



BLACK BREASTFEEDING WEEK 2020

#BBW20 #ReviveRestoreReclaim

BLACK MAMAS MATTER ALLIANCE UPLIFTS THE 8TH ANNUAL BLACK BREASTFEEDING WEEK CAMPAIGN

About

The inaugural Black Breastfeeding Week Campaign (BBW) was founded in 2013 by Kiddada Green (BMMA Kindred Partner, Black Mothers' Breastfeeding Association), Anayah Sangodele-Ayoka and Kimberly Seals Allers.

This year, the theme was Revive. Restore. Reclaim!

Statement From BMMA's Executive Director

Uplifting Black Mamas in their journey, and advocating for support and services for breastfeeding is an essential component of Black Maternal Health.

As we continue to work towards "Black Maternal Health, Rights & Justice" for Black Mamas we must acknowledge all aspects of their experiences including racist health inequities and stereotypes (e.g. "the wet nurse"), sexism, and classism that continue to impact their decisions to initiate and sustain breastfeeding.

Black Breastfeeding Week is an opportunity to highlight the racial disparities in breastfeeding, uplift the resiliency of Black Mamas, and center the incredible work of Black-Women led Community Based Organizations (CBOs) creating innovative, holistic, and culturally appropriate support services for Black Mamas in their breastfeeding journey.

Sincerely,

Angela D. Aina, MPH

Co-Founding Executive Director

PARTNERING FOR GREATER REACH

BMMA Develops New Relationship With Women's Technology Company Elvie for #BBW20 Programming Sponsorship



For BMMA's 2020 Black Breastfeeding Week Programming, one goal was to leverage new partnerships which would enable us to make a significant impact on our followers and supporters.

We decided to partner with Elvie, a British-based femtech company on a mission to improve women's lives through smarter technology. Elvie has pioneered products such as the kegel trainer and the world's first silent wearable breast pump which fits inside a bra and requires no tubes or wires. As a company, Elvie is dedicated to transforming the way women feel and think about themselves by engaging a diverse team of scientists, health experts, engineers, and designers in their product innovation.

Elvie sponsored #BBW20 programming with a \$2,000 investment which helped fund staff coordination, communications, and outreach activities, around Black maternal health and breastfeeding. As part of the week long sponsorship, Elvie also donated a double breast pump to one of our lucky Instagram followers through an exclusive #BBW20 giveaway.

Through this partnership with Elvie, BMMA hopes to shift the paradigm in how reproductive/maternity products and businesses can contribute towards health equity in practice.



"CENTERING BLACK MAMAS TO REVIVE RESTORE AND RECLAIM THEIR BREASTFEEDING POWER"

LIFTING UP THE EXPERTISE OF BMMA MEMBERSHIP






BMMA used #BBW20 programming to showcase the depth and breadth of expertise on Black breastfeeding from the alliance. Throughout the week we highlighted culturally congruent lactation and infant feeding programming and support services provided by many of the organizations shown above.


Additionally we invited members and partners from a diversity of disciplines to participate as speakers on a webinar "Centering Black Mamas to Revive Restore and Reclaim Their Breastfeeding Power".

The webinar attracted 500 registrants and more than 250 attendees. Speakers highlighted the historical context of Black breastfeeding in the U.S., the origins of Black Breastfeeding Week, ongoing research and findings on Black breastfeeding in light of COVID-19 and innovative community and social media based support services for Black Mamas.

Webinar Recording: <https://www.youtube.com/watch?v=kb94d6mMWcw>

WEBINAR SPEAKERS





KIMBERLY SEALS-ALLERS

Co-Founder Black Breastfeeding Week
Founder, Irth App

Black Breastfeeding Week
SPONSORED BY ELVIE

#BlackMamasMatter #BBW20





**IFEYINWA ASIODU
PHD, RN, IBCLC**

Assistant Professor,
Family Health Care Nursing, UCSF

Black Breastfeeding Week
SPONSORED BY ELVIE

#BlackMamasMatter #BBW20





**AYANNA
ROBINSON, PHD**

Founder
Black Girls Breastfeeding Club

Black Breastfeeding Week
SPONSORED BY ELVIE

#BlackMamasMatter #BBW20





TAKISHA MILLER

Breastfeeding Advocate, Community Organizer,
Families for Equity & Executive Director Chocolate Milk Cafe

Black Breastfeeding Week
SPONSORED BY ELVIE

#BlackMamasMatter #BBW20

SHIFTING CULTURE FOR BLACK BREASTFEEDING

From Black Mamas themselves, researchers and advocates, maternal health care providers, and other birth workers to policymakers and community leaders, BMMA's #BBW20 programming provided a platform for diverse voices to come together to build community-organizing power and Black breastfeeding solutions, all while centering Black Mamas on our Twitter account with over 17k followers, 18k on Facebook and 67k on Instagram.

BMMA #BBW20 SOCIAL MEDIA



Full Article: <https://doi.org/10.1177/2055207619853397>
#BlackMamasMatter #BBW20

Highlights from Social Media Engagement

BMMA hosted a #BBW20 giveaway of a double breast pump from Elvie. Instagram Followers were instructed to respond to the following prompt in our comments section

"Black Breastfeeding is ____". as part of the contest. Below are some notable highlights.



amg8232 Black breastfeeding is life giving liberation. 🍌



brig_aug Black breastfeeding is an act of resistance and love. A form of peaceful protest against what was



yahagamama Black breastfeeding is beautiful, liberating, and strengthening our roots!



ttonthiphnxrthang Black Breastfeeding is healing generations.



amma_mypearl Black breastfeeding is commitment to a cause that you know will impact your next generation. It is staying woke (literally) when everyone is asleep in order for your body to feed and nourish.

