

Wednesday Webinar: October 2018

Advancing Equity in Breastfeeding and Our Communities

Presented by

Andrea Serano, CLC, IBCLC

Program Director of Reaching Our Sisters Everywhere (ROSE)

Press *6 to mute your line, #6 to unmute. Please do not press hold.
You can use the chat box for questions during the presentation.

Facilitator: Paige Beliveau, MA – Research Assistant

Upcoming CHAMPS 4-Hour Clinical Skills Trainings

- (4- hour) Merit Health Natchez — Tuesday, October 23rd (morning)
- (4- hour) UMMC Grenada — Friday, November 2nd (morning and afternoon)

Trainings are open to all CHAMPS hospitals and CHAMPS community partners. You can register for the trainings at CHEERequity.org/trainings



Upcoming Wednesday Webinars

Webinars are held in collaboration with the Mississippi State Department of Health and are scheduled on Wednesdays from 12-1p CST

Fall 2018 Schedule

- **November 7th:** *Safe Formula Preparation: When to Talk About It and Who Needs It*
 - *Presented by CHAMPS Hospitals and Laura Burnham, MPH, CHEER Project Manager*
- **December 5th:** *BFUSA Discusses Updates to the Ten Steps*
 - *Presented by Baby-Friendly USA*

ALL ARE WELCOME TO ATTEND! For log-in information, visit:
<http://www.cheerequity.org/webinars.html>

Slides and recordings of all past webinars are posted on CHEERequity.org



If there are topics you would like covered, please email CHAMPSbreastfeed@gmail.com or talk to your CHAMPS hospitals coach about your ideas.

Advancing Equity in Breastfeeding and Our Communities

Andrea Serano, CLC, IBCLC
Program Director,
Reaching Our Sisters Everywhere



Mission

Reaching Our Sisters Everywhere (ROSE) is a member network founded to address breastfeeding **inequities** among people of color nationwide through culturally competent training, education, advocacy, and support. With a focus on increasing breastfeeding initiation and duration rates, ROSE seeks to normalize breastfeeding by serving as a catalyst that provides resources and networking opportunities for individuals and communities.





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YOU ARE MAKING A DIFFERENCE



KNOWLEDGE IS A POWER MEANT
TO BE SHARED

What do we see in our communities?



Call to Action

Use your state's data to:

- help tell the story of breastfeeding practices and support
- monitor progress and celebrate state successes
- begin building more comprehensive state profiles that capture the landscape of breastfeeding support
- identify opportunities for growth and improvement in maternity care practices

Healthy People 2020 Objectives		Target	Current Rates*
MICH**-21.1	Increase the proportion of infants who are breastfed: Ever	81.9%	83.2% ✓
MICH-21.2	Increase the proportion of infants who are breastfed: At 6 months	60.6%	57.6%
MICH-21.3	Increase the proportion of infants who are breastfed: At 1 year	34.1%	35.9% ✓
MICH-21.4	Increase the proportion of infants who are breastfed: Exclusively through 3 months	46.2%	46.9% ✓
MICH-21.5	Increase the proportion of infants who are breastfed: Exclusively through 6 months	25.5%	24.9%
MICH-22	Increase the proportion of employers that have worksite lactation support programs.	38.0%	49.0% ✓
MICH-23	Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.	14.2%	17.2%
MICH-24	Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies.	8.1%	26.1% ✓

2018 Breastfeeding Report Card

State/Territory	Ever breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding through 3 months	Exclusive breastfeeding through 6 months	Breastfed infants receiving formula before 2 days of age	Live births occurring at Baby-Friendly facilities, 2018
US National ⁶	83.2	57.6	35.9	46.9	24.9	17.2	26.1
Mississippi	63.2	35.4	18.3	28.2	13.0	25.1	12.5

Mississippi	52.0	23.9	11.3	21.4	9.3
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2016 Report Card

Mississippi	61.5	28.9	10.0	28.8	10.1
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2014 Report Card

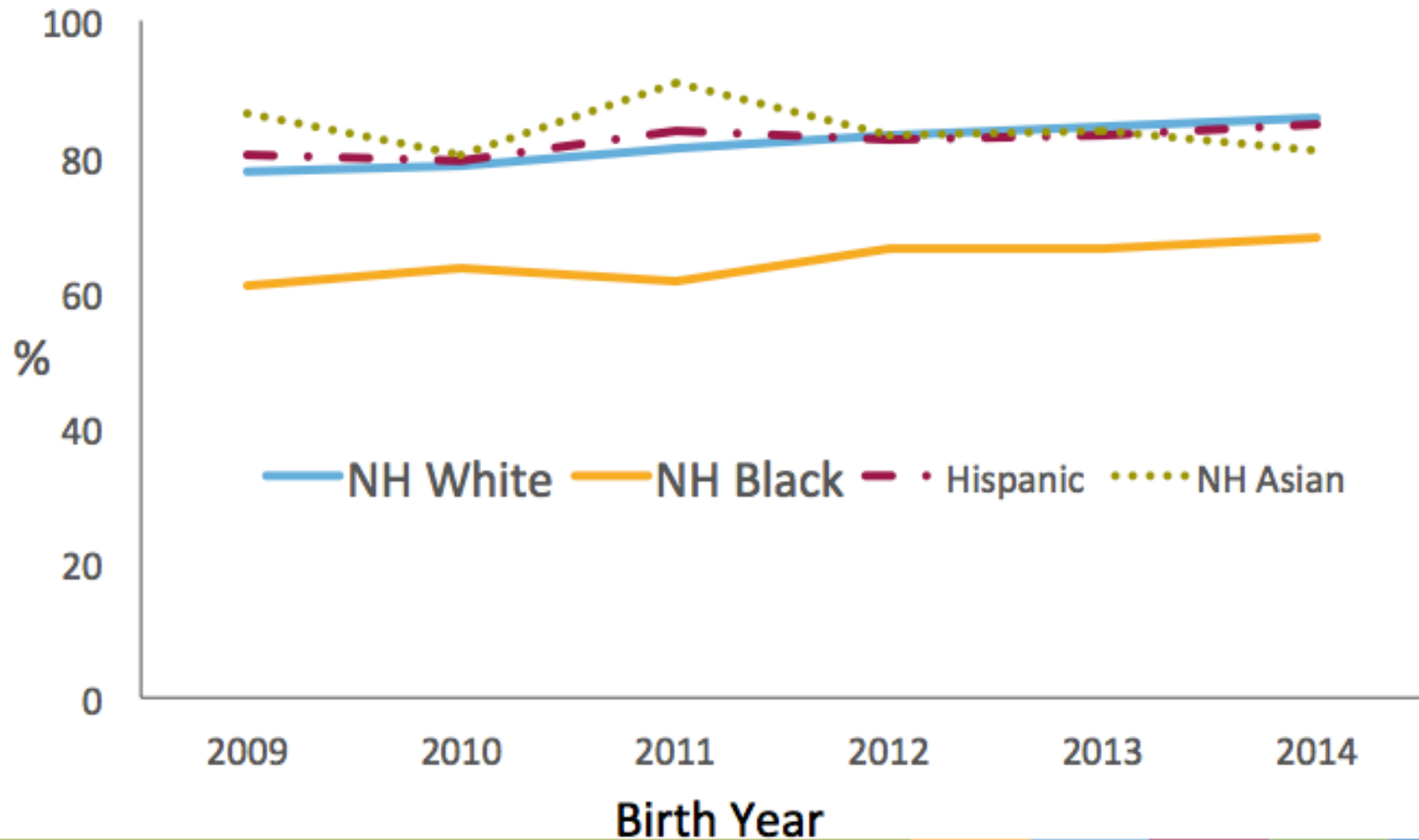
Mississippi	50.5	19.7	9.1	17.0	5.1
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2013 Report Card

