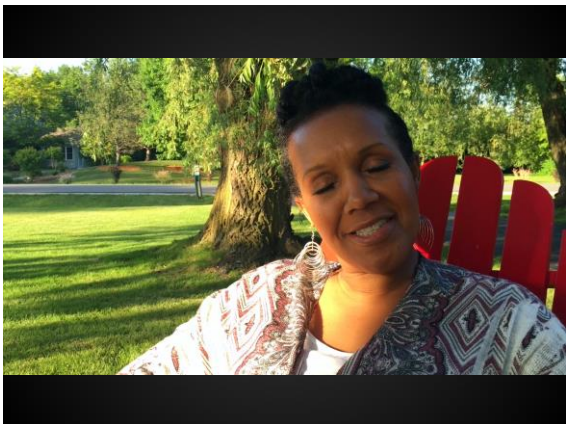


Men Talking about Breastfeeding;
Making Men Part of the Solution

W. Curtis Marshall
Terron Edwards

Breastfeeding in the Best of Times



Breastfeeding in the Worst of Times

"Breastfeeding is the most precious gift a mother can give her infant."

When there is illness or malnutrition, it may be a lifesaving gift, when there is poverty, it may be the only gift."

Ruth Lawrence, MD



A mother rests with her newborn baby after giving birth during Hurricane Katrina

Lifecycle of continuum of African American Disparities

Prenatal Breastfeeding

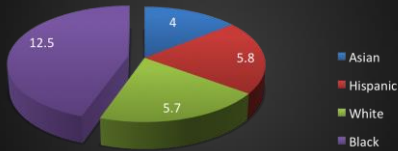
Pre-Term Birth Infant Mortality Obesity Asthma Diabetes

Very Low Birth Weight Sudden Infant Death Syndrome

Low Birth Weight

Breastfeeding offers protective factors along the lifecycle

Infant Mortality Rates 2008



Health Indicators Warehouse, 2013

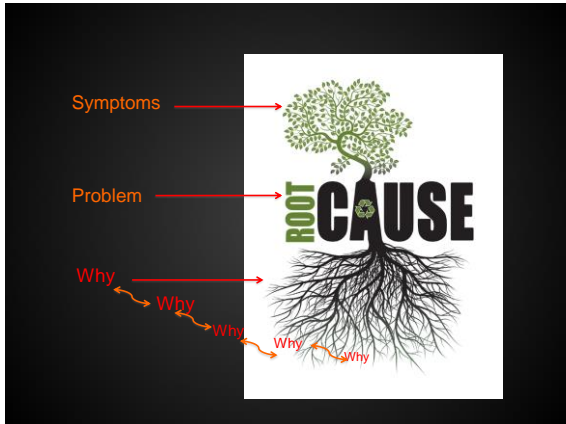
Slavery Impacted Breastfeeding and Children's Health

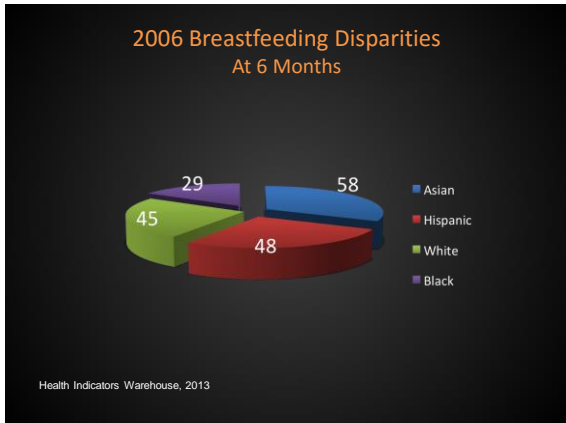
- Field slave fertility was regulated by forced weaning or long delays between feedings
- Breastfeeding for slave infants was often combined w/opiates and sub-standard food to induce sleep during mother's absence
- Work demands
- Wet Nurses

