2019 Racine Breastfeeding Summit Report
Breastfeeding Friendly Racine

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March 2019
The Racine Kenosha Community Action Agency, Inc. (RKCAA), Racine LIHF Project (referred to as the Collaborative)’s mission is to reduce African American infant mortality and improve the health and well being of African American women, children and families in the Greater Racine community. The Collaborative’s vision is to serve as a driving force for change that connects resources, organizations and individuals to those most affected. The Collaborative will impact not only the African American infant mortality rate but also the quality of life for all in Racine, Wisconsin.

The Collaborative has had great success with its breastfeeding work. One identified strategy of the Collaborative is to increase by 10% the number of black families attempting to breastfeed. Breastfed babies are less likely to die before their first birthday. Breastfeeding Friendly Racine is an initiative to ensure families are supported by increasing the number of breastfeeding advocates while informing families about breastfeeding friendly locations.

**Outcomes**
- Hosted certified lactation counselor (CLC) 5-day training, this provided three scholarships to the Racine community to participate in 2017
- Hired a Breastfeeding Advocate in 2018
- Observed a significant increase in breastfeeding initiation for black infants
- Published a breastfeeding commentary in the Journal Times during Breastfeeding Awareness Month, 2018
- Sponsored the first ever Breastfeeding Summit in the Racine community that brought together health professionals from Racine, Kenosha, Madison, Milwaukee, and various locations in Illinois.
- Presented information on the need for a Breastfeeding Friendly campaign in Racine to the City of Racine Affirmative Action Human Rights Commission Committee, 2019

According to the needs of the community and survey results from the annual Baby Expo, the Collaborative organized a Breastfeeding Summit for providers to share information on best practices and increase breastfeeding rates in Racine. The Breastfeeding Summit was held Tuesday, February 5, 2019 at Gateway Technical College, from 8:00 am to 1:00 pm and Kiddada Green, MAT-Founding Executive Director Black Mothers’ Breastfeeding Association from Detroit, MI was the keynote speaker.

**Kiddada Green** is an internationally renowned thought leader. As the founding executive director of Black Mothers’ Breastfeeding Association (BMBFA) she purposefully uses her platform to reduce racial inequities in breastfeeding support for black families. Ms. Green’s innovations in the field are immense. She is responsible for spearheading the formation of the Black Breastfeeding Caucus, and co-creating both Mommy-Friendly Detroit and Black Breastfeeding Week. Ms. Green has attracted worldwide audiences with presentations for both GOLD Learning and iLactation. Her work has been published internationally in *Breastfeeding Medicine, The Official Journal of the Academy of Breastfeeding Medicine*. As an avid learner, Ms. Green is a proud esteemed member of the inaugural class of the W.K. Kellogg Foundation.
**Event Schedule:**

- 8:00-8:30AM Coffee/Networking
- 8:30AM Summit Begins
- 8:30-9:00AM Opening Speaker
- 9:00-10:00AM Keynote Speaker - Kiddada Green, MAT-Founding Executive Director
- 10:00-10:15AM BREAK
- 10:15-11:00AM Expert Panel Presentation/Discussion
- 11:00-11:45AM Facilitated Session on Breastfeeding Friendly Racine
- 11:45-12:15PM Closing Speaker
- 12:15-1:00PM Networking LUNCH
- 1:00PM Summit Concludes

**Marketing**

The Collaborative invested in marketing “Breastfeeding Friendly Racine” using traditional methods such as billboards and social media, a common and low cost tool to increase exposure. The Collaborative marketed its breastfeeding efforts through five billboards strategically placed in five areas in 53403 with a total impression count of 182,070 over four-weeks. Post event, earned media occurred through the Racine Mirror and Insider News Racine, two local periodicals.

*Figure 1. Breastfeeding Friendly Racine Billboards- samples*
South Marquette Street/South of 8th Street

Douglas Avenue/North of Goold Street
Racine Street/North of 21st Street

800 S. Memorial Drive/North of 9th Street
Racine Kenosha Community Action Agency, Inc. (RKCAA) continued its efforts to reduce infant mortality and promote breastfeeding, by hosting a half-day Breastfeeding Summit on February 5, 2019 at Gateway Technical College. The Breastfeeding Summit provided an opportunity to hear from experts on breastfeeding and engage professionals such as health/lactation specialists and breastfeeding supporters/advocates. This event also enabled participants to engage in discussions regarding a Breastfeeding Friendly Racine. Fifty-two professionals attended the event to help RKCAA identify promising practices to encourage more women of color to breastfeed. If you would like to get involved with Breastfeeding Friendly Racine, please call RKCAA or visit our website at www.RKCAA.org.
There were 52 attendees (47 providers, 4 staff, and 1 keynote speaker) of which 49 were female and 3 male. 36 of the providers completed the evaluation survey (70.5 response rate). The racial and ethnic composition was seven African American, nineteen White, three Latinx/Hispanic, one Asian, and six Other/No Response. Attendees heard about the Breastfeeding Summit mostly from an email or through work/manager/instructor. Participants rated the Breastfeeding Summit as either Good or Excellent, 45 percent rated it ‘Excellent’, and 53 percent rated the Summit ‘Good.’ The majority of attendees provide direct breastfeeding support through their work. Participants offered a wide range of services, from childcare providers, Doulas to Massage Therapists. The greatest service represented was Health Educator/teen workers (n=6) followed by Certified Lactation Consultants (CLC, n=5). There were a number of student nurses (n=8), two Doulas, one Nursing Instructor, one Nurse Midwife. Participants often held multiple roles in community work (e.g. Doula, nurse, educator).

