricanes Laura & Ida

Tyra Gross, PhD, MPH | Xavier University of Louisiana & Malaika Ludman | Birthmark Doulas

Magical Milk: Why Representation Matters in Children's Books

Nasheeda Pollard, MPH, IBCLC | Lactation Goddess

BMBFA BOARD OF DIRECTORS - MEET & GREET

6:15 pm - 7:15 pm

Black Mothers' Breastfeeding Association Board of Directors

MEET-UPS

7:30 pm - 8 pm

Themed Tracks

Birthworker/Doula

TUESDAY OCTOBER 4 CONT.



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VISIT SPONSORS & EXHIBITORS	10:30 am - 10:45 am
MORNING VIBE - BMBFA PLAYLIST	10:45 am - 10:55 am
Crystal Tennille Irby Conference Producer	
WELCOME	10:55 am - 11 am
Monesha Woods, MA Conference Host	
CONFERENCE SESSIONS	11 am - 1 pm
Building a Model of Care that Reduces Maternal Mortality by Recognizing the Full Value of Lactation Consultants, Birthworkers and Allied Health Professionals	11 am - 11:30 am
Melissa Hanna, JD, MBA Mahmee	11:45 am - 12:15 pm
Impact of Racism and Discrimination on Health Outcomes for Pregnant Black Women	12:30 pm - 1 pm
Celestine Ofori-Parku University of California, San Francisco	
Healthy Start Supplement: Community-Based Doulas	
Rochelle Logan DrPH, MPH, CHES & Simone Esho, MPH Health Resources and Services Administration (HRSA)	
VISIT SPONSORS & EXHIBITORS	1 pm - 1:15 pm
CONFERENCE SESSIONS	1:15 pm - 2:15 pm
Breastfeeding Education, Support, and Promotion: Pennsylvania's Story	
Dottie Schell, BS, RN, CLC, CBE & Devon Gillinger, MPH, CHES, CLC PA Chapter American Academy of Pediatrics	
Making Connections: Breastfeeding Peer Support in Community, Clinical, and Virtual Space	
Kiddada Green, MAT & Erica Davis Black Mothers' Breastfeeding Association	
ENTERTAINMENT - DJ	2:15 pm - 3:15 pm
DJ Rere	
BLACK BREASTFEEDING CAUCUS - MEET & GREET	3:30 pm - 5 pm
Black Breastfeeding Caucus Committee Co-chairs	
CLOSING CEREMONY	5:15 pm - 5:30 pm
Kiddada Green, MAT & Monesha Woods, MA Black Mothers' Breastfeeding Association	
CONFERENCE REFLECTIONS/CONNECTIONS	6 pm - 7 pm
Crystal Tennille Irby Conference Producer	



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Speakers

{Click each name to read full bio}



[Erica Anstey, PhD, MA, CLC](#)

Center for Disease Control
and Prevention (CDC)



[Wesley Bugg](#)

Reaching Our Sisters Everywhere (ROSE) &
Reaching Our Brothers Everywhere (ROBE)



[Emerald Clark, C.B.E.](#)

Team Pink - It Takes a Village



[Erica Davis](#)

Black Mothers'
Breastfeeding Association



[Simone Esho, MPH](#)

Health Resources and
Services Administration (HRSA)



[Devon Gilling, MPH, CHES, CLC](#)

PA Chapter American Academy
of Pediatrics



[Laurel Gourrier](#)

Birth Stories in Color



[Kiddada Green, M.A.T.](#)

Black Mothers'
Breastfeeding Association



[Tyra Gross, PhD, MPH](#)

Xavier University of Louisiana



[Melissa Hanna, JD, MBA](#)

Mahmee



[Kenn Harris](#)

National Institute for Children's
Health Quality (NICHQ)



[Robena Hill](#)

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Danielle Jackson

Birth Stories in Color



Adrian Jones

UW Health/March for Moms



Rochelle Logan,
DrPH, MPH, CHES

Health Resources and
Services Administration (HRSA)



Malaika Ludman, MPH, CLC

Birthmark Doulas



Esther McCant,
CD, CLC, HBCE

Metro Mommy Agency



K'Lynn Mitchell, RDN

CinnaMoms - PHFE WIC



Lauren O'Connor, MPH, CLC

Center for Disease Control
and Prevention (CDC)



Celestine Ofori-Parku

University of California,
San Francisco



Amber Pendergraph-Leak,
CD, CHW, CMA, CLC

BirthMatters



Nasheeda Pollard, MPH, IBCLC

Lactation Goddess



Amelia Psmythe Seger

U.S. Breastfeeding Committee
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Dottie Schell, BS, RN, CLC, CBE

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{Click each name to read full bio}



[Ronietra Stewart, RDN, IBCLC](#)

CinnaMoms - PHFE WIC



[Eboni Williams, CD](#)

BirthMatters



[Monesha Woods, M.A.](#)

Black Mothers'
Breastfeeding Association

Black Mothers'
Breastfeeding Association

birth & breastfeeding

LEADERSHIP INSTITUTE

*"For more than 2 years,
we have worked with a diverse group
of Black leaders and families to
develop an institute centering
the Black experience in birth,
breastfeeding & leadership.
We look forward to sharing that
expert knowledge with you."
-Kiddada Green,
Founding Executive Director,
Black Mothers'
Breastfeeding Association*




Black Mothers'
Breastfeeding
Association's **Birth &
Breastfeeding
Leadership Institute**
is a virtual national
leadership
development program
designed to advance
community-level
leadership for racial
justice and equity in
maternal-child-
health.*

APPLY TODAY!

