

Breastfeeding: A Black Imperative & Why Chocolate Milk Matters

Maritza Franqui, MPH, CD, CLC
Weyu Hodge, MPH

5/27/2020



Agenda

- Breastfeeding in the U.S.
- Why chocolate milk matters
- Unpacking breastfeeding for Black Mamas
 - social determinants
- Engaging partners in breastfeeding
- Breastfeeding and COVID-19
- Supporting breastfeeding in Black communities



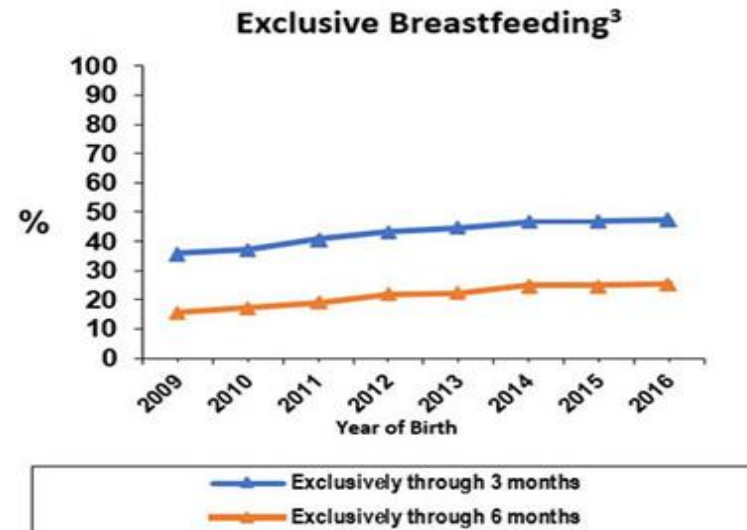
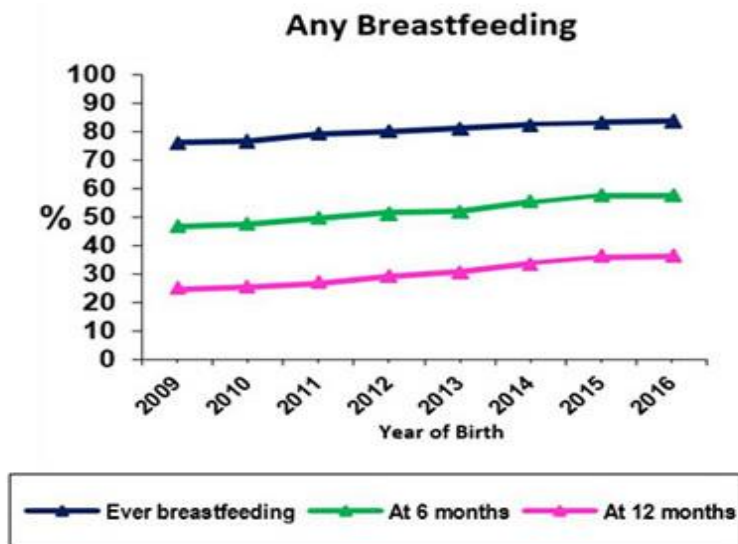


**Self-care means giving yourself
permission to pause...**

Centering[®]
Healthcare
Institute

Breastfeeding in the U.S.

Percentage of U.S. Children Who Were Breastfed, by Birth Year^{1,2}



Centering[®]
Healthcare
Institute

Why Chocolate Milk Matters

Disparities in

- breastfeeding rates
- preventable diet-related diseases in infants
- preterm birth rates
- infant mortality rates