Table 1. and Chart A- Breastfeeding Summit- Survey Results- Services provided by attendees

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>CLC</td>
<td>5</td>
</tr>
<tr>
<td>Teen worker/ health educator</td>
<td>5</td>
</tr>
<tr>
<td>Home visitor</td>
<td>4</td>
</tr>
<tr>
<td>Advocate</td>
<td>3</td>
</tr>
<tr>
<td>Hospital based clinician</td>
<td>3</td>
</tr>
<tr>
<td>Nurse</td>
<td>3</td>
</tr>
<tr>
<td>Prenatal case manager</td>
<td>3</td>
</tr>
<tr>
<td>Student nurse</td>
<td>3</td>
</tr>
<tr>
<td>Doula</td>
<td>2</td>
</tr>
<tr>
<td>Milk banking</td>
<td>2</td>
</tr>
<tr>
<td>WIC</td>
<td>2</td>
</tr>
<tr>
<td>Legal assistance</td>
<td>1</td>
</tr>
<tr>
<td>Massage Therapist</td>
<td>1</td>
</tr>
<tr>
<td>Nurse Midwife</td>
<td>1</td>
</tr>
<tr>
<td>Nutritionist</td>
<td>1</td>
</tr>
</tbody>
</table>

* In some cases surveyed attendees have dual professions/jobs
Attendees were surveyed about common barriers; they noted: lack of family support as the top barrier (n= 9). This includes lack of examples in the family and overall support to breastfeed. False information including myths and misinformation from undefined sources was tied with mom-baby issues (n=7). The latter includes latch, supply, pain, and infant tongue-tie. Perception was noted as a barrier; this includes culture, formula use, and sexualizing breastfeeding.

**Table 2. and graph B- Breastfeeding Summit- Barriers identified by attendees**

| Lack of family support | 9 |
| False information to moms | 7 |
| Mom-baby issues | 7 |
| Postpartum transition | 6 |
| Unsupportive medical staff | 5 |
| Perception | 4 |
| Formula companies | 3 |
| Workplaces | 3 |
| Public breastfeeding | 3 |
| Paid maternity leave | 3 |
| Overall lack of support for Black moms | 1 |
| Digital world takeover | 1 |
| Transportation | 1 |
Future topics of interest were identified by attendees; they included: ideas for father and family involvement, policy and advocacy ideas, current best practices, and identifying existing mother specific groups in the community. One hundred percent of attendees ‘believe in breastfeeding’ encourage breastfeeding and believe that breastfeeding is becoming more common. The Collaborative also wanted to know if attendees were breastfed as babies to assess generational trends. Half of attendees reported being breastfed as a baby.

The breakout session resulted in rich information about moving Racine’s breastfeeding friendly work forward. Participants were organized into six groups. The results were dubbed “Elements of a Breastfeeding-Friendly System” and organized into three areas of focus:

- Community Voice, Leadership and Civic Engagement
  - Honorable Policies, Practices and Attitudes
    - Accountability

*High Priority Concerns

Lack of family support*
False information to moms
Mom-baby issues*
Postpartum transition
Unsupportive medical staff
Perception*
Formula companies

Figure 4: Elements of a Breastfeeding-Friendly System Graphic
Results from the Facilitated Breakout Session on Breastfeeding Friendly Racine

**Group 1**
- Education in a small classroom setting for teen parents and families including home visits to connect the families to resources
- Implemented lactation rooms in the school district for students and staff
- Always follow up with families to ensure their needs were met
- Collaborating with Prenatal Care Coordination
- Start allowing/pushing for after-hours/weekend communications with breastfeeding moms postpartum to help fill the after hospital gap

**Group 2**
- Centering Pregnancy
- Breastfeeding option on Child and Adult Care Food care Program form
- Statistical tracking

**Group 3**
- Providing a location for breastfeeding mothers to get the resources needed and have community engagement events
- Respect moms by introducing self and offer assistance when able and just be present
- Networking and building relationship’s to partner up and facilitate change

**Group 4**
Community
- Providing home visits prenatal and postpartum
- Works with University of Wisconsin - Milwaukee Psychology Department doing research

Policies, Practices, Attitudes
- Continuous Quality Improvement project on implementing breastfeeding education prenatally

Accountability
- Meet with moms weekly until six months
- Keeping visits with mom and providing follow up call

Group 5
- Education at religious events
- Community breastfeeding awards
- Community baby showers twice a year
- Breastfeeding law to protect mothers would help

Group 6
- As Licentiate in Midwifery (LM) we do provide honorable policies, practices and attitudes by listening to mothers, honoring time with appointments, honoring autonomy in decision-making and birth/breastfeeding, providing 24 hours on-call availability, meeting women where they are, providing family-centered care, continuing education and personal development

The keynote speaker facilitated the breakout sessions and emphasized the need to respect the people/families we collect information from, by reporting back to the community on what was learned from the information collected.

Next steps...

The Collaborative will seek additional funds to continue the efforts of a Breastfeeding Friendly Racine as there is mounting interest and energy around this topic as a means of increasing health outcomes for Black parents and children.