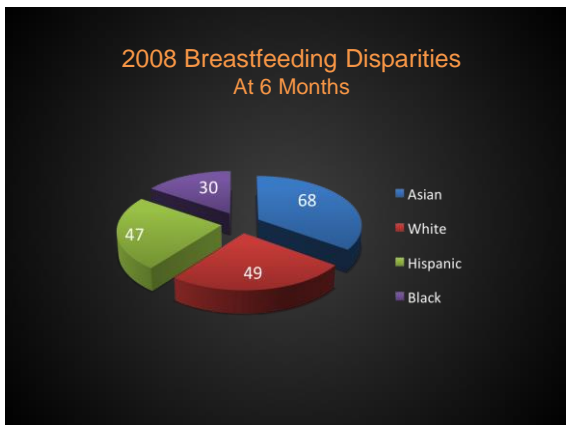


Historical Barriers All US Populations

- POLICIES – Limited maternity leave, WIC 1986 – free formula vouchers
- HOSPITALS AND HEALTHCARE PROVIDERS – Interference and misinformation
- WORKPLACE – Lack of support/access to pump at work
- COMMUNITY – Lack of support to breastfeed in public
- PERSONAL SELF EFFICACY – Lack of exposure to successful breastfeeding mothers







African American Breastfeeding Network

- Formed in 2008
- Mission
 - To promote breastfeeding as the natural and the best way to provide optimal nourishment to babies and young children
- Goals
 - Increase Awareness
 - Build Community Allies
 - Normalize Breastfeeding



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How Supported

- Financial:
 - Greater Milwaukee Foundation
 - Milwaukee County Breastfeeding Coalition
 - Office of Minority Health – Wisconsin
 - United Way
 - WK Kellogg Foundation
- Community Volunteers
- In-Kind:
 - Milwaukee Center for Independence Living
 - YMCA

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Breastfeeding Community Gatherings

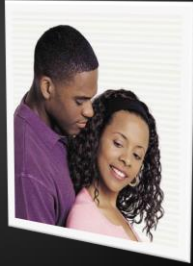
The Hallmark of AABN

- Twice Monthly at two YMCA location
- Dinner
- YMCA Daycare
- Volunteers provide staff support

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Father's Concern About Breastfeeding

- Interference with sex
- Embarrassment
- Discomfort
- How much and how often should the baby be breastfed
- Not enough time
- Going back to school or work
- Father and Mother live apart



African American Breastfeeding Network

Community Breastfeeding Gathering

- Goals:
 - Bring pregnant/breastfeeding mothers together with the families and lactation specialists to...
 - dispel common myths
 - provide support
 - provide accurate, up-to-date information
 - share ways to have breastfeeding success, and
 - identify community resources, i.e. WIC



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Father Support

Recruitment

- Mothers Who Attend
- Fatherhood Programs
- Men Clinics/Programs



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Breastfeed Community Gathering Topics

- 3 Rotating Topics
 - A. Getting Off to the Best Start with Breastfeeding
 - B. Prepare, Plan & Pump: Tips for Returning Back to Work/School
 - C. Protecting & Building Your Milk Supply
- 3 One-Time Topics
 - A. All Your Baby Needs Is Breast Milk
 - B. Father's Loving Support For Breastfeeding
 - C. Childcare Centers/Business Supporting Breastfeeding



Father Support Breastfeeding Education

- Receive Same Key Messages/Information
- Reviewed Together
- Held In Conjunction With the Mother Session
- Men Session Facilitated By A 'Father Peer Advocate'
- Uncles, Brothers, Cousins



Father Support

- Discuss the value of breastfeeding and commit fathers to simple ways to consistently support
- Topics Areas Include...
 - A. Preparing to become a breastfeeding family
 - B. Breastfeeding Older Children
 - C. Being An Father Advocate
 - D. Resources Available In The Community
 - E. Ways Fathers Can Support Breastfeeding Dads



Father Support

- Referral For Other Services
- stress, employment, education housing, health concerns, child support, legal consultation, parenting, goal-setting, etc.
- Bond with the other fathers in sessions
- Men do not feel as “substitute parents”



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Father Support Follow-up

Follow-up:

- Collect Registration and Surveys
- Follow-up Phone Calls Monthly.
- Address concerns
- Breastfeeding Peer Notifies Father Peer Advocate when baby is born

Dads are Needed for Breastfeeding



Game Plan:

- Group leader asks the question
- Client rolls die – whatever number lands on top (up to 4) is the number of responses he must provide to answer the question.

Fathers:

Tell me (1,2,3,4,) things you can do to be involved in breastfeeding choices.

- Attend the WIC class and appointments with the mother of my child.
- Attend prenatal visits (and bring up infant feeding).
- Share what I know about breastfeeding choices.
- Ask her what she thinks about breastfeeding and what she wants to know about.

Fathers:

Tell me (1,2,3,4) things you can do to support the mother of your baby with breastfeed

- Unwrap the mother and the baby to breastfeed.
- Help position the baby to her breast-she only has two hands.
- Bring the baby to her in the night and day to feed.
- Put the baby "back to sleep" in the crib/bassinet/Pac-N-Play when done feeding.