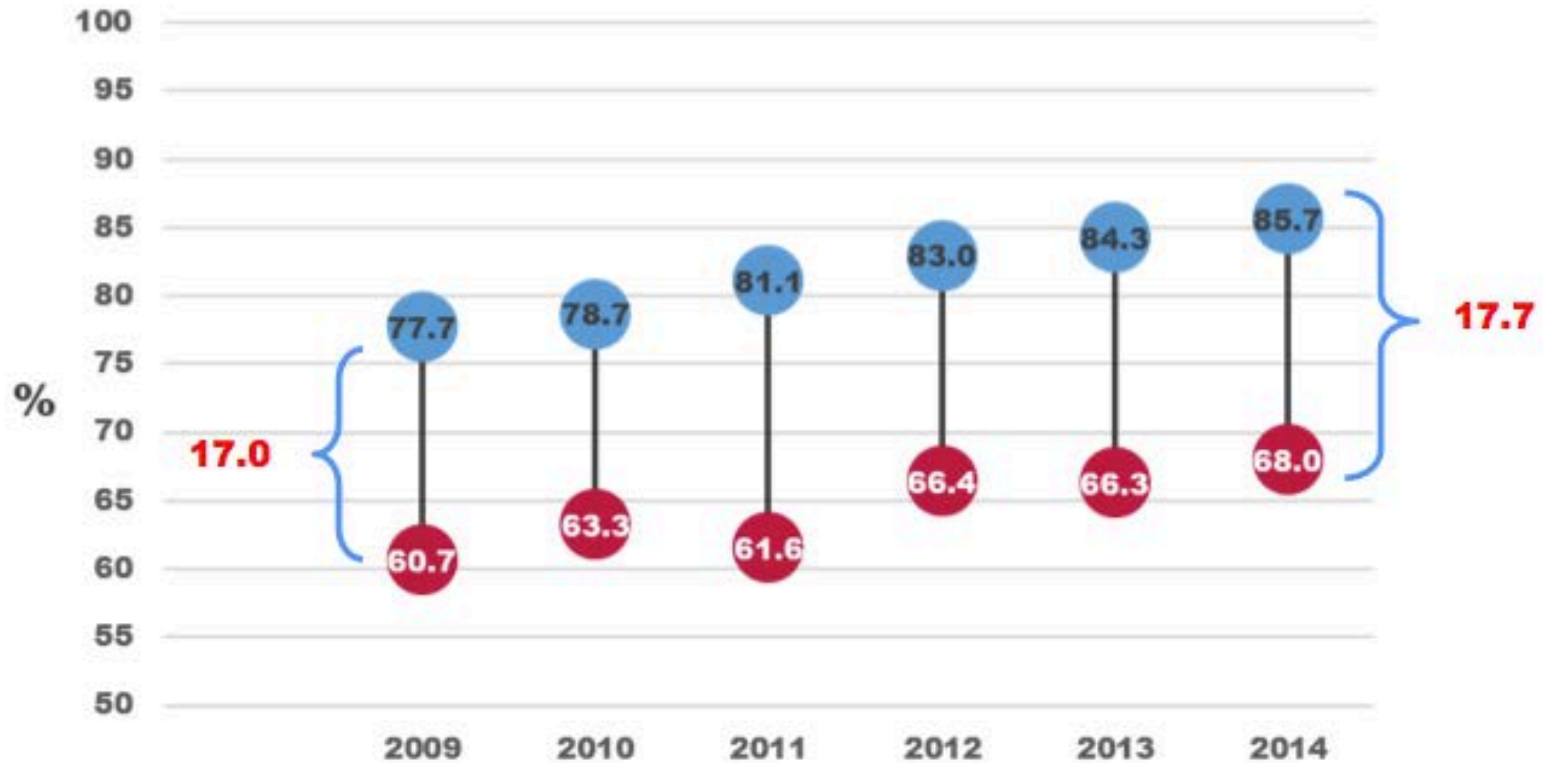
Mississippi	47.2	26.2	13.0	20.0	7.6
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2012 Report Card

