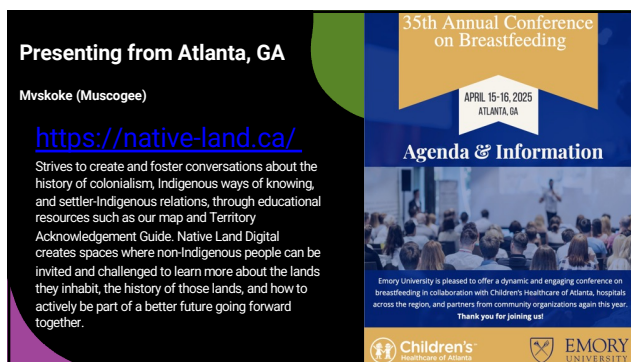




1



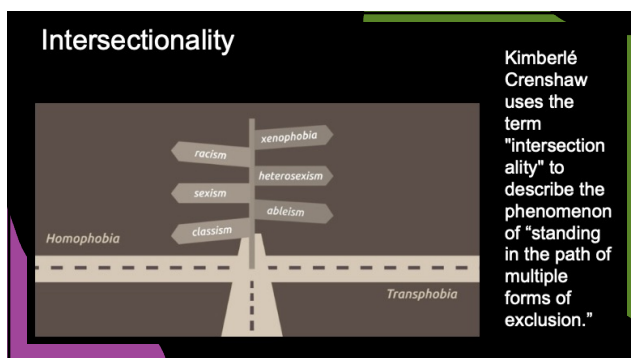
2



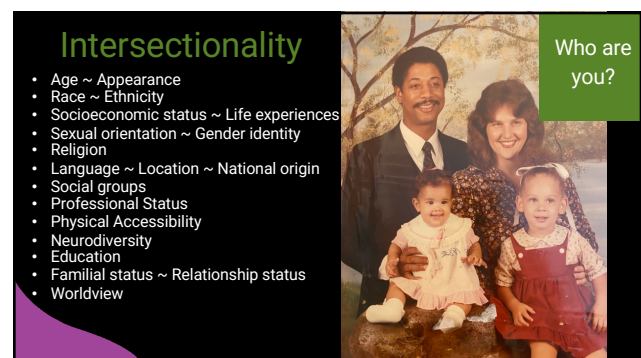
3



4



5



6



Who are you?

The diagram illustrates an ecological model for breastfeeding, showing the relationship between the individual, family, community, and society. The model is represented by concentric circles, with the innermost circle being the 'Family' and the outermost being 'Cultural Norms'. The layers are as follows:

- Family (Innermost):** Family, Friends, Co-workers, Business, Employers, Local Breastfeeding Support Groups, Other Family Members, Community Coalitions (State/Local).
- Community:** Local School Districts, State School Districts, Other Federal Agencies, State WIC Agencies, Historical Discrimination, Racism, Cultural Norms.
- Local:** Local Health Departments, Local School Districts, State School Districts, Other Federal Agencies, State WIC Agencies, Historical Discrimination, Racism, Cultural Norms.
- National/International:** National/International Civil Organizations, State School Districts, Other Federal Agencies, State WIC Agencies, Historical Discrimination, Racism, Cultural Norms.
- Cultural Norms (Outermost):** Cultural Norms, Racism, Historical Discrimination, State WIC Agencies, Other Federal Agencies, Local School Districts, State School Districts, Local Health Departments, Community Coalitions (State/Local), Business, Employers, Local Breastfeeding Support Groups, Other Family Members, Friends, Co-workers, Family.

The diagram also includes a list of entities that influence breastfeeding, such as Professional Health Organizations, State and Federal Governments, Local Health Departments, National/International Civil Organizations, State WIC Agencies, Historical Discrimination, Racism, and Cultural Norms.