The Benefits of Chocolate Milk

For Babies

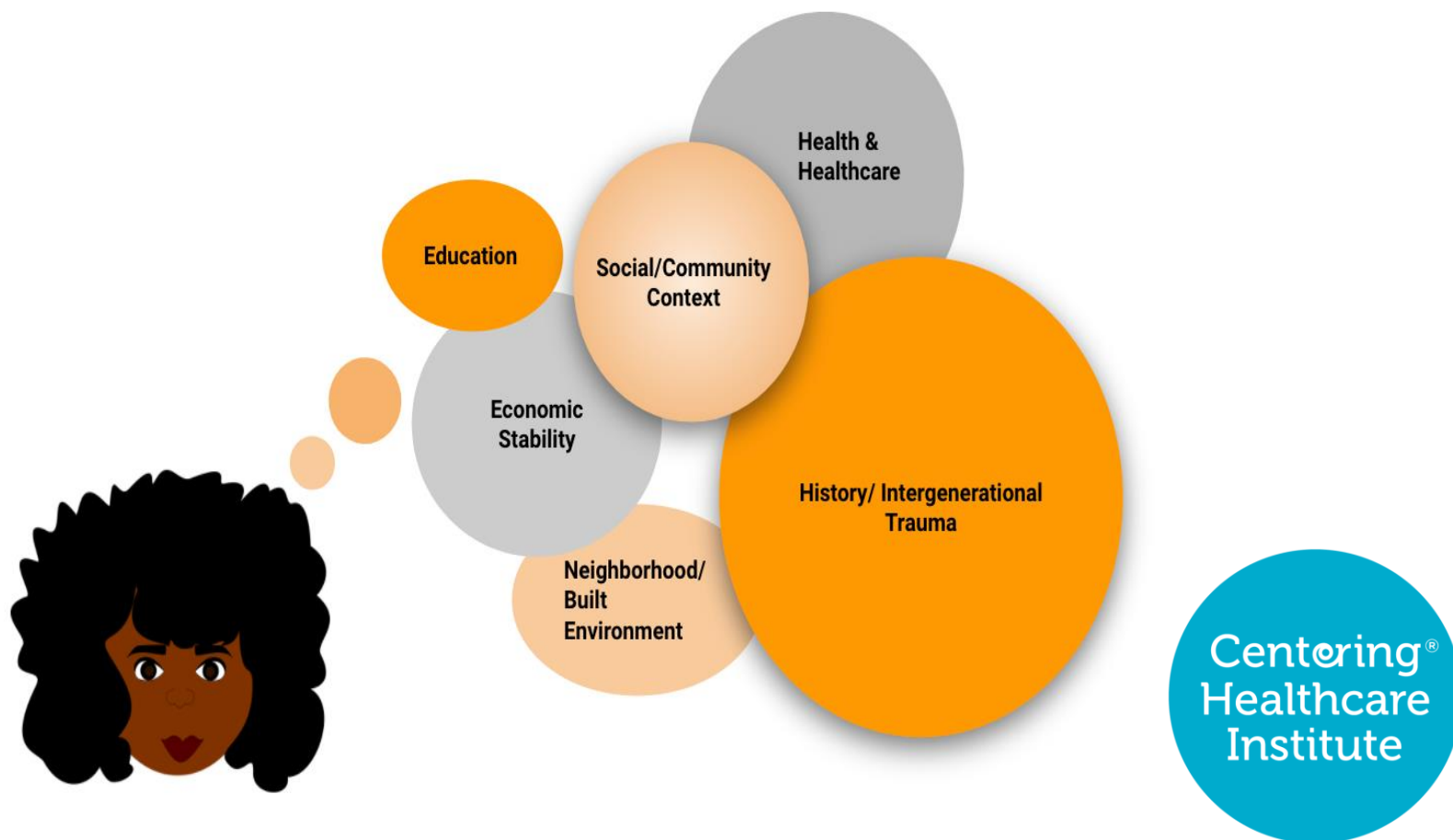
- asthma
- obesity
- type 1 diabetes
- severe respiratory disease*
- SIDS
- gastrointestinal infections
- insecure attachment*

For Moms

- high blood pressure
- type 2 Diabetes
- ovarian cancer
- breast cancer*
- weight loss
- mood disorders*



Social Determinants of Health & Breastfeeding



Unpacking Breastfeeding for Black Mamas



Discussion:

