

Achieving health equity through breastfeeding involves community engagement, education, and addressing disparities in support for Black families.

Kimarie Bugg and ROSE

- Dr. Kimarie Bugg is the President and CEO of Reaching Our Sisters Everywhere (ROSE), a nonprofit focused on breastfeeding equity.
- ROSE aims to serve Black families and improve maternal and infant health outcomes through culturally competent resources and advocacy.
- Dr. Bugg has extensive experience in perinatal health and is recognized for her contributions to lactation and health equity.

Importance of Breastfeeding

- Breastfed babies have lower risks of various health issues, including 36-50% lower risk of sudden infant death syndrome and 72% lower risk of lower respiratory tract disease.
- Breastfeeding benefits mothers by reducing risks of breast cancer (28-50%) and ovarian cancer (21%).
- Environmental benefits include reduced waste and lower carbon emissions compared to formula feeding.

Economic Benefits of Breastfeeding

- The U.S. could save \$17.2 billion annually if breastfeeding rates increased to recommended levels.
- If 90% of families breastfed exclusively for six months, the U.S. could save \$100 billion and prevent excess infant deaths.
- Suboptimal breastfeeding leads to significant healthcare costs and preventable health issues.

Barriers to Breastfeeding

- Common barriers include implicit bias in healthcare, lack of community support, and workplace challenges.
- 60% of breastfeeding parents do not meet their intended breastfeeding goals due to these barriers.

Effective Strategies to Overcome Barriers

- Strategies include policy advocacy, culturally competent training, workplace accommodations, and grassroots support programs.
- The Breastfeeding Human Medicine Inter-Professional Education (IPE) module aims to educate various healthcare professionals on breastfeeding support.

Community Engagement and Support

- Effective strategies to overcome breastfeeding barriers include policy advocacy, culturally competent training, and grassroots support programs.
- The HEAL initiative focuses on improving breastfeeding rates in Black communities through education and community health worker support.
- Community programs aim to normalize breastfeeding and provide resources for new parents.

Breastfeeding Education and Counseling

- Prenatal breastfeeding education should be provided by trained professionals and include guidance on common challenges and the importance of breastfeeding.
- Effective communication strategies involve open-ended questions, affirming feelings, and educating mothers about breastfeeding benefits.
- Cultural humility and understanding are essential in addressing the needs of diverse populations.

Achieving health equity through breastfeeding involves community engagement, education, and addressing disparities in support for Black families.

Community Benefits of Breastfeeding

- Breastfeeding is convenient, cost-effective, and environmentally friendly, leading to reduced healthcare costs and lower employee absenteeism.
- The U.S. could save \$17.2 billion annually if breastfeeding rates increased to recommended levels.

HEAL Initiative

- The Health Equity Action for Lactation (HEAL) initiative focuses on improving breastfeeding rates in Black communities through community health workers and education.
- Strategies include developing a national community of practice and executing a digital media campaign to promote breastfeeding support.

Cultural Competency in Breastfeeding Support

- Cultural humility is essential in breastfeeding counseling, emphasizing respect, sensitivity, and understanding of diverse health beliefs.
- Effective communication involves open-ended questions, affirming feelings, and educating mothers about breastfeeding.

Conclusion

- Emphasizes the need for community engagement, education, and policy changes to support breastfeeding, particularly in marginalized communities.

The document provides extensive information on breastfeeding **counseling**, emphasizing strategies to support mothers and families effectively. Key points include:

Pre-Natal Breastfeeding Counseling

- **Education Goals:** Increase knowledge, normalize breastfeeding, and develop positive attitudes.
- **Topics Covered:** Benefits of breastfeeding, effective latching, early breastfeeding needs, addressing fears and myths, and providing resources for concerns.
- **Settings:** Hospitals, clinics, libraries, community centers, churches, schools, and workplaces.
- **Audience:** Pregnant or breastfeeding women, fathers, and other supporters.

Post-Natal Breastfeeding Counseling

- **Focus Areas:** Correct latch and positioning, milk removal, infant stability, maternal comfort, addressing concerns, referrals for postpartum support, and identifying signs of success or problems.

Effective Counseling Strategies

1. **3-Step Counseling Strategy:**
 - **Step 1:** Ask open-ended questions (e.g., "What have you heard about breastfeeding?")
 - **Step 2:** Affirm the mother's feelings.
 - **Step 3:** Educate with targeted messages addressing concerns.
2. **Cultural Humility:**
 - Respect cultural norms and values.
 - Assess health literacy and beliefs.
 - Affirm individual experiences.
 - Practice humility and sensitivity.
3. **Community Engagement:**
 - Listen actively to mothers and families.
 - Address implicit biases and barriers.
 - Provide culturally competent training and grassroots support.

Key Emotional Motivators for Mothers

- Health benefits for babies and mother (e.g., reduced risk of allergies, cancer, diabetes).
- Bonding with the baby.
- Cost-effectiveness and environmental benefits.

What Doesn't Work

- Making assumptions.
- Ignoring cultural and individual differences.
- Failing to address misinformation.

Resources

- Training modules, community programs, and support groups like ROSE Baby Café.
- Collaboration with healthcare providers, doulas, WIC and community health workers.

Counseling should be empathetic, evidence-based, and tailored to the individual needs of mothers and families.