#thestruggleisreal

9

10



The infographic is titled "The TEN STEPS to Successful Breastfeeding". It is organized into two columns. The left column contains ten colorful icons, each representing a step. The right column contains ten corresponding text descriptions, each preceded by a red step number. A magnifying glass is positioned over the 'Business Case for Breastfeeding' step (Step 9).

Step	Icon Description	Text Description
1	Government Policies	Government Policies: Policies in place and a town proclamation supporting breastfeeding
2	Welcoming Atmosphere	Welcoming Atmosphere: Signage around the community and federal law enforced
3	Health Leadership	Health Leadership: WHO definition of optimal infant feeding followed in facilities
4	Pregnant Families	Pregnant Families: Informed about the benefits of chest-breastfeeding
5	Health Services	Health Services: Facilities know of and apply for breastfeeding-friendly designation
6	Community Liaison Support	Community Liaison Support: Services and support groups are fully available
7	Business Organizations	Business Organizations: Welcoming locations for chest-breastfeeding families
8	Code of Marketing	Code of Marketing: Followed by local businesses and healthcare facilities
9	Business Case for Breastfeeding	Business Case for Breastfeeding: Workplace accommodation for lactating staff
10	Educational Systems	Educational Systems: Supportive curricula encouraged at all educational levels

At the bottom left, the logos for the World Health Organization and UNICEF are displayed.

11

12



Tears, Laughter, Support, and Growth

Our Story!

At Breastfeeding Family Friendly Communities, our advocacy is unyielding and deeply rooted in the pursuit of equity and supporting community members like you. We confront head-on the systemic challenges and disparities faced by breastfeeding and chestfeeding families, especially those from historically marginalized communities. Our commitment to equity is a unwavering effort to dismantle barriers, create inclusive policies, and provide accessible-culturally sensitive support.

Change Takes Time

We recognize that achieving true equity in lactation support is necessary for the health and well-being of both families and community.

13




Affinity Coalitions Lead Facilitators

Jess Woon
Coordinator of the Breastfeeding Friendly Healthcare Coalition

Claudia Hines
Coordinator of the Black Breastfeeding Coalition





Interim - Whit McWilliams
Coordinator of the LGBTQ+ Human Milk Feeding Coalition

Interim - Kim Nguyen
Coordinator of the Tea and Milk Coalition
(Philippines, South Korea, Japan, Viet Nam, Thailand, Laos, Cambodia, and Myanmar support)

Nicola Young
Coordinator of the Lactancia Latina Coalition

14

Role Audience Segmentation

- **Long-term Vision:** The BIG vision can take years, communication needs may be different at each step.
- **Understanding Your Audience:** Craft the message to be relevant to your target audience.
- **Adjusting the Message:** Communications should reflect the goal and strategy, while remaining true to values.
- **Intersectionality and Affinity Groups:** Breaking into affinity groups may be helpful in finding unexpected solutions. Use an intersectional approach to meet the needs of families in all affinity groups.
- **Reflective Language:** Use reflective language to build trust, and make the message stick.
- **Affinity-Based Coalitions:** Implement the USBC model within local communities to focus on affinity-based coalitions to understand and address the needs of different groups.

15




Implementation Team

Julianne Williams
Breastfeeding Friendly Schools

Saima Ali
Newsletter Coordinator





Fariha Rahman
Policy Coordinator

Kimberley Glover
Grant Coordinator

Lindsay Gadzinski
Social Media Coordinator

16

Transforming Culture to Advance Justice

- **Emphasize Community:** Community is the core of everything that we do. Bring forth voices from every walk of life, in all the places and spaces where people work, play, shop, dine, and interact.
- **Work with Everyone:** Work with a wide array of organizations, such as local governments, businesses, non-profit and social organizations, faith-based groups, and childcare programs to welcome breastfeeding, chestfeeding, and human milk feeding families.
- **Escalating Intensity:** Use emails and communication strategies of escalating intensity.
- **Leaning into Strengths:** No one person/group is great at everything, but everyone is great at something.