Diving into a challenging start



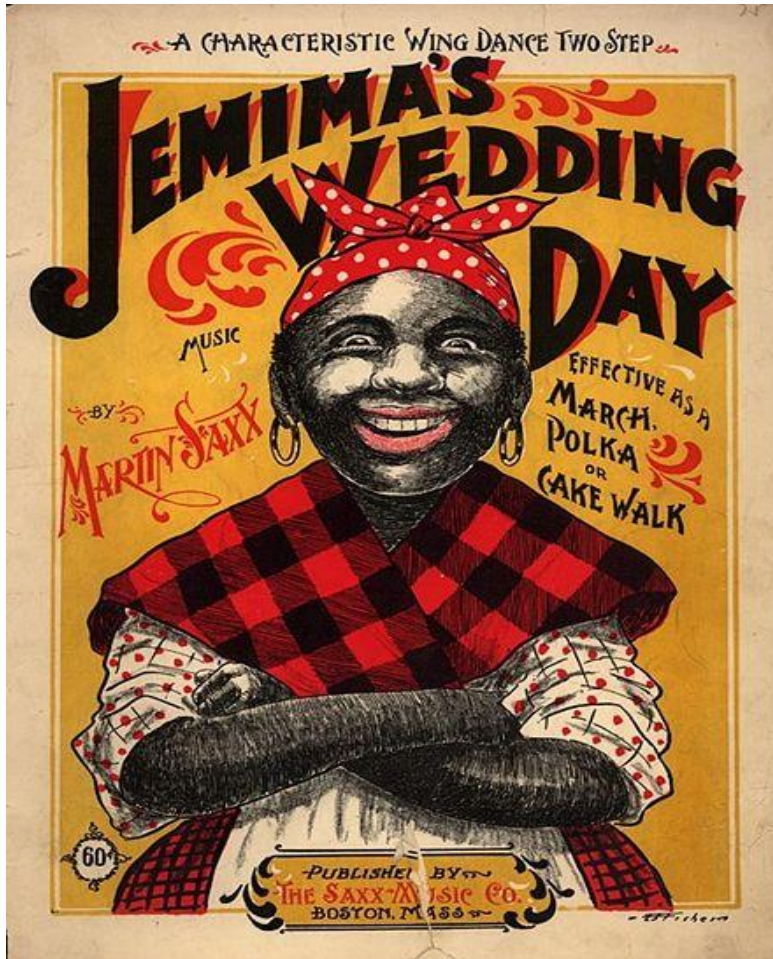
Unpacking Breastfeeding for Black Mamas



The History of Black Breastfeeding in the U.S.



A Historical Portrayal of Black Motherhood & Representation



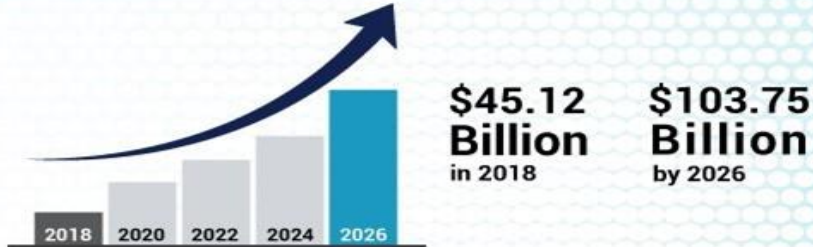
Unpacking Breastfeeding for Black Mamas



Economic Determinants

INFANT FORMULA MARKET

Global Infant Formula Market Size, 2018-2026 (USD Billion)



Global Infant Formula Market Share, By Distribution Channel, 2018

Hypermarkets/Supermarkets – 35.98%

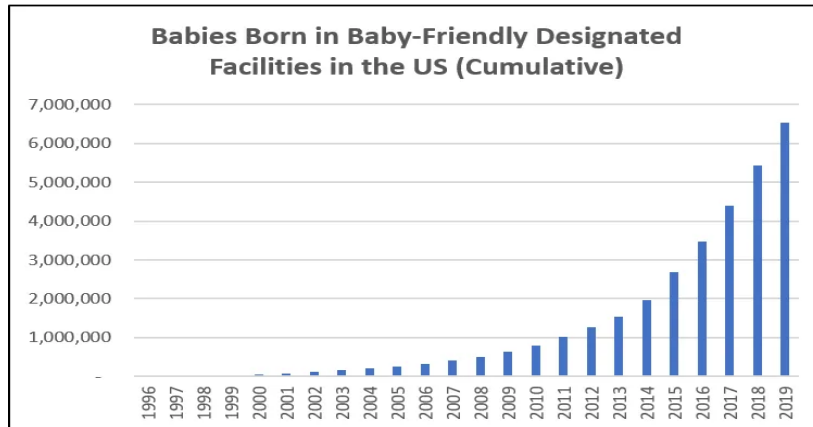
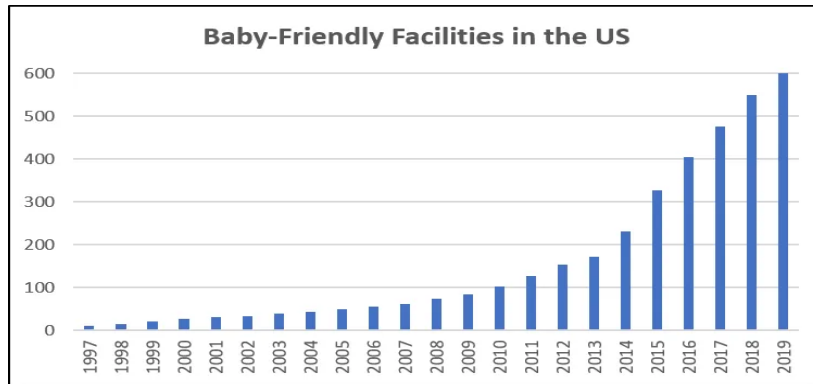
Pharmacy/Medical Stores | Specialty Stores | Others