Breastfeeding Initiation by Race/Ethnicity

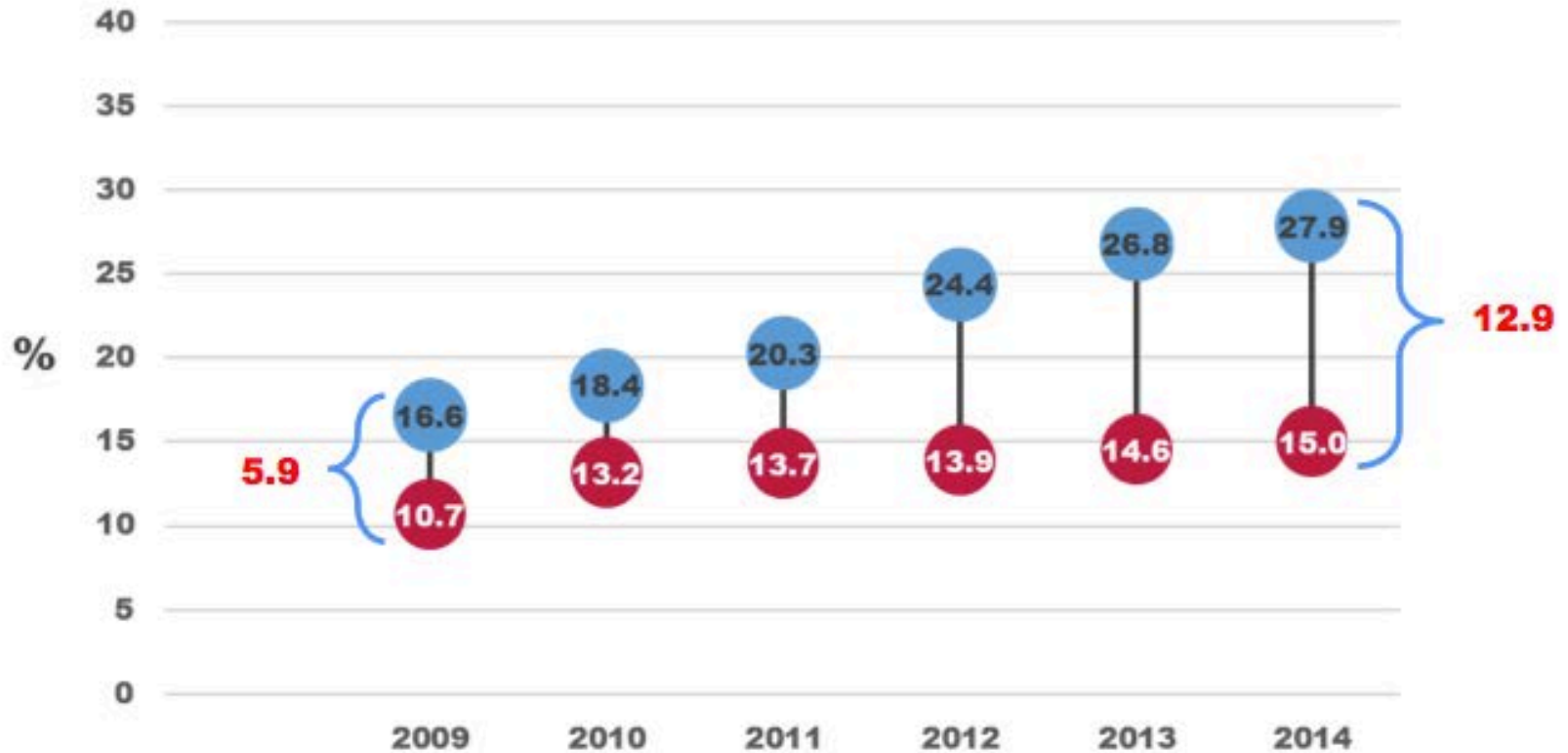


The percentage point gap between **white** and **black** infants who are **ever breastfed** is not closing.



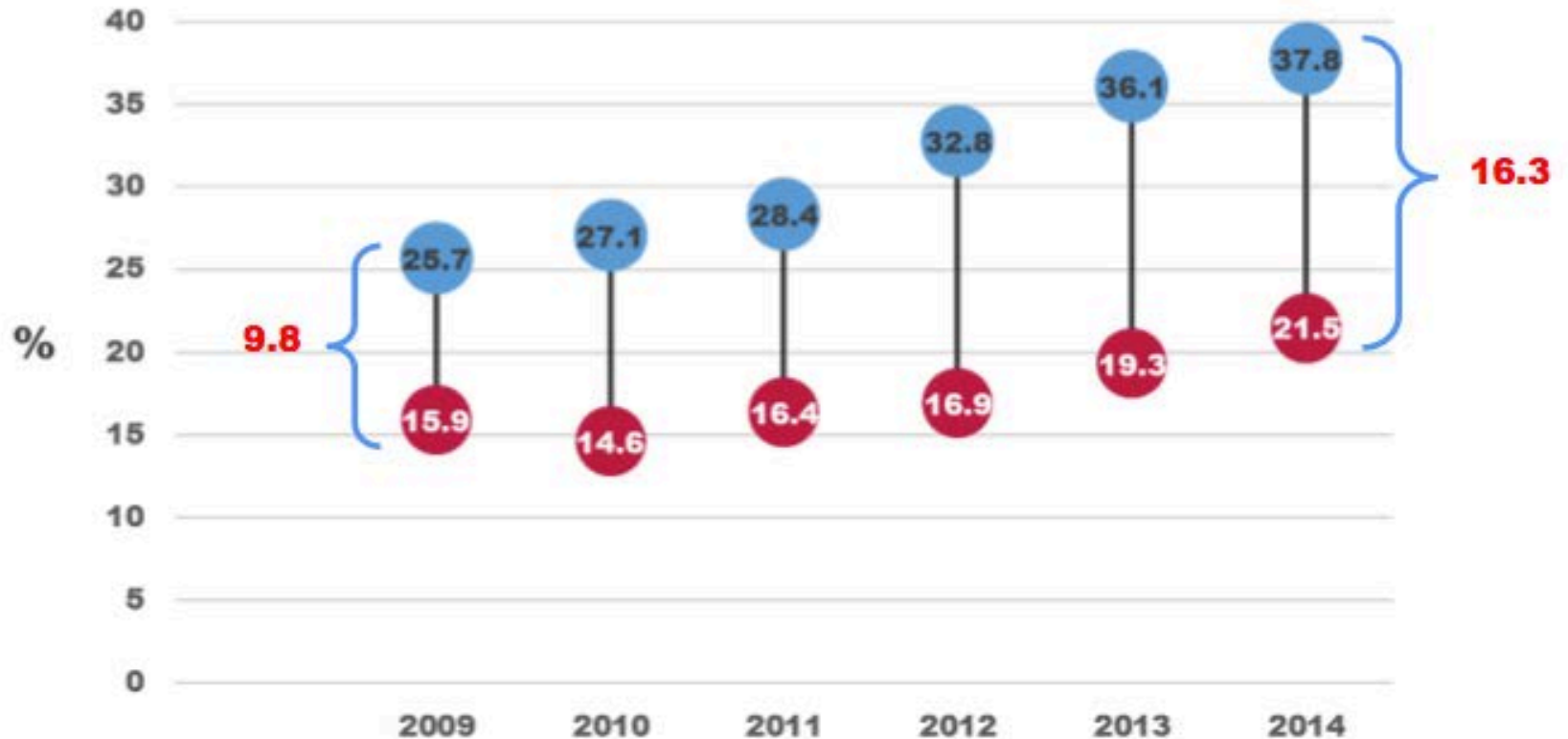
National Immunization Survey data. Rates of Any and Exclusive Breastfeeding by Socio-demographics among Children Born 2009-2013
https://www.cdc.gov/breastfeeding/data/nis_data/index.htm