17

Steps 1. Government - Policy Proclamation

51

The community's elected or appointed leadership has a written statement supporting chest-breastfeeding that is routinely communicated to all.





18

Step 2 Welcoming Atmosphere - signs & laws

Breastfeed Family Friendly Community

Breastfeed Durham - Feeding the Future

Step 2

19

First Food Equity A Shared Responsibility

Even though it's legal to breastfeed in public in all 50 states, there are countless instances of people being asked to leave or cover up – or even having the police called – while nursing. Many of those impacted are families of color – specifically, undocumented families, immigrant families, and families who have been racialized and criminalized and have every reason to avoid police contact.

Communicate with the first responders in your community about how they can better support families.

Parents feeding their infant with a bottle are never asked to leave a public space. We strongly believe that chest/breastfeeding families should be treated the same in public spaces.

Step 2

20

Welcoming Atmosphere - signs laws - cont

Step 2

21

Step 3. Health Leadership

Optimal chest/breastfeeding is supported by health leadership.

22

Pregnant Families - informed

Links to non commercial materials

- [Black Mothers Breastfeeding Association](#)
- [La Leche League International](#)
- [Lactation Education Resources](#)
- [Ready Set Baby Curriculum](#)

Step 4

23

Step 4. Family Members Informed

Support from family members can help make it easier for new parents to continue breastfeeding...even after they return to work or school. This support remains an important factor for the entirety of the breastfeeding journey. Here's how you can help!

24

Ways to Offer Additional Support

- Tell a breastfeeding mom you are proud of her.
- Encourage her to continue breastfeeding for as long as she wishes.
- Remind her to rest and eat healthy foods so she will have more energy.
- Foster her focus on family time as babies grow all too quickly.
- Encourage her to get help if she has questions or concerns with breastfeeding.



Did You Know?
About 15-20% of all new moms experience significant sadness, anxiety, or depression in the year following a new baby. If she is struggling, she is not alone. Encourage her to discuss her feelings with her doctor. With help from her doctor, and with the right support, she will begin to feel better soon.

For more information on postpartum depression, visit: postpartum.net.

If You'll Be Caring for the Baby

Many grandmothers, dads, partners, and family relatives care for baby when mom returns to work. If you plan to help out with baby, here are some tips to make it easier and even more rewarding.

- Breastfed babies eat when they are hungry and stop when they are full.
- Breastfed babies may eat less at each feeding, and eat more often. This is because human milk is digested very easily. They also take different amounts at each feeding.
- If you'll be using a bottle to feed baby, try offering it when baby is not so hungry or upset, or when baby is still a little sleepy.
- Running some warm water over the bottle may also help; breastfed babies are not used to cold nipples.

25

Ready, Set, Baby

A guide to welcoming your new family member



Skin-to-Skin
Making and maintaining your milk
Early and exclusive breastfeeding: your milk and nothing else
Common Concerns
Feed on cue
Benefits of breastfeeding
Only give breastmilk
Get a good latch
Preparing for other caregivers
Going back to work or school
Build your village
Room-In 24/7 at hospital
Signs your baby is getting enough milk






 **Step 4**

Carolina Global Breastfeeding Institute

26

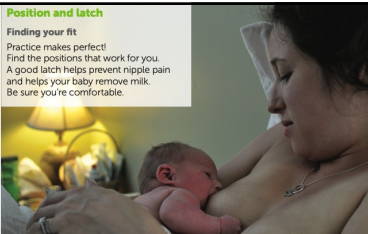

Position and latch

Finding your fit
Practice makes perfect! Find the positions that work for you. A good latch helps prevent nipple pain and helps your baby remove milk. Be sure you're comfortable.

Getting started: Leaning Back

Laying belly-to-belly with your baby is the most natural thing to do immediately after birth. When your baby shows signs of trying to find the breast, support this search. He or she will nuzzle up and attach to the breast. Breastfeeding while leaning back comfortably goes along with your baby's natural instincts.

