Project.
Breastfeeding rates have improved among all women in the U.S. yet disparities persist in breastfeeding among African American women.

Much of the educational material on breastfeeding targeting African American women consists of images of black women next to re-purposed content developed for a general audience. This is problematic because while African American women face similar challenges as other women with regards to sustained breastfeeding, there are also cultural issues specific to the African American experience that must be addressed in order to develop meaningful outreach. While factors such as difficulty making sure other families are better informed, African American women may face similar challenges as other women with regards to sustained breastfeeding, there are also cultural issues specific to the African American experience that must be addressed.

This project will benefit others in the breastfeeding community as a case study of how digital and social media can be used to build online support for new mothers, their families and communities. The goal of making breastfeeding experiences of African American mothers as a resource for new mothers, their families and communities. The goal of making these stories available online is to establish breastfeeding as a social norm in the African American community.

Goal.
Make breastfeeding a community responsibility.

1. RECORD STORIES about the unique experiences of black mothers and lactation consultants...

2. SHARE VIDEOS online using social media...

3. ENCOURAGE SUPPORT by creating empathy and understanding for breastfeeding mothers.

Peers  Coworkers  Family  Partners  Community

Best Moment.
"Seeing the mothers from my classes becoming advocates and cheering each other on."

Lydia, Certified Lactation Educator
Age: 33
Hometown: Los Angeles

Lydia has one eighteen year old son, who was breastfed for four years, and one ten year old son, who was breastfed for two years. All of her children were combination fed. Lydia is currently part of a breastfeeding peer support group. Lydia has six children, ranging from ages two to twenty-three years old. All of her children were breastfed. Lydia has been teaching breastfeeding for two years and a half. Lydia has two grown sons and a thirteen year old daughter. Lydia likes to feed her children breast milk and make sure other families are better informed. Lydia's biggest challenge is "the regret I still have that I did not breastfeed my son.”

Biggest Supporter: "My mother."

Best Moment.
"When my first mentor, Lucy, asked me to be a leader in a mother-to-mother breastfeeding support group."

Kimberly, BCLC
Age: 49
Hometown: Philadelphia

Kimberly has six children, ranging from ages two to twenty-three years old. All of her children were breastfed. Kimberly breastfed her first child before she became a peer counselor and later a peer support coordinator. Kimberly’s biggest challenge is "Waiting for my breastfeeding to come in... and worrying that my son wasn’t getting enough food." Kimberly’s biggest supporter is “My husband.”

Best Moment.
"When I got my niece to breastfeed her baby."

Nakeya, Age: 33
Hometown: Los Angeles

Nakeya is the mother of three children, a sixteen year old daughter, a nine year old son and an eighteen month old baby. Nakeya is passionate about breastfeeding in her community and the breast feeding support group she successfully started in her community with support from her hospital staff. Nakeya’s biggest challenge is "Finding my children wear passiveness of the breast."

Biggest Supporter: "My children."

Best Moment.
"When my son gained enough weight for me to return to exclusive breastfeeding."

Naheemah, Age: 49
Hometown: Orange

Naheemah has one newborn son, who was breastfed for three months. After learning later that her son hadn't needed formula, she became a peer educator to breastfeeding mothers & lactation consultants... Naheemah’s biggest supporter is “My family.”

Project.
Using digital narrative and social media to build support for breastfeeding in the African American community.

The African American Breastfeeding Project.com

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4 PUBLIC SCREENINGS
2014 National Medical Association Annual Conference
August 2014 Southroad For Your Baby Nursing Meetup
April 2015 Breastfeed LA Community Meeting
October 2015 CSUN Lactation Education Course

22 INTERVIEWS representing the diverse range of breastfeeding experiences in the black community.

776 MINUTES of footage with the goal of developing a feature length film with outreach campaign & print materials.

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