The percentage point gap between **white** and **black** infants who are **breastfed exclusively at 6 months** is not closing.



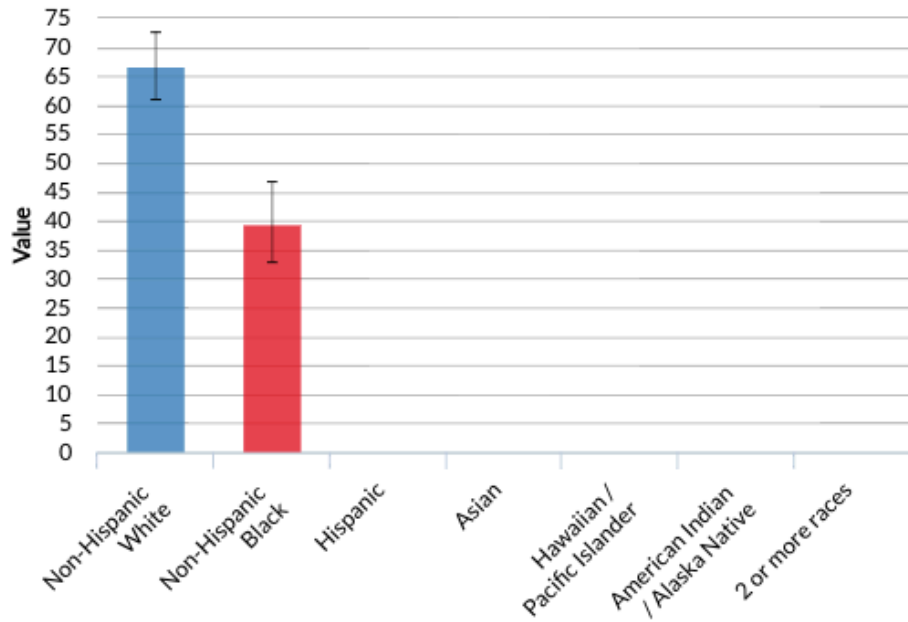
National Immunization Survey data. Rates of Any and Exclusive Breastfeeding by Socio-demographics among Children Born 2009-2013
https://www.cdc.gov/breastfeeding/data/nis_data/index.htm

The percentage point gap between **white** and **black** infants who are **breastfed at 12 months** is not closing.

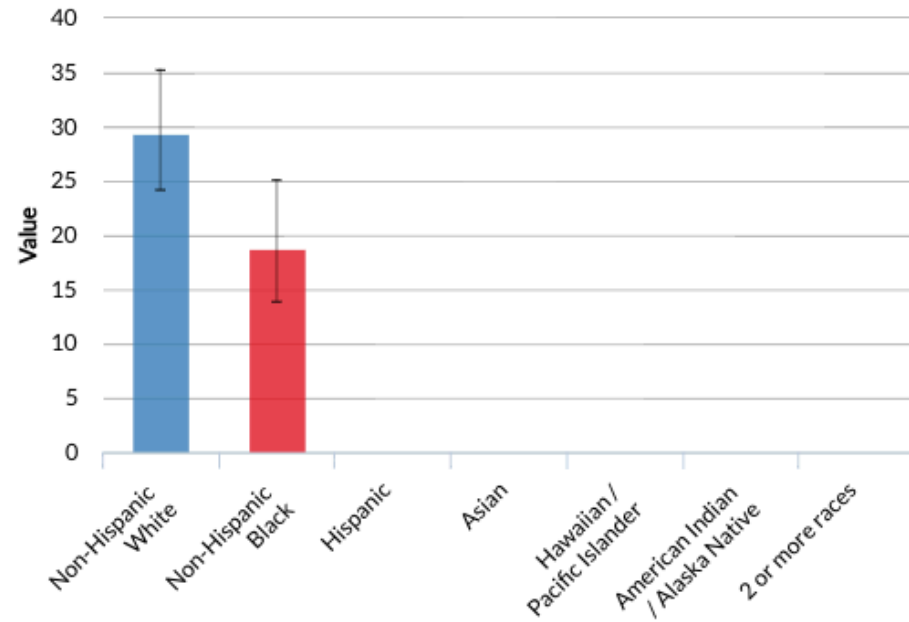


National Immunization Survey data. Rates of Any and Exclusive Breastfeeding by Socio-demographics among Children Born 2009-2013
https://www.cdc.gov/breastfeeding/data/nis_data/index.htm

Mississippi - 2009-2011
 Percent of infants who were ever breastfed †‡§
 View by: Race/Ethnicity



Mississippi - 2009-2011
 Percent of infants who were breastfed at 6 months †‡§
 View by: Race/Ethnicity



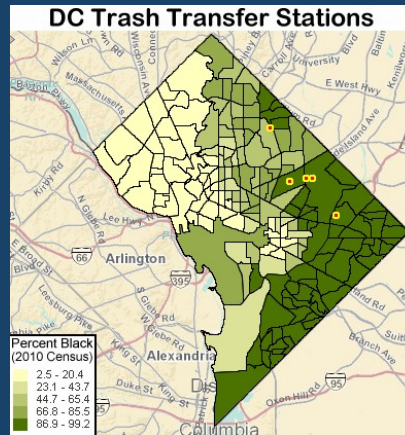
Why do these disparities exist?