Deadline: October 7, 2022

 institute.bmbfa.org/apply

 institute@bmbfa.org

 (800) 313-6141

 institute.bmbfa.org/faq

Supported by



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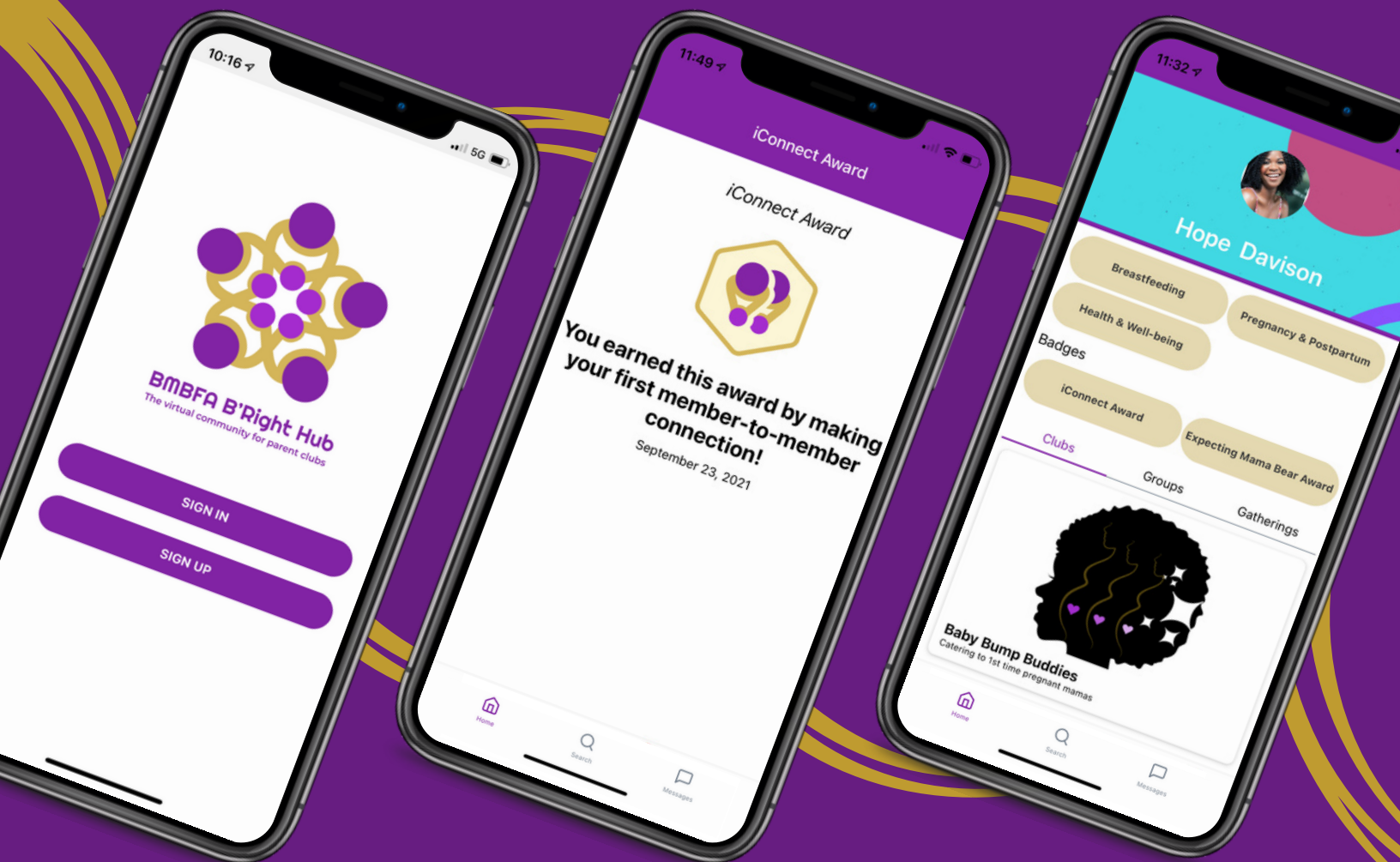
BMBFA B'Right Hub



BMBFA B'Right Hub
The virtual community for parent clubs

The Virtual Community
for Parent Clubs

 Google Play  App Store
brighthub.bmbfa.org



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HELP US SUPPORT BLACK MAMAS & BABIES

Create a Facebook
fundraiser today!

