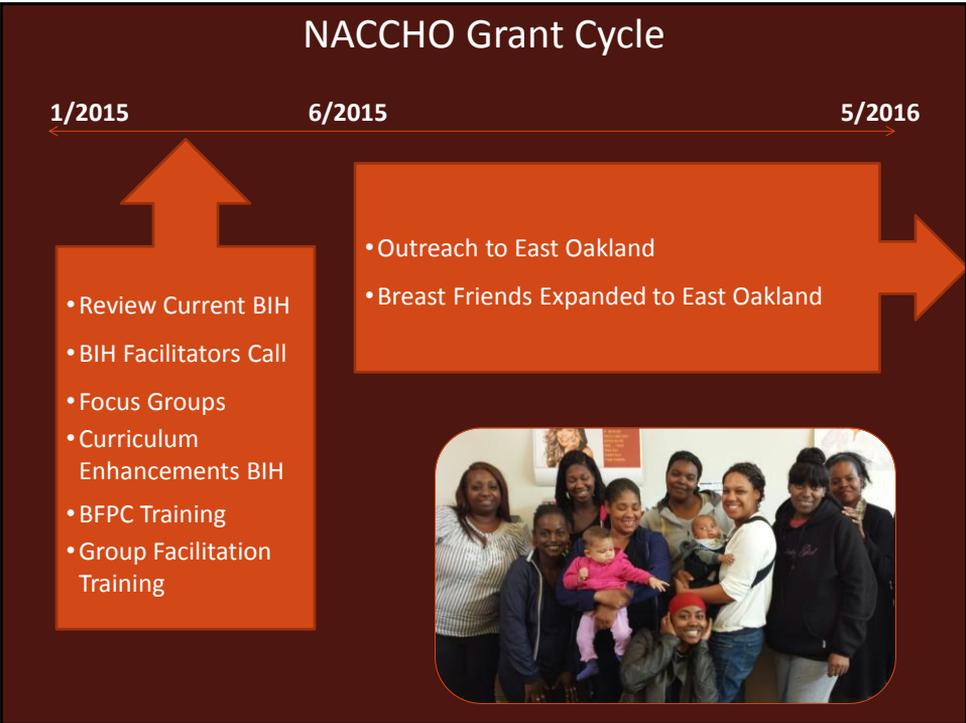


# Engaging African American Mothers Voices In Curriculum Development and Program Planning

California Breastfeeding Summit  
January 25, 2017

Brandi Gates, IBCLC                      Jeanne Kettles, MA, IBCLC



If mothers aren't breastfeeding, why not? What challenges do they face?

“Where are mothers getting support?”

Who or what influences them? (Family? Partners? Providers?)

“What kinds of information do they need?”



Safe To Explore and Express Differences



Dynamic Mother-to-Mother Sharing and Reflection

### Get paid to tell us what YOU think!

Are you pregnant?  
Are you African American? or Teenage?  
Did you receive breastfeeding education during your pregnancy?



Call to sign-up for one of the dates below and give us your opinion!

Be sure to call by March 6<sup>th</sup>

Tuesday, March 10, 2015  
12:30 PM to 3:30 PM  
For pregnant mothers  
LUNCH WILL BE SERVED

Alameda County Public Health Dept. - Creekside  
1100 San Leandro Blvd.  
in San Leandro  
Across from the San Leandro  
Bart Station

Participate in our home visiting focus group & receive a \$125 gift card to Safeway!

Children are welcome

Tuesday, March 31, 2015  
1:30 PM to 4:30 PM

For pregnant and postpartum mothers  
LUNCH WILL BE SERVED

Alameda County Public Health Dept. - Creekside  
1100 San Leandro Blvd.  
in San Leandro  
Across from the San Leandro  
Bart Station



Call **Jeanne Kettles** at 510-393-9632 to reserve your spot  
Your comments will help improve our support groups  
Supported by the African American Breastfeeding Coalition Outreach Taskforce (BCOT)

***“What are your plans for feeding your baby?”***

“I’m going to try to breastfeed, but I’m not that excited about it. It’s not as easy as it sounds. It depends on your breasts...”

“I would like to see more public places you can go to breastfeed. In Emeryville at the Babies-R-Us they have a place where women can go to breastfeed. If they had those in other places...”

“It depends on how comfortable you are with it, but you can do it anywhere – right in Toys-R-Us or in church. They can’t prevent you from feeding your baby.”

“I don’t know if church would agree – they probably view it as nudity.”

***“If you are planning on breastfeeding, how long might you do it?”***

“Three to six months.”

“Six months.”

“Once you start you may change your mind...”

“That is a medical thing. How long should I? I want to get informed on the ideal length of time. I hear a year and the child will be healthy enough...”

“I breastfed for two years. I wanted to continue, but then I got pregnant. So I plan to go another two years...”

“I take it every baby is going to hit their landmark different. It might be 6 (months) , it might be 10... It being my first child, I don’t know.”

***“What have you heard  
about formula?”***

“I see special labeling for the colic and stuff which is tempting for people off the street, but people getting educated in places like this, that changes the marketing...”

“Bottles give you colic, ‘cause the air.  
Breast milk don’t.”

“But a lot of people who breastfeed  
use bottles because they pump...”

“At first I did that because I was embarrassed,  
but I got over that quick ‘cause he was crying. I  
would just give him the breast.”

“What’s more important – feeding your baby or worrying  
what people got to say? If you next in line to check out  
and your baby start crying, do you get out of line , or  
feed your baby right there? I ain’t giving up my spot!”

“Baby crying is more embarrassing  
than lifting your shirt up.”

What’s Best For Baby

Inconsistent Support

Lactation Accommodation

“Exit Plan”

***“Did the hospital influence your desire to breastfeed?”***

“For me, yeah. I was thinking of just putting her on the bottle and not breastfeeding at all, but she was there looking at me like ‘I just want to eat!’”

“I was going to breastfeed anyway.”

“For me, it wasn’t encouragement, it was pressure. I was like ‘No, I don’t want to’; like I wanted to, I just didn’t want to at the time. I was tired, I was hungry...”

“I already planned to breastfeed, but I think the hospital were pushing us towards formula. I had to advocate for them to give me my baby and not give formula.”

“I was nursing him in the hospital over and over. They said, let the baby sleep; then someone else come in and said wake him up to nurse for my supply... I think letting him sleep messed with my milk supply”

***“What might you tell another woman about getting support?”***

“You are the keeper of your baby – feed them your way – no matter!”

“Cut those people off who are undermining you. Do what you feel is best for you and your baby. People quick to say , ‘just try formula – it’s fine’...”

“I would tell her the benefits of both. I would just try to tell her everything. I would never knock either way.”

“What’s most important to you and do research on it – whether it’s their immune system, or keeping their weight on...”

Education & Advocacy

Perceptions & Prejudice

Acceptance

Support

How might these stories influence programs?

What else might you want to know?

Continue the conversation...

*Thank you!*

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