Policies and institutions matter

Federal Housing Administration



Location of city facilities



Interstate System



Why Race?

Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...



Three key facts

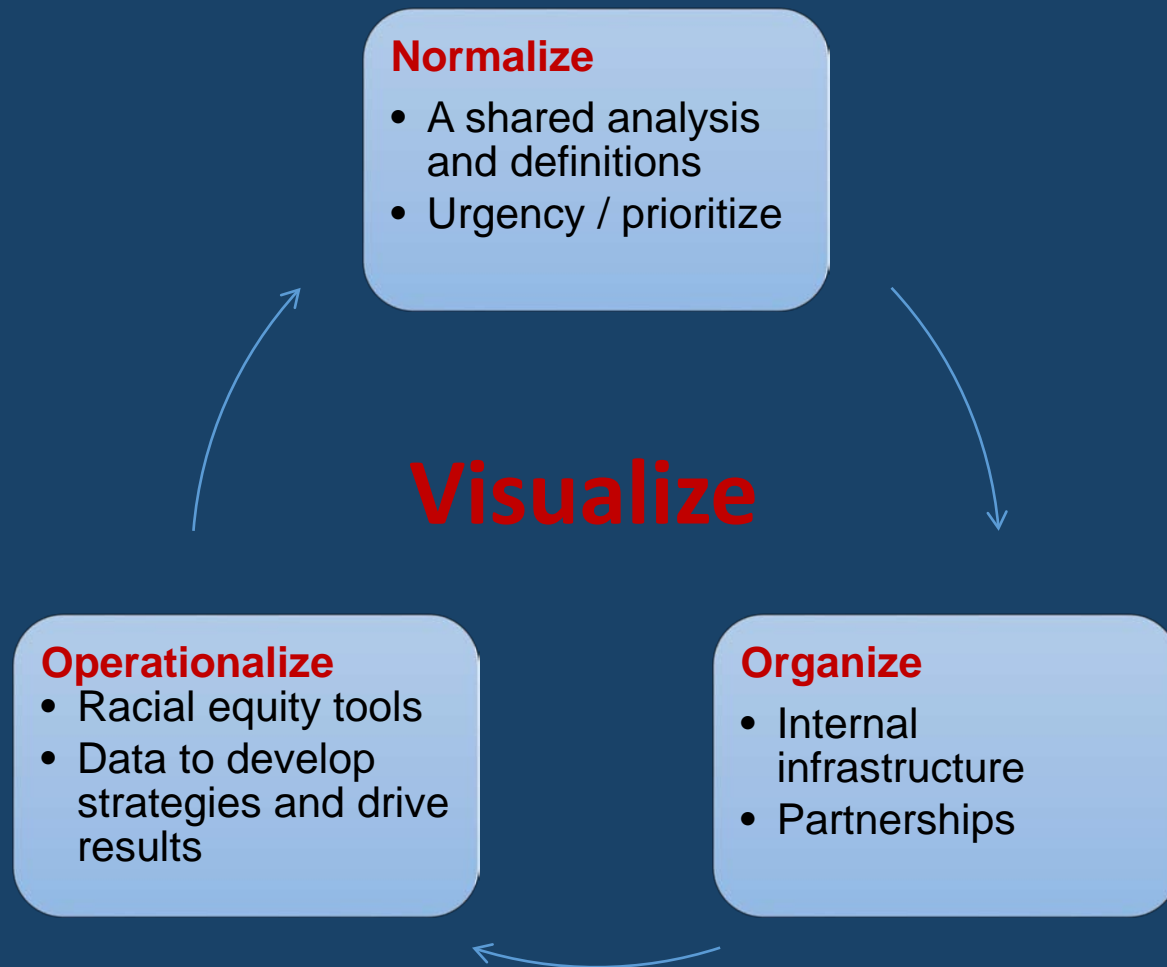
1) Race is a construct and is not biologically determined. Race is a modern idea.

2) Policy drives the social construction of race and has contributed to changing ideas and definitions of race over time.

3) We did not choose this system but we have a responsibility to address it

Setting our shared context

National effective practice



Individual racism:

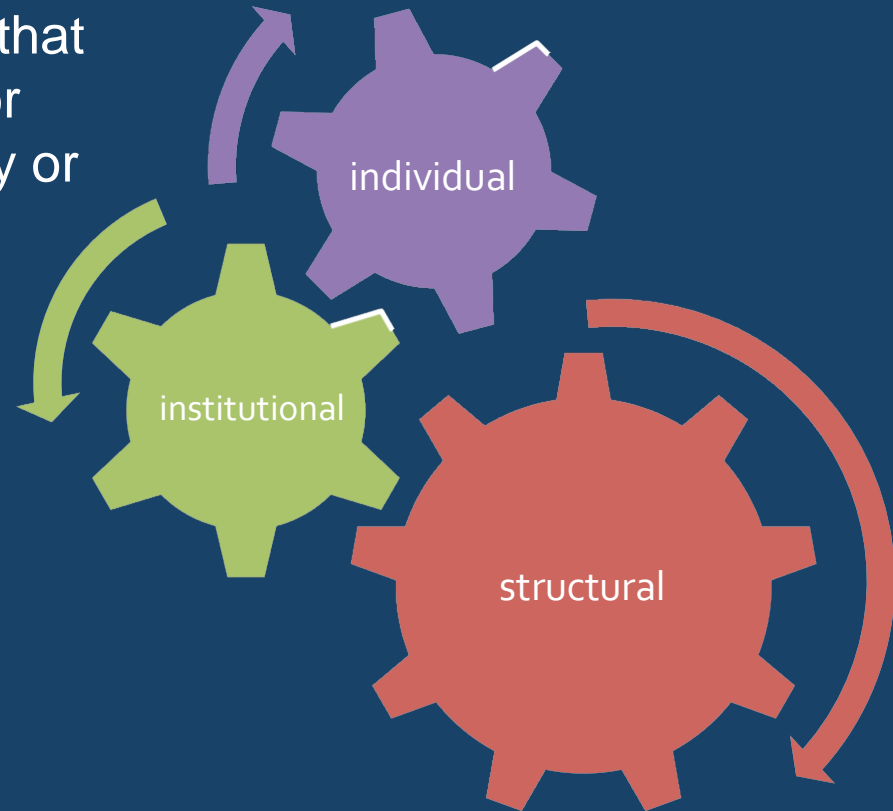
- Pre-judgment, bias, or discrimination by an individual based on race.