1

Visit

[Facebook.com/Fundraiser](https://www.facebook.com/Fundraiser)

2

Select "non-profit" and
search for Black Mothers'
Breastfeeding Association

3

Click "CREATE" and share
with family and friends!

Or visit
[www.facebook.com/
fund/BMBFA](https://www.facebook.com/fund/BMBFA)

THANK YOU FOR YOUR
GENEROSITY!



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HENRY FORD HEALTH

Women's Health

Our certified-nurse midwives (CNMs) do more than deliver babies. From puberty to menopause, they offer a full range of services known as "well-woman gynecology," along with a commitment to provide care that uniquely meets the individual needs of each patient. Our midwives practice at Women's Health clinic locations and hospitals throughout Henry Ford locations in Southeast Michigan.



Find a provider:
Detroit or Southeast Michigan Patients: (248) 661-6425



HENRY FORD HEALTH

Women's Health

Call 313.916.8999 to join
group prenatal care in a
convenient central Detroit
location:

DETROIT

Henry Ford Medical Center
New Center One
3031 W. Grand Blvd

WIN NETWORK



Henry Ford's Women's Health and Women-Inspired Neighborhood (WIN) Network: Detroit are partnering to deliver your prenatal care in a group setting with women due around the same time as you. WIN Network: Detroit connects African American women ages 18-45 with a web of support to deal with stress, pregnancy, infant care, family planning, and personal goals.



where women and families thrive



WINnetworkDetroit.org



313.916.8999



WIN Network Detroit



@WINNDetroit



WINNDetroit

Funding for this project comes from Henry Ford Health System, General Motors, Billi Shelden, and The Gail & Lois Warden Endowment on Multicultural Health.

Protect,
Promote, &
Support
Breastfeeding
in Michigan



Michigan.gov/Breastfeeding

Michigan.gov/MIHEIP



**MATERNAL INFANT
HEALTH & EQUITY**

TOGETHER, SAVING LIVES

**The Michigan
Breastfeeding
Plan
2021 - 2024**

MDHHS Division of Maternal and Infant Health
is proud to partner with
The Black Mother's Breastfeeding Association
to improve health outcomes
for moms and babies in Michigan



Michigan.gov/Breastfeeding

State Breastfeeding promotion works to connect all Michigan families to the lactation education and support needed to achieve their goals. MDHHS is dedicated to dismantling systemic racism and oppression that contributes to breastfeeding disparities.



Michigan's Safe Sleep Program

Good night. Sleep tight. Sleep safe.

Learn more about the safest way for babies to sleep.



Michigan.gov/SafeSleep

The Infant Safe Sleep program provides resources, training, and support aimed at eliminating disparities and preventable deaths.



WIC Warmline

833-MIWICBF
(833-649-4223)

Michigan.gov/WIC

WIC provides healthy foods, nutrition education, breastfeeding support and referrals to other community programs. WIC has breastfeeding peer counselors to provide mom-to-mom support and answer questions.



Maternal Infant Health Program MIHP

Michigan.gov/MIHP

The [Maternal Infant Health Program](https://Michigan.gov/MIHP) (MIHP) is an evidence-based home visiting program for pregnant people and families with infants. If you are pregnant or have an infant with Medicaid insurance, you are eligible!



Michigan's Family Planning Program

[Find a Family Planning Clinic \(michigan.gov\)](https://Michigan.gov/FamilyPlanning)

The Michigan Family Planning Program provides access to high-quality reproductive health care services, such as birth control, STI testing, and cancer screenings at low or no cost. Services are confidential. To schedule an appointment, [find the nearest clinic!](https://Michigan.gov/FamilyPlanning)





Medela Family™

- Personalized Advice You Can Trust
- Test New Medela Products
- Exclusive Perks and Discounts
- VIP Customer Care



Join Medela Family Today!*

www.medela.us/breastfeeding/medela-family

*This program is only available in the United States.

Silicone Breast Milk Collector



Double leak-proof
stopper and lid



Clip-on lanyard



Secure suction base

Make every drop count





Molina Healthcare of Michigan

is proud to support the
Black Mother's Breastfeeding Association
and their mission to optimize the birth &
breastfeeding experiences of Black families
throughout the nation.

MolinaHealthcare.com



MomsRising is excited to join the Black Mothers' Breastfeeding Association Virtual Road Trip

**IN SUPPORT OF
BLACK FAMILIES IN
THEIR BIRTH AND
BREASTFEEDING
JOURNEYS!**

Join us and advocate
for public policies that
support breastfeeding
and chestfeeding families!



MomsRising.org
MamásConPoder.org



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2022 Conference Planning Committee

Erica Davis

Kiddada Green

Robena Hill

Avonlea Rickerson

Taylor Mobley

Crystal Tennille Irby

Iman Traore

Monesha Woods