Europe, U.S. Infant Formula Market Size, 2018



Centering[®]
Healthcare
Institute

Economic Determinants



- WHO Ban on Advertising of Breast Milk Substitutes
- Promotion of formula in hospitals
- Baby-friendly hospitals



Over Representation in Formula Ads

M-M-M-M, HOW THE FULTZ QUADS LOVE MARSHMAL-O-FUDGE
so good, with double-rich Pet Milk—
so easy, they make it themselves!



"It's the best fudge in the whole wide world, it's so creamy! We like to have it and share. Why don't you have some, too? We've made it lots of times all by ourselves and it always comes out just right. Pet Milk and our special recipe make it so easy!"

LIKE thousands of girls everywhere, the Fultz quads share a big interest in cooking, especially in recipes they can make all by themselves. And naturally, they know there's no milk so good for cooking as double-rich Pet Evaporated Milk! They're growing healthy, strong, and sturdy on Pet Milk and...

...since they were born, when their doctor selected it as the only milk that the world's most famous quads, and it's still their only milk! They drink it by the gallon but (two glasses make an empty meal)... guess lots of it is saved! (Before these quads, they say!...) how do milk farms in all their favorite states.

Just one look at these four happy, healthy little girls and it's easy to see why the milk is America's favorite milk for bottle-fed babies... and why millions of kindergarten, elementary, and high school students find the best milk for their lunches is the Evaporated Milk!

THE FULTZ QUADS' PET MILK RECIPE FOR marshmal-o-fudge

1. Take a 1/2 can of double-rich Pet Evaporated Milk and mix with 1/2 can of sugar and 1/2 can of condensed milk. Stir until smooth.

2. Boil in a double boiler for 10 minutes, stirring all the time.

3. When mixture comes off heat, add the rest of the ingredients and stir until smooth.

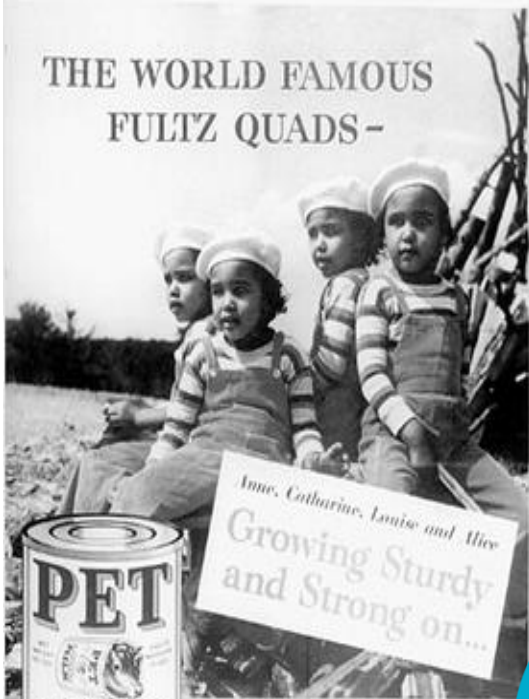
4. Pour into a greased mold and let stand until firm.

5. Cut into squares and serve.

PET EVAPORATED MILK . . . AMERICA'S FIRST EVAPORATED MILK
For babies . . . For cooking . . . For coffee

As featured in **EBONY**

THE WORLD FAMOUS FULTZ QUADS—



Ime, Catherine, Louise and Alice

Growing Sturdy and Strong on...