Leaning Back

27

BREASTFEEDING AND YOUR LIFESTYLE

You know breastfeeding is good for you and your baby, and you want to provide your milk for your baby!

Many families have questions, though, about some lifestyle choices.

- What About Smoking?**
- What About Prescription and Non-prescription Drugs?**
- What About Methadone?**
- What About Medications?**
- What About Alcohol?**
- What about Caffeine?**



Feeding support provided by Baby & Beyond Clinic

28

Step 5. Breastfeeding Friendly Health Care

Health care in the community is breastfeeding-friendly.



29

Healthcare - Breastfeeding Friendly



Baby-Friendly USA

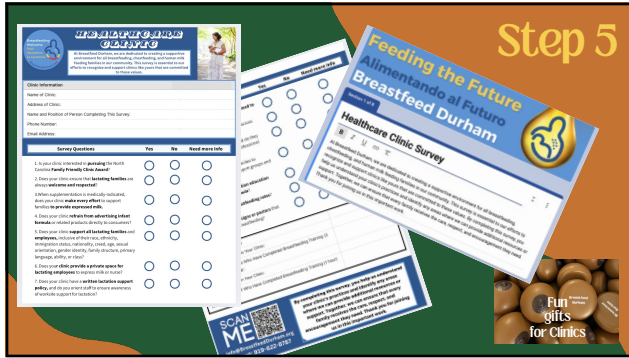
North Carolina Maternity Center Breastfeeding-Friendly Designation