Institutional racism:

- Policies, practices and procedures that work better for white people than for people of color, often unintentionally or inadvertently.

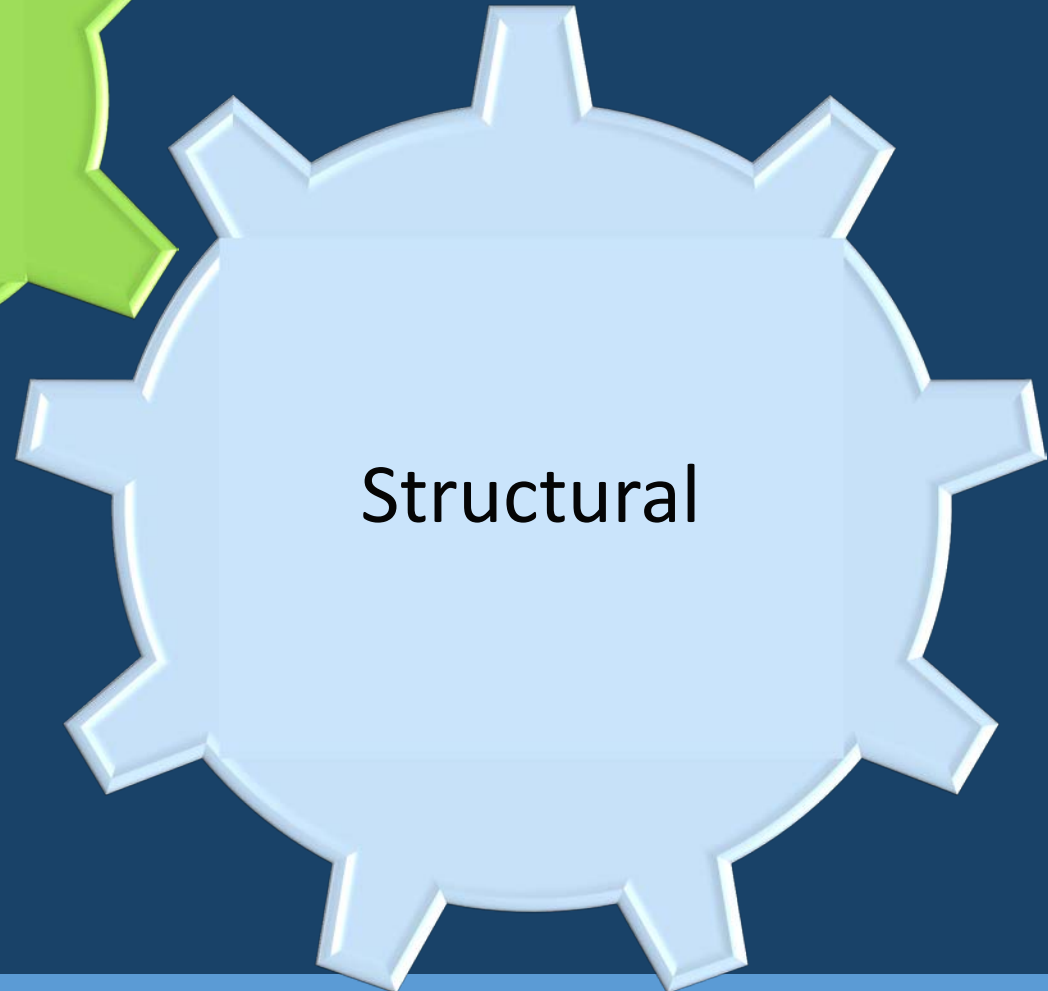
Structural racism:

- A history and current reality of institutional racism across all institutions, combining to create a system that negatively impacts communities of color.





Institution



Structural

Equity vs. Equality

Equity involves trying to understand and give people **what they need** to enjoy full, healthy lives.

