BREASTFEEDING IN THE AFRICAN-AMERICAN COMMUNITY

GRASSROOT INNOVATION AND BEST PRACTICES MODELS

Sherry L. Payne MSN RN IBCLC
WHAT DOES THE LITERATURE SAY?
Findings: African-American women report
• Receiving less prenatal advice from their healthcare providers regarding breastfeeding
• Less breastfeeding education and support from healthcare providers in community and hospital settings
• Discriminatory behaviors and failure to listen to their concerns leading to feelings of distrust
• Perceived lack of information about breastfeeding

REASONS FOR EARLY BREASTFEEDING CESSATION

- Return to work or school
- Limited social support
- Early return to work
- Unsupportive workplace
- Pain and difficulty associated with breastfeeding
- Comfort and trust in formula
- Perceptions of poor milk supply
- Embarrassment with public breastfeeding
PROTECTIVE FACTORS FOR AFRICAN-AMERICAN WOMEN

- Intrinsic motivation
- Familial history of breastfeeding
- Feelings of self-efficacy in breastfeeding
- Home visits or phone telephone support by nurse or peer supporter
- Baby-Friendly hospitals
RECOMMENDATIONS

- Culturally specific research and interventions—a social and ecological approach to African American breastfeeding research that examines the intersections of macrolevel factors, including media, welfare reform, hospital and government policy, and microlevel factors that include family, community, the workplace, and personal beliefs.

- A need to understand breastfeeding from an African-American perspective—missing from the literature is a description of how African American women successfully negotiate breastfeeding within their daily lives, and that is not shadowed by White privilege, power, and normative assumptions.

- Seek interventions that are tailored to the specific breastfeeding concerns and needs of African American women, their families, and communities.
AFRICAN-AMERICAN WOMEN AND BREASTFEEDING

Barbara L. Philipp and Sheina Jean-Marie

RECOMMENDATIONS FROM THE REPORT

1. The culture needs to change.
2. Hospital practices and systems need to change.
3. Healthcare professionals need training on the basics of lactation, breastfeeding counseling, and lactation management.
4. Maternity leave policies should be extended to better support new families.
5. Health insurance should cover lactation needs.
Work to increase the number of racial and ethnic minority IBCLCs to better mirror the U.S. population. Racial and ethnic minority communities tend to be underserved by lactation consultants. More students from these communities could be trained in human lactation to increase careers in lactation consultation. Area Health Education Centers could be encouraged to establish community-based training sites in lactation services.

CURRENT RANKS OF IBCLCS

- According to the IBLCE website, there are 26,660 IBCLCs in 96 countries around the world.
- 13,848 are in the United States (roughly half).
- Racial categories are not currently tracked by IBLCE.
- Most IBCLCs are Caucasian, registered nurses or registered dietitians, female, and tend to be older rather than younger.
<table>
<thead>
<tr>
<th></th>
<th>IBCLC%</th>
<th>Population %</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>87.1</td>
<td>63.4</td>
</tr>
<tr>
<td>Black</td>
<td>1.6</td>
<td>12.3</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4.7</td>
<td>14.7</td>
</tr>
<tr>
<td>Asian</td>
<td>1.4</td>
<td>5.0</td>
</tr>
<tr>
<td>Native American</td>
<td>0.8</td>
<td>5.0</td>
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</tbody>
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CURRENT RANKS OF CLCS

- CLC are Certified Lactation Counselors
- CLCs are often used to bridge the gap between PCs and IBCLCs
- CLCs now outnumber IBCLCs
- There is greater diversity in their ranks (12% AA, 5.5% Latina)
- There is a gap between the CLC credential and the IBCLC credential that is not easily breached, especially for those not holding a healthcare related degree or any degree
We seek policy interventions that truly address the root causes that are linked to breastfeeding outcomes, especially lower rates for women of color. We know that no single policy alone can dismantle structural inequity. This takes reform, including diversification of the medical sector and those providing services, as well as changes to and better implementation and promotion of existing policies like the ACA breastfeeding provisions. But it also takes transformation, including directing funding streams to challenge all barriers at the neighborhood level. We therefore need a variety of policy and practice interventions that support women and communities of color to truly achieve higher breastfeeding rates for all mothers.
COMMUNITY INNOVATORS
ROSE Community Transformers (breastfeeding peer educators)
Breastfeeding League in a Kindred Setting (B-LINKS)
ROSE Annual Breastfeeding Summits
www.breastfeedingrose.org
ROSE MASTER TRAINERS

- A collaboration between Linda Smith and ROSE
- Train IBCLCs of Color from around the country to teach the 45 Hour IBCLC Exam Prep Course
- Each ROSE Master Trainer is required to provide 20 scholarships to candidates of color to take the course
KIDDADA GREEN – BLACK MOTHER’S BREASTFEEDING ASSOCIATION / DETROIT MI

- Mother Nurture Lactation College
- Black Mother’s Breastfeeding Club™
- http://blackmothersbreastfeeding.org
The organization aims to promote wellness and reduce health disparities. MEW engages the community, and particularly churches, to provide health education, information and resources.