Fathers:

Tell me (1,2,3,4) things some fathers might not like about breastfeeding.

- "I don't want her breasts out there for everyone to see."
- "Breastfeeding messes up women's breast."
- "It's weird to have a baby suck on your breast."

Mothers:

Tell me (1,2,3,4) things you can do to include your baby father in infant feeding

- Invite him to your WIC class and appointments.
- Invite him to prenatal visits (and bring up infant feeding.
- Share what you know about breastfeeding benefits.
- Ask him what he thinks about breastfeeding and what he wants to know about it.

"Images mean so much, and we find a lot of times that folks are just saying, 'There are so many people I know who are 30 years old who have never seen anybody breastfeeding. If we can project more positive images, it will make a big difference."

"Instead of thinking outside of the box, get rid of the box."

Deepak Chopra



But How Far Outside the Box



"Goes against African American Male thought Process."

Robert B.

"I like it... it's a good thing.....but I don't understand why he's trying to do it...that looks weird to me."

Michael

Father Factor Healthy Birth Outcomes and Child Development

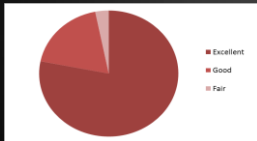
- > Sign birth certificate
- > Encourage breastfeeding
- > Create smoke free environment
- > No drug or alcohol use
- > Create peaceful environment
- > Attend medical appointments
- > Be positive and encouraging
- > Encourage healthy nutrition
- > Attend fatherhood program



6 MONTH Survey Results

Pregnant/ Breastfeeding Women
(n=64)

Expectant Dads/ Support Persons
(n=39)

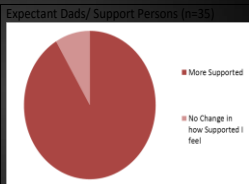
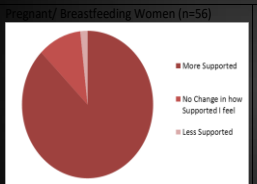


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Amount of Support felt after attending the Gathering

Pregnant/Breastfeed women
(n=56)

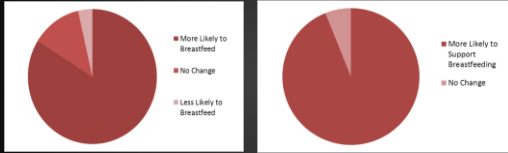
Expectant Dads/ Support Person
(n=36)



Likelihood of Breastfeeding after attending the Gathering

Pregnant/ Breastfeeding Women
(n=56)

Expectant Dads/ Support Persons
(n=33)



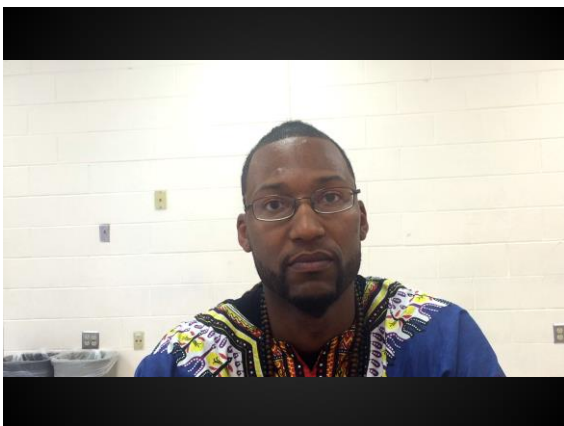
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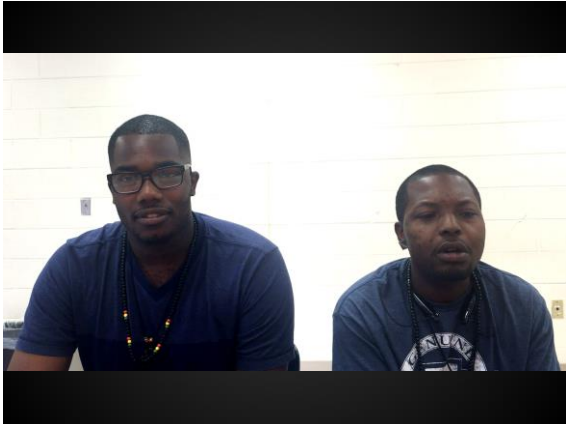
Number of expectant dads/ support persons who responded in all months reported they would recommend the Gathering to a new or expected father or support person.

100%



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Thank you