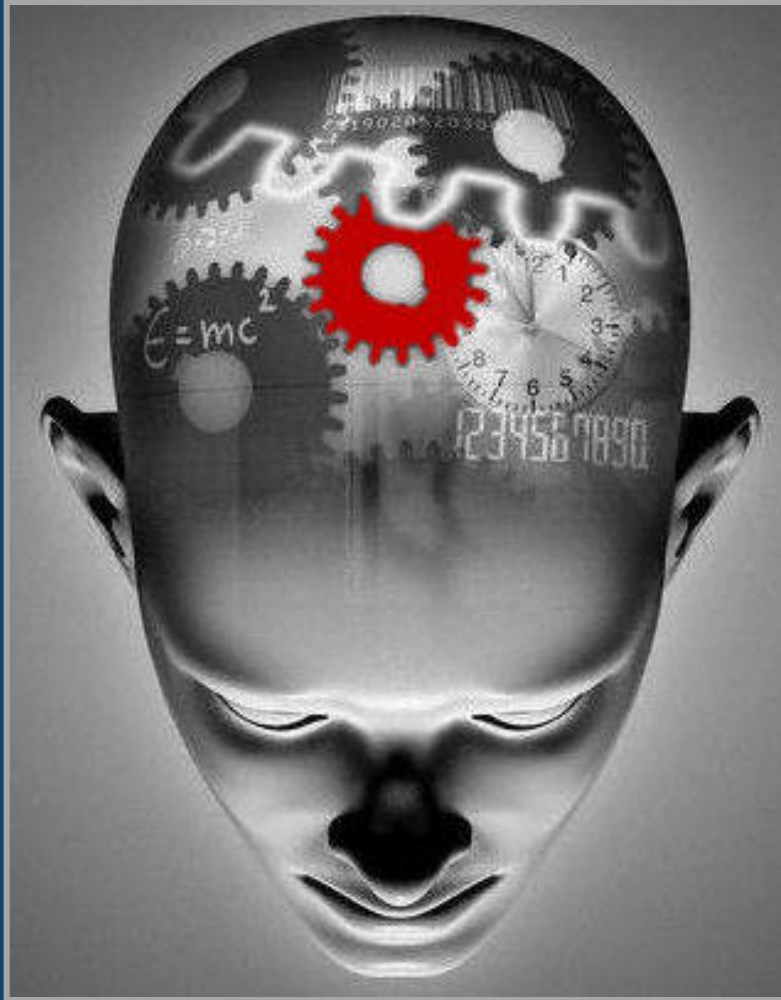


Equality, in contrast, aims to ensure that everyone gets the **same things** in order to enjoy full, healthy lives. Like equity, **equality** aims to promote fairness and justice, but it can only work if *everyone starts from the same place and needs the same things*.



Racial Equity is when our institutions and systems work individually and together to work well for the benefit of all people, regardless of racial/ethnic background.

How We Think



Humans need meaning.

- Individual meaning
- Collective meaning

Schemas

Help us organize information into broader categories.
They largely reside in the sub-conscious.

- ✓ Objects
- ✓ Human beings (e.g., “millennials”)

Schemas and the unconscious
are social. They exist in and are
shaped by our environment.



Bias

The evaluation of one group and its members relative to another.

We all carry bias. Acting on bias can be discriminatory and create negative outcomes for particular groups.



Source: Unconscious (Implicit) Bias and Health Disparities: Where Do We Go from Here?

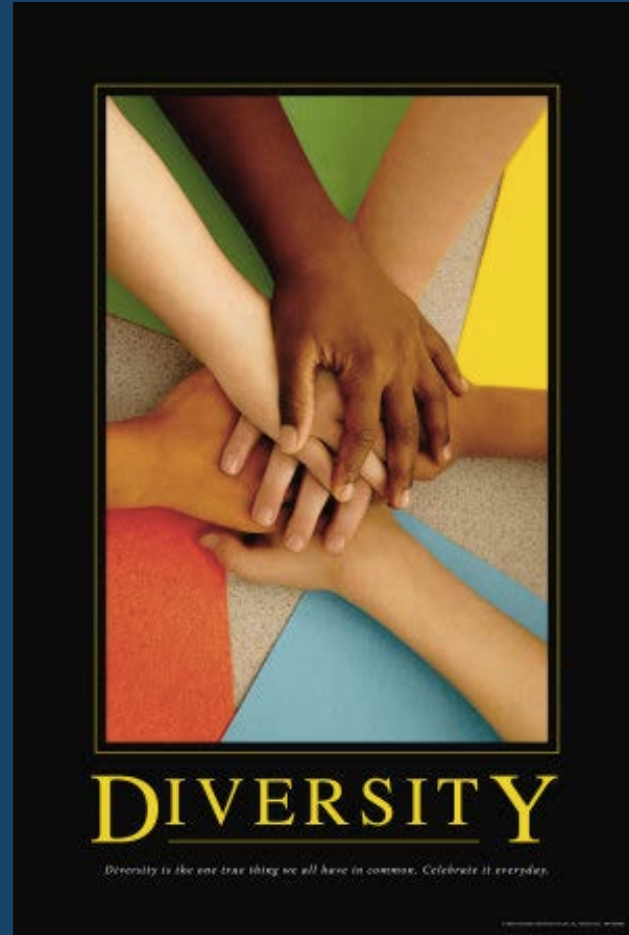
What to do with bias?

- Suppressing or denying biased thoughts can actually increase prejudice rather than eradicate it.
- Openly acknowledging and challenging biases allows us to develop strategic interventions.



What can we do to disrupt the patterns/trends?

A Word on Diversity:



What is the Racial Equity Tool process?



Institutional/Explicit

Policies which explicitly discriminate against a group.

Institutional/Implicit

Policies that negatively impact one group unintentionally.

Individual/Explicit

Prejudice in action – discrimination.

Individual/Implicit

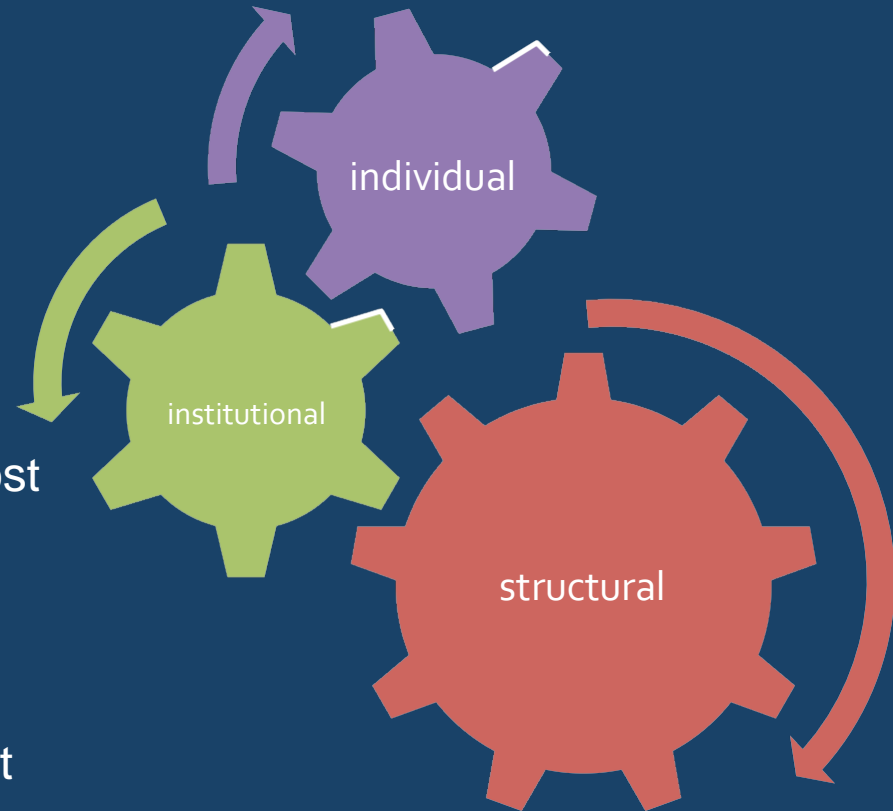
Unconscious attitudes and beliefs.