- A More Excellent Way Community Baby Showers
- http://www.mewpeers.org
RESOURCES
FREE TO BREASTFEED- BOOK

- Written by Anaya Sangodele-Ayoka and Jeanine Logan

- Stories of African-American women about their breastfeeding experiences in their own voices
This project will benefit others in the breastfeeding community as a case study of how digital and social media can be used to build online communities of support.

http://www.theafricanamericanbreastfeedingproject.com/new-page/
TEACH ME HOW TO BREASTFEED - TEACHING VIDEO - OAKLAND CA

https://www.youtube.com/watch?v=SZ3QO-7h4YA\
KATHY BARBER BS, CLEC- AUTHOR / BALTIMORE MD

- The Black Woman's guide to Breastfeeding: The Definitive Guide to Nursing for African-American Mothers
- Lactation Management: Strategies for Working with African-American Moms
- Founder of the (now defunct) African-American Breastfeeding Alliance
- http://www.amazon.com/Kathi-Barber/e/B001JS1XL2
IT'S ONLY NATURAL- CENTERS FOR DISEASE CONTROL

- A website created specifically for African-American mothers by the CDC
- Addresses issues specific to the Black community
- Normalizes breastfeeding behavior and discussion for communities of color

http://www.womenshealth.gov/itsonlynatural/index.html
BLACK BREASTFEEDING WEEK - AUGUST 25-31, 2015

- Started in 2013 by Kimberly Seals Allers, Kiddada Green, and Anayah Sangodele-Ayoka,

- Read http://blackbreastfeedingweek.org/
- https://www.facebook.com/BlackBreastfeedingWeek
BLACK MOM’S BREASTFEEDING SUPPORT GROUP

- Online breastfeeding support community
- Moderated by Stacy Daniels, Shlonda Brown Smith and Domique Gallo
- National in scope and reach
- 3,517 Members
http://mochamanual.com/bb/

Kimberly Seals Allers - creator of Mocha Manual for African-American mothers

Offers a Black lens on breastfeeding
January/February 2015 issue is on Breastfeeding Equity

- Pandora’s Box Is Already Open: Answering the Ongoing Call to Dismantle Institutional Oppression in the Field of Breastfeeding
- Creating a Culture of Breastfeeding to Reduce Disparities
- Lessons Learned from African American Women who Breastfeed
Organizational Self Assessment

This questionnaire should raise organizational awareness, start focused conversations, contribute to the development of equity action plans and let you begin to track organizational change toward racial equality.”

http://www.aecf.org/m/resourcedoc/aecf-RACEMATTERSorgselfassessment-2006.pdf
Cultural competence in a multicultural world

- Section 1. Understanding Culture and Diversity in Building Communities
- Section 2. Building Relationships with People from Different Cultures
- Section 3. Healing from the Effects of Internalized Oppression
- Section 4. Strategies and Activities for Reducing Racial Prejudice and Racism
- Section 5. Learning to be an Ally for People from Diverse Groups and Backgrounds
- Section 6. Creating Opportunities for Members of Groups to Identify Their Similarities, Differences, and Assets
- Section 7. Building Culturally Competent Organizations
- Section 8. Multicultural Collaboration
- Section 9. Transforming Conflicts in Diverse Communities
- Section 10. Understanding Culture, Social Organization, and Leadership to Enhance Engagement
- Section 11. Building Inclusive Communities

http://ctb.ku.edu/en/table-of-contents/culture/cultural-competence
QUESTIONS?

- How would antiracism training help your organization?
- Which of these innovations would you like to see replicated in your community?
- State what you will do differently as a result of this information
CONTACT INFORMATION

Sherry L. Payne MSN RN CNE IBCLC
Executive Director, Uzazi Village
Kansas City, MO

www.uzazivillage.com
sherry@uzazivillage.com
www.lactspeak.com/sherrypayne
913-638-0716