NCBIC
North Carolina Breastfeeding Initiative

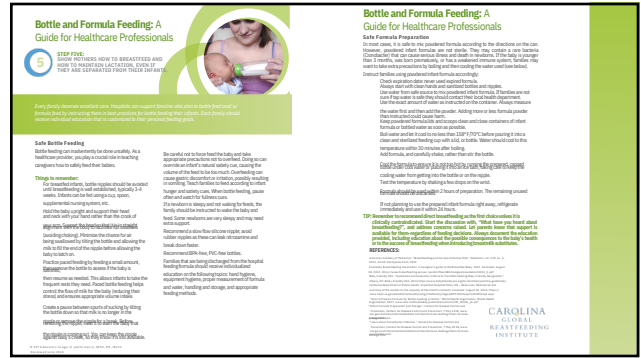
Family Friendly Clinic Award

 **Step 5**

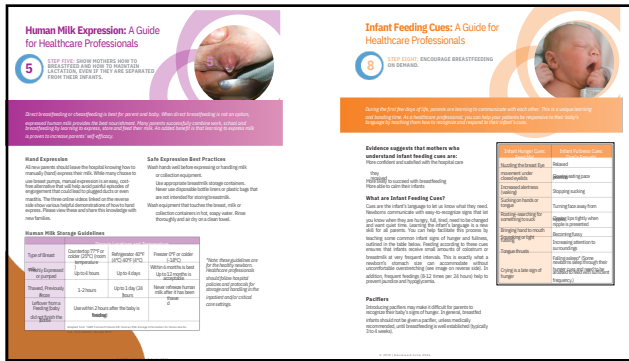
30



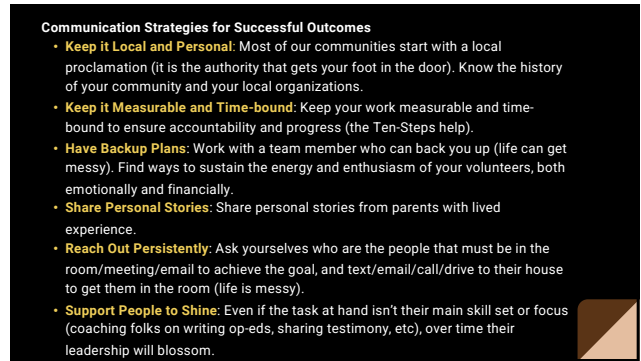
31



32



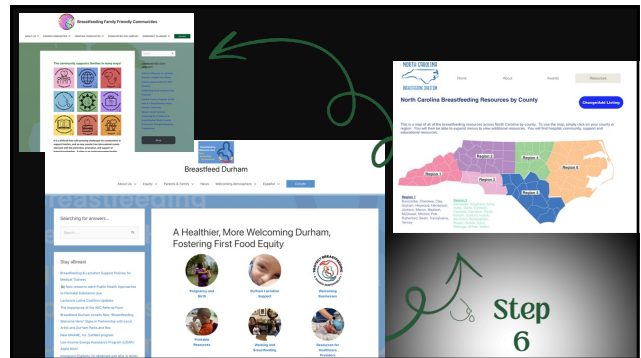
33



34



35



36

43

44

45

46

47

48

STEP 10. EDUCATIONAL SYSTEMS - SUPPORTIVE CURRICULA



- CALLED
- VISIT
- MAIL RESOURCES
- NEW SPACE
- AWARDS



Step 10

49

STEP 10. EDUCATIONAL SYSTEMS - SUPPORTIVE CURRICULA



Step 10

50

STEP 10. EDUCATIONAL SYSTEMS - SUPPORTIVE CURRICULA



Step 10

51

Recognize the importance of equity in all components of the initiative

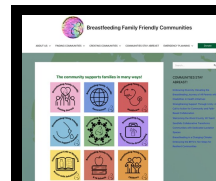
52



First Food Equity A Shared Responsibility

Ultimately, Breastfeeding Family Friendly Communities (BFFC) exists because no family in this country gets enough support. Though infant feeding is often framed as a "choice," there is no real choice when there is **no federal paid time off, no universal and affordable/free childcare, no living wage requirements, and inequitable lactation support.** If you are a parent, we support you and we are walking this journey with you.

53



- Chatham County, North Carolina
- Chester, Pennsylvania
- Cincinnati and Surrounding Counties, Ohio
- Durham, North Carolina
- Elizabeth City, North Carolina
- Franklin County, North Carolina
- Hampton Roads Region, Virginia
- Lycoming-Clinton, Pennsylvania
 - Williamsport, Pennsylvania
- Orange County, North Carolina
- Sandhills Coalition, North Carolina
 - Cumberland County, North Carolina
 - Hoke County, North Carolina
 - Montgomery County, North Carolina
 - Richmond County, North Carolina
 - Scotland County, North Carolina
- South Bend, Indiana
- Statewide North Carolina Breastfeeding Coalition
- Statewide Pennsylvania Chapter, AAP
- Western North Carolina SAFE Infant Feeding Team
 - Asheville/Buncombe County, North Carolina
 - Hendersonville/Henderson County, North Carolina
 - Williamsburg, Pennsylvania
 - Wood County, Wisconsin

54

Imagine a world where the
very first need
of every person in our
community is met.

55

- **Transform System** – Envisioning a world in which parents, families, and **babies** leverage their expertise to transform systems to live full and healthy lives.
- **Unapologetically Committed to Racial and Gender Equity** – which includes Indigenous, Black, Brown, Latinx, Middle Eastern, and Asian/Pacific Islander parents, babies, and families including nonbinary parents, both transgender and cisgender. **Remember that chest/breastfeeding is not just for white women.**
- **Increasing Connectivity Between Existing Parts of the Community** and elevating the work of historically marginalized community members with the voices of Black and Brown lactating parents at the center.
- **Acting on Health Equity Outcomes** at all ages and stages of life, breast/chestfeeding is essential for family, perinatal, maternal, and child health.

56



In time, every family that wants to chest/breastfeed will receive education and support that enables the family to continue for as long as that family chooses.

<http://breastfeedingcommunities.org>
Love@BreastfeedingCommunities.org
(919) 622-8787



Learn more about our
communities

57