A Community Centered Approach for Engaging African American Families

Presented by
Andrea Serano, CLC
Mission

Reaching Our Sisters Everywhere (ROSE) is a member network founded to address breastfeeding inequities among people of color nationwide through culturally competent training, education, advocacy, and support. With a focus on increasing breastfeeding initiation and duration rates, ROSE seeks to normalize breastfeeding by serving as a catalyst that provides resources and networking opportunities for individuals and communities.
Sameness
Redistribution of resources to level the playing field
EQUALITY  EQUITY  REALITY
In Babies, Breastfeeding is Associated With a Lower Risk of:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sudden Infant Death Syndrome</td>
<td>36-50%</td>
</tr>
<tr>
<td>Lower Respiratory Tract Disease</td>
<td>72%</td>
</tr>
<tr>
<td>Gastrointestinal Infections</td>
<td>64%</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>19-27%</td>
</tr>
<tr>
<td>Type 2 Diabetes</td>
<td>39%</td>
</tr>
<tr>
<td>Leukemia (acute lymphocytic)</td>
<td>19%</td>
</tr>
<tr>
<td>Leukemia (acute myelogenous)</td>
<td>15%</td>
</tr>
<tr>
<td>Asthma</td>
<td>27%</td>
</tr>
<tr>
<td>Childhood Obesity</td>
<td>15-30%</td>
</tr>
<tr>
<td>Atopic Dermatitis</td>
<td>42%</td>
</tr>
<tr>
<td>Acute Ear Infection</td>
<td>50%</td>
</tr>
</tbody>
</table>

In Mothers, Breastfeeding is Associated With a Lower Risk of:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Cancer</td>
<td>28-50%*</td>
</tr>
<tr>
<td>Breast Cancer w/ family history</td>
<td>59%</td>
</tr>
<tr>
<td>Ovarian Cancer</td>
<td>21%</td>
</tr>
<tr>
<td>Type 2 Diabetes</td>
<td>4-12%</td>
</tr>
<tr>
<td>Coronary Heart Disease</td>
<td>37%</td>
</tr>
</tbody>
</table>

Breastfeeding is Great for the Planet:

- Reduces packaging, production & marketing waste; saves fuel. No methane emissions (cow gas destroys the ozone more than cars), improved child spacing and population control!
## Current Breastfeeding Rates

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Female</th>
<th>80.4±1.8</th>
<th>52.8±2.2</th>
<th>30.6±2.1</th>
<th>7214</th>
<th>45.2±2.3</th>
<th>23.3±2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>2788</td>
<td>82.4±2.8</td>
<td>51.4±3.7</td>
<td>27.9±3.6</td>
<td>2749</td>
<td>40.3±3.8</td>
<td>20.8±3.3</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>8811</td>
<td>83.0±1.3</td>
<td>55.8±1.8</td>
<td>32.8±1.8</td>
<td>8546</td>
<td>48.0±1.9</td>
<td>24.4±1.7</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>1476</td>
<td>66.4±3.8</td>
<td>35.3±4.0</td>
<td>16.9±3.1</td>
<td>1460</td>
<td>33.4±4.1</td>
<td>13.9±2.9</td>
</tr>
<tr>
<td>Non-Hispanic Asian</td>
<td>683</td>
<td>83.2±7.6</td>
<td>65.6±7.7</td>
<td>42.3±7.0</td>
<td>662</td>
<td>46.5±7.5</td>
<td>26.9±7.1</td>
</tr>
<tr>
<td>Non-Hispanic Hawaiian/Pacific Islander</td>
<td>96</td>
<td>83.9±14.1</td>
<td>32.6±19.0</td>
<td>14.4±9.0</td>
<td>95</td>
<td>43.3±24.1</td>
<td>11.8±9.5</td>
</tr>
<tr>
<td>Non-Hispanic American Indian/Alaska Native</td>
<td>217</td>
<td>71.5±12.6</td>
<td>28.8±11.7</td>
<td>17.9±8.9</td>
<td>212</td>
<td>27.4±11.8</td>
<td>12.5±6.5</td>
</tr>
<tr>
<td>2 or more races</td>
<td>1070</td>
<td>75.4±6.5</td>
<td>46.2±6.2</td>
<td>25.3±5.4</td>
<td>1044</td>
<td>41.4±6.3</td>
<td>23.0±5.6</td>
</tr>
</tbody>
</table>
Packaging Community Engagement Approach Through the CRASH Model
Culture

The thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups
Culture

Race
Ethnicity
History
Religion
National Origin
Geographic Region

Gender

Age

Family Dynamics

Personal Psychology
Cultural competence emphasizes the idea of **effectively operating** in different cultural contexts, and altering practices to reach different cultural groups.
Respect

Understanding that demonstrations of respect are more important than gestures of affection or shallow intimacy.
Assess/Affirm

Recognizing positive values in other cultures, recognizing each individual as the world’s expert on his or her own experience, being ready to listen and to affirm that experience.
Sensitivity/ Self-Awareness

Becoming aware of our own cultural norms, values, and “hot-button” issues or “tender spots” that lead us to mis-judge or to mis-communicate with others.
Humility

- Peeling back “layers of the onion” of our own perceptions and biases
- Being quick to apologize and accept responsibility for cultural mis-steps
- Embracing the adventure of learning from others’ first-hand accounts of their own experience.
C.R.A.S.H

C = Culture
R = Respect
A = Assess / Affirm
S = Sensitivity / Self-Awareness
H = Humility
Developing cultural competence results in an ability to understand, communicate with, and effectively interact with people across cultures.
Empowering a growing cadre of advocacy-oriented “ROSE Community Transformers”
Why Community Transformers

The community MUST be engaged in this journey to address maternal and infant health practices, and truly must be engaged by those from within the community!
What they do

- Provide one-on-one peer breastfeeding support
- Lead breastfeeding gatherings in their community
- Participate in community engagement activities
Collaborate with community organizations
Amerigroup ROSE Baby Shower
Fathers & Partners are Caregivers
Setting up shop in front of the Barbershop
Healthy Start New Orleans
EATING NOOK
Over 450,000 people attended the 2016 Essence Festival
Give your baby the best possible start in life.

Breastfeed.

855-4BFMOMS
Tennessee Breastfeeding Hotline
Stock photos aren’t necessarily your friend
Eating on the go!

Breastfeed
Anytime
Anywhere

ROSE - Reaching Our States Everywhere
massbreastfeeding.org

Photo © Sweet Dreams Photography
www.sweetdreams-photography.com
To Enhance Not Replace
Making New Connections

* Opportunity to meet new collaborative partners
  * Reconnect after events
* Increase your visibility within your community
  * Events
  * Resource
    * Debunking myths and misinformation

Andrea Serano, V. Kuroji Patrick, & Felisha Floyd
At the USBC Conference
Hashtags

# + Word (or phrase & no spaces) = Hashtag
Hashtags

- Create or Reuse Hashtags for Events
- Keep It Short and Simple
- Search New Hashtags
## Hashtags

### ROSE Twitter Activity in 2015-2016

<table>
<thead>
<tr>
<th>Hashtag/Account</th>
<th>Date</th>
<th># Of Twitter Accounts Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BLKBFING</td>
<td>2015</td>
<td>1,700,000</td>
</tr>
<tr>
<td>#ITSONLYNATURAL</td>
<td>2015</td>
<td>1,000,000</td>
</tr>
<tr>
<td>#KEETPITMOVING15</td>
<td>8/20/15</td>
<td>521,600</td>
</tr>
</tbody>
</table>
Plugging in with Hashtags

- Hashtags can be powerful!
  - Centering a discussion
  - Moving across demographics
  - Igniting awareness
February 27, 2013 Twitter Chat
Twitter Party

Twitter Chat Guide

Search #Blkbfing

Make sure your tweets include #Blkbfing
MomsRising: Q2: What are your breastfeeding celebrations for Black History Month? #WellnessWed #bfing #blkbfing

Partner: A2
Celebrating the phenomenal #Blkbfing mothers that have become ROSE Community Transformers and diving in to support our communities #wellnesswed #itsonlynatural
Instagram
Sharing across platform
Instagram
Sharing across platform
Hashtags
What about...
Team Work Makes The Dream Work

• Approach community engagement through a CRASH framework
• Value the voices already at the table
• Build trusting collaborative relationships
• Be open to fresh and new ideas
• Let Social Media work for you
Thank you!

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