THE FIRST FOOD FRIENDLY COMMUNITY INITIATIVE (3FCI)

Communities Matter: Transforming the Local Landscape for Healthier Mothers and Babies
Whatever the question, the answer is in the community.

Community as Partner

Community environment and influences as a social determinant of breastfeeding success.
The Question We Seek to Solve:

How do we better understand the lived community experience of mothers & fathers and use that information to develop community-partnered solutions?

Step 1: Change our Minds
Community Needs Assessment

Step 2: Ask Permission

Cultural Humility
Earn Trust & Respect

Identify Community Influencers
Attend events
Don’t ask/Offer

Minimum 60-90 days of community engagement
Our most revolutionary & innovative act:

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The art and science of asking questions is the source of all knowledge.

Thomas Berger
Our Science:
Academic Advisory Council
Community-Partnered Participatory Research Model (CPPR)

Angela M. Johnson, MPH, PhD
University of Michigan Department of Multicultural Health

Christiaan Morssink, MPH, PhD
United Nations Association
University of Pennsylvania

Our art:
B.U.F.U
Art: Mind Your Words

- Avoid jargon
- Avoid triggers
- Avoid assumptions
- Breastfeeding does not occur in the vacuum. Find the “other”
- Use community members
Separate the **ACT** from the **EXPERIENCE**
PEPSI
THE CHOICE OF
A NEW GENERATION.

Share a Coke with Friends

open happiness™
Empower & Inspire

Ready, Set...Lift Every Baby

On August 29th join the National "Lift Up" Movement...
Black families across the country will be lifting their babies in unison at 3pm EST/Noon PST.

Join one! Plan one!
Get more info at www.blackbreastfeedingweek.org

#BBW15
#LiftEveryBaby

A community assessment means being **in** the community!
Door to door in the neighborhood
3 Words to Describe Yourself as a Father

We asked Dad’s in Osborn to use 3 words to describe themselves as a Father...

We asked Osborn Fathers what are their biggest challenges...

We asked Osborn Fathers what are their biggest challenges...
We asked people on the street in the Osborn community what is the one thing that would help to improve their life circumstances?

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We asked mothers, what would make life less stressful for you?
We asked Dad’s if they would be willing to participate in a father’s support group...

We asked people on the street in Osborn how optimistic they were that their life circumstances would change in the next 3-5 years...

Infant formula is just as good as breastmilk.

Agree or Disagree
72% Disagreed
Not all mothers can breastfeed.
Agree or Disagree

78% Agreed

1. A unique understanding of the community
2. A BUFU approach
3. Culturally relevant communication strategies
4. Eye for the “other”
5. Empowerment & Inspiration
“This is how change takes place in living systems, not from above but from within, from many local actions occurring simultaneously.”

-- Grace Lee Boggs

www.BeFirstFoodFriendly.org
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