Institutional racism:

- Examine policies and practices within our own institutions for bias and discriminatory practice
- Advocate for large institutions to change

Structural racism:

- Develop new policy driven by those most impacted
- Develop coalitions and advocacy strategies that build power for communities of color
- Develop new narratives and stories that center POC as assets, innovators and contributors



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What do the numbers say on who is getting supplemented before 2 days of age?

Did this family discuss breastfeeding with their provider during pregnancy?

How accessible is breastfeeding support for this family after they discharge?



Community

Community Transformer

The Connection
Between
Step 3
Step 10
And The Community





Community Transformers

- Receive training on providing mother- to- mother breastfeeding support
- Serve as a local and accessible resource on breastfeeding support
- Lead gatherings called breastfeeding clubs
- Serves as an advocate for the community

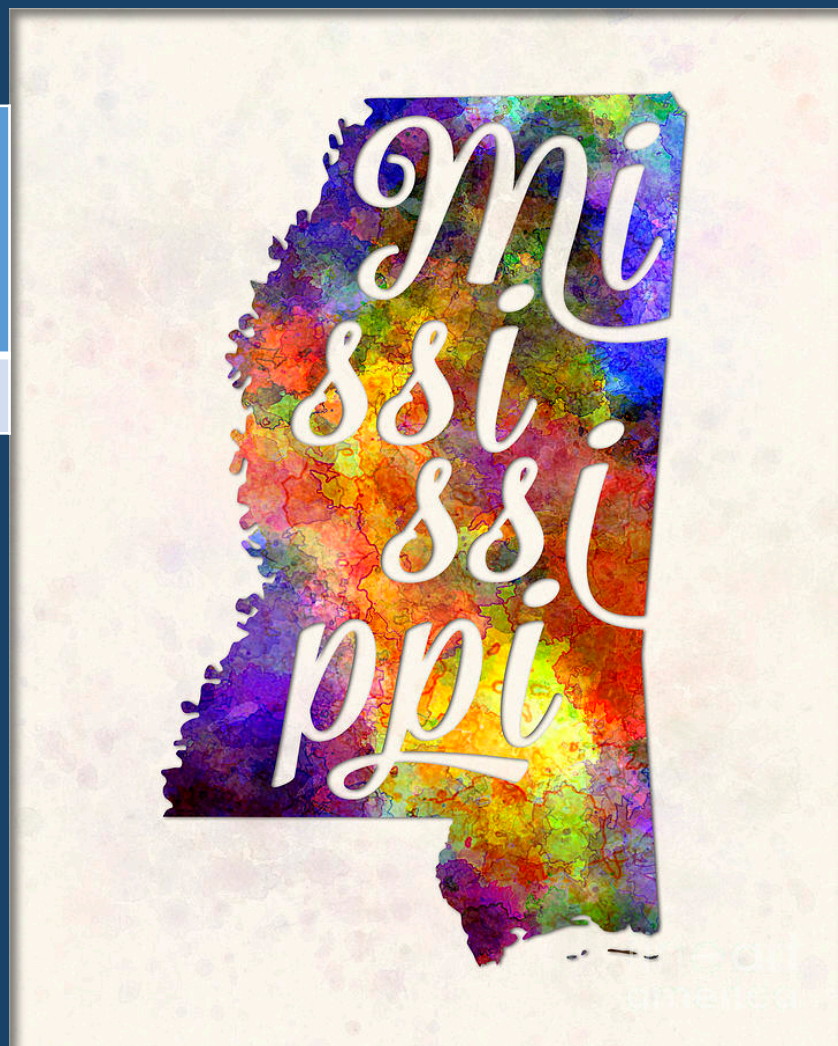


#MSippitUp

RCTs Trained 2014 - 2015	RCTs Trained 2015 - 2016	RCTs Trained 2016 - 2017	RCTs Trained 2017 - 2018	Total RCTs Trained
15	20	16	21	<u>72</u>

Past Training Locations

- Jackson
- Greenwood
- Columbus
- Biloxi
- Waynesboro



#MSippitUp

CHAMPS/CHEER	CONTACTS 2017 - 2018
Mississippi	2,644





Challenges
Lack of resources
Lack of funding
Lack of training
Lack of support
Lack of information
Lack of communication
Lack of coordination
Lack of collaboration
Lack of partnership
Lack of leadership
Lack of vision
Lack of mission
Lack of goals
Lack of objectives
Lack of strategies
Lack of tactics
Lack of implementation
Lack of evaluation
Lack of monitoring
Lack of reporting
Lack of accountability
Lack of responsibility
Lack of ownership
Lack of commitment
Lack of dedication
Lack of passion
Lack of enthusiasm
Lack of energy
Lack of motivation
Lack of inspiration
Lack of encouragement
Lack of support
Lack of encouragement
Lack of motivation
Lack of inspiration
Lack of encouragement
Lack of support

Importance
Strategic
Vision
Mission
Values
Goals
Objectives
Strategies
Tactics
Implementation
Evaluation
Monitoring
Reporting
Accountability
Responsibility
Ownership
Commitment
Dedication
Passion
Enthusiasm
Energy
Motivation
Inspiration
Encouragement
Support



How to lead
How to manage
How to work
How to communicate
How to collaborate
How to partner
How to support
How to encourage
How to motivate
How to inspire
How to encourage
How to support
How to encourage
How to motivate
How to inspire

How to lead
How to manage
How to work
How to communicate
How to collaborate
How to partner
How to support
How to encourage
How to motivate
How to inspire
How to encourage
How to support
How to encourage
How to motivate
How to inspire

Moving the Needle

- Facts are not enough to change people's hearts and minds.
- We need to couch facts within a broader frame to change hearts and minds.