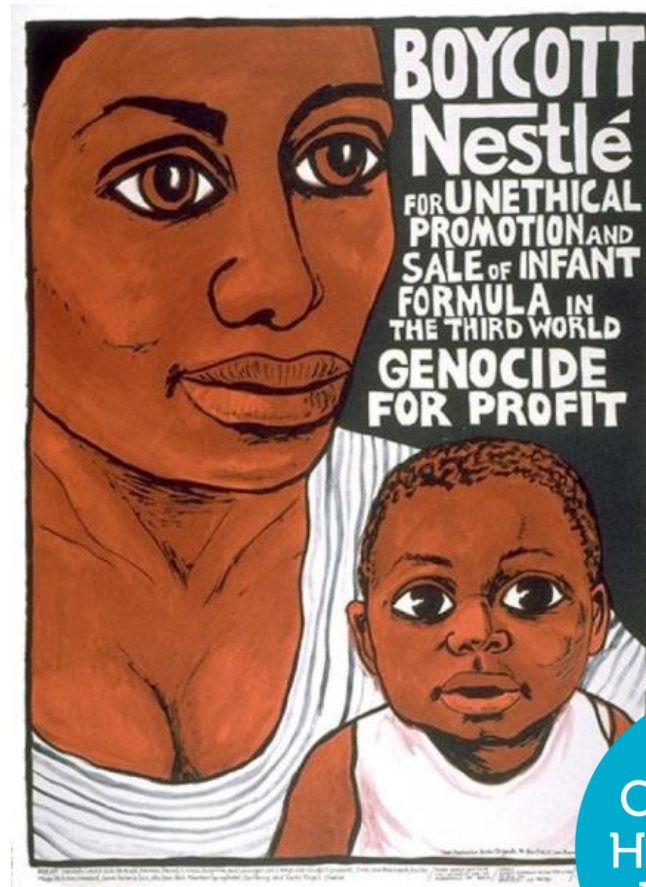
PET MILK

PET MILK

PET MILK

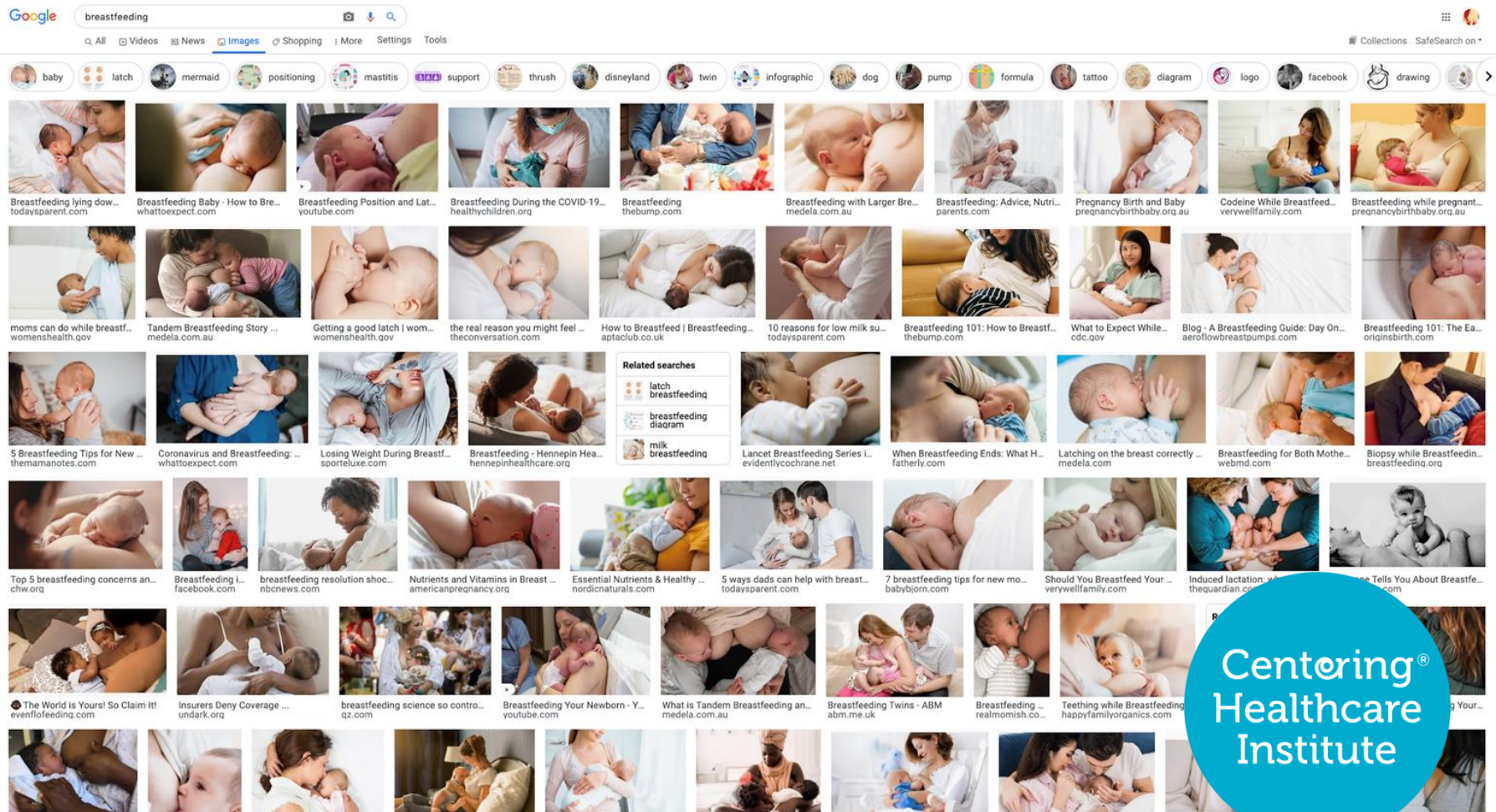
Centering®
Healthcare
Institute

Over Representation in Formula Ads



Centering[®]
Healthcare
Institute

Lack of Representation



Unpacking Breastfeeding for Black Mamas



Social-political barriers to breastfeeding

- inconsistencies in laws re: public breastfeeding across all states, D.C., Puerto Rico, and the Virgin Islands
- lack of employer based support
 - adequate nursing rooms
 - compensation for break time
 - providing break time for exempt employees
 - providing break time beyond 1 year after the child's birth

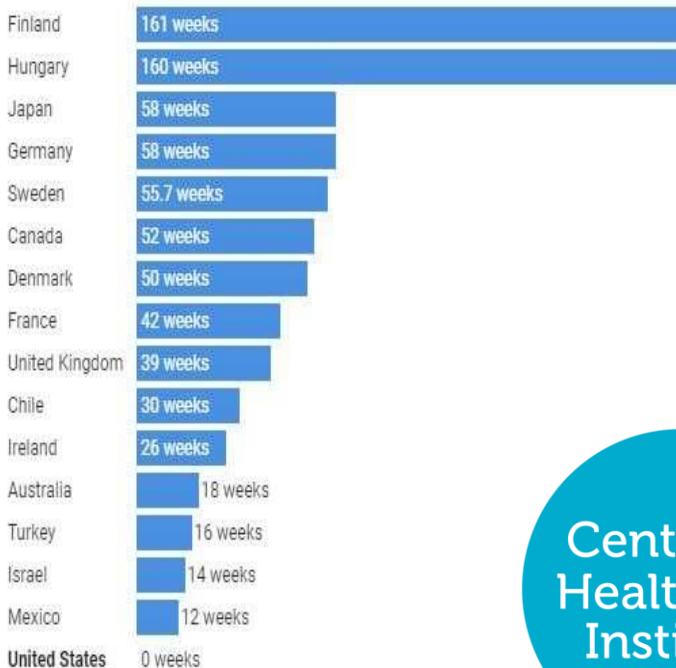


Social-political barriers to breastfeeding



Paid maternity leave

The U.S. is the only developed country that does not mandate paid time off to women after they give birth.



Centering[®]
Healthcare
Institute

Engaging Partners in Breastfeeding



Centering[®]
Healthcare
Institute

Sexualization and stigma of breastfeeding



Breastfeeding & COVID-19

- What are some questions you should consider asking patients?
 - What support do you need in order to successfully breastfeed safely at home?
 - Do you have support at home that can help you get what you need, while maintaining safety precautions?
- Questions to consider in your practice:
 - What resources can you incorporate into your virtual centering groups?
 - are you using a trauma informed approach to promote and support breastfeeding when parent and baby are separated at birth?



What can allies do?

What targeted approach are your sites using to promote breastfeeding in black communities?



Questions?





Thank you!

mfranqui@centeringhealthcare.org
whodge@centeringhealthcare.org

Centering[®]
Healthcare
Institute