SHIFTING CULTURE FOR BLACK BREASTFEEDING

SOCIAL MEDIA POSTS WITH THE MOST ENGAGEMENT
AUGUST 25 - 31, 2020



TWITTER



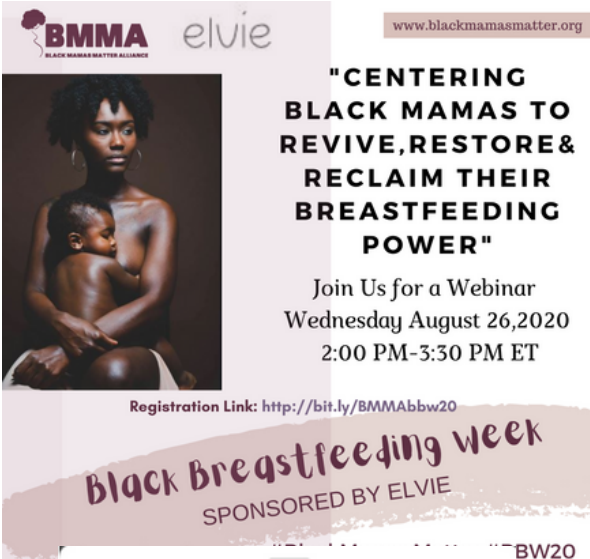
Black Mamas Matter Alliance @BlkMamasMatter
In the midst of a global pandemic, political unrest, & racial uprising, Black Mamas show their resiliency & care for their babies & community. This image is an iconic representation of why we continue to advocate for **#ReproductiveJustice #BBW20**
#BlackMamasMatterMatter pic.twitter.com/WZsr0R7Vam

Impressions
times people saw this Tweet on Twitter

11,133



INSTAGRAM



Post Insights

996 9 162 45
176 13,010
Profile Visits Reach



INSTAGRAM



www.blackmamasmatter.org

BREASTPUMP GIVEAWAY



SPONSORED BY elvie

REVIVE. RESTORE. RECLAIM
#BlackMamasMatter #BBW20 #Elvie



Post Insights

343 54 47 10
65 10,080
Profile Visits Reach



FACEBOOK

6,708
People Reached

753
Engagements

Boost Post

157

78 Shares

The #BBW20 webinar flyer had the most engagement on both Instagram and Facebook platforms. Interactions on both posts and overall webinar attendance underline the continued interest and enthusiasm from supporters and followers in BMMA's dynamic and informative webinar programming on all facets of Black Maternal Health, Rights & Justice



DRIVING THE CONVERSATION



[DISCUSSION DRAFT]

116TH CONGRESS
2D SESSION

H. RES. _____

[Expressing support for] the designation of the week of August 25 through August 31, 2020, as "Black Breastfeeding Week" to bring national attention to the United States maternal child health crisis in the Black community and the important role that breastfeeding plays in improving maternal and infant health outcomes.

IN THE HOUSE OF REPRESENTATIVES

Adams Continues Black Maternal Health Advocacy with Black Breastfeeding Week Resolution

Sep 3, 2020 | Press Release

"If mothers could meet current medical recommendations for breastfeeding, it would save the United States economy nearly \$13 billion per year in pediatric health costs"

WASHINGTON, DC – This week, Congresswoman Alma Adams (NC-12), introduced a resolution, H. Res. 1096, "expressing support for the designation of the week of August 25 through August 31, 2020, as 'Black Breastfeeding Week' to bring national attention to the United States maternal child health crisis in the Black community and the important role that breastfeeding plays in improving maternal and infant health outcomes."

BBW CONGRESSIONAL RESOLUTION

One of BMMA's core values is to always center and uplift the ingenuity, work, activism, and scholarship of Black women most especially in relation to addressing the issues that impact our communities.

It is from this value that BMMA continues to stand in solidarity with the annual Black Breastfeeding Week Campaign and from which we immediately connected Congresswoman Alma Adams's office to the co-founders of BBW to be part of the development of the resolution when her office reached out to us.

Through our role as an advocacy partner with the Congressional Black Maternal Health Caucus we helped to facilitate BBW co-founders leading the process in drafting language to support Congresswoman Adams's resolution.

The official resolution expressing support for National recognition of Black Breastfeeding Week from August 25- 31st was introduced in the U.S. House of Representatives on September 5th, 2020.

The official press release can be found here:

<https://adams.house.gov/media-center/press-releases/adams-continues-black-maternal-health-advocacy-black-breastfeeding-week>

A complete draft of the resolution can be found here:

https://adams.house.gov/sites/adams.house.gov/files/ADAMNC084_BBW.pdf

Kiddada Green @askkiddada · Sep 9
I'm excited to talk Black #Breastfeeding with @RepAdams. Much love to Latasha Holly, @BlkMamasMatter & @TinaShermanNC of @MomsRising for helping with the process of making this Congressional Resolution a reality. @iamKSealsAllers @anayahrose see you at 6:30p EST





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