



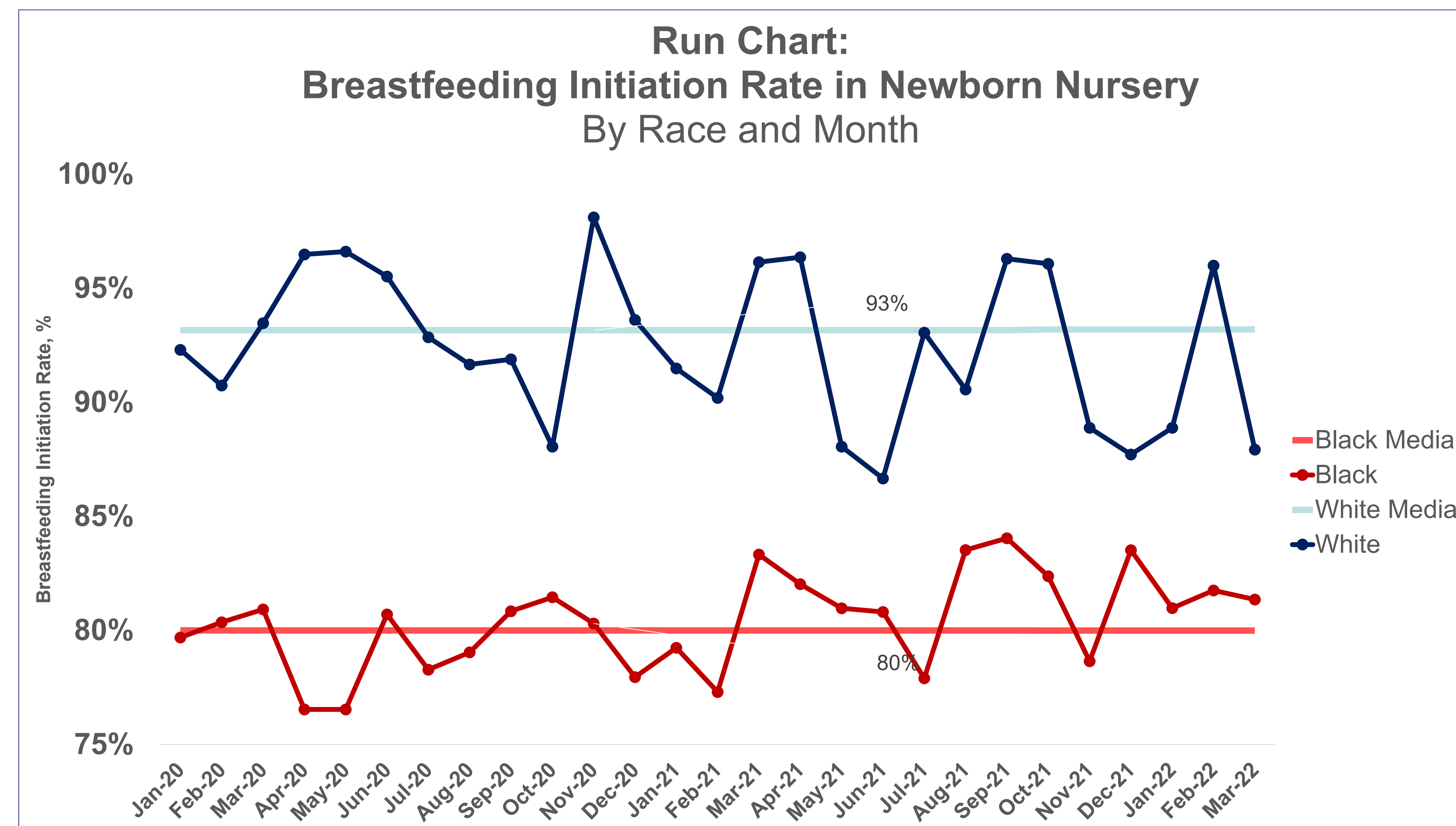
## Our Objectives

**Global aim:** Understand the root causes of breastfeeding disparities in West Philadelphia

**Goal:** Increase breastfeeding initiation rates for Black patients in the Newborn Nursery from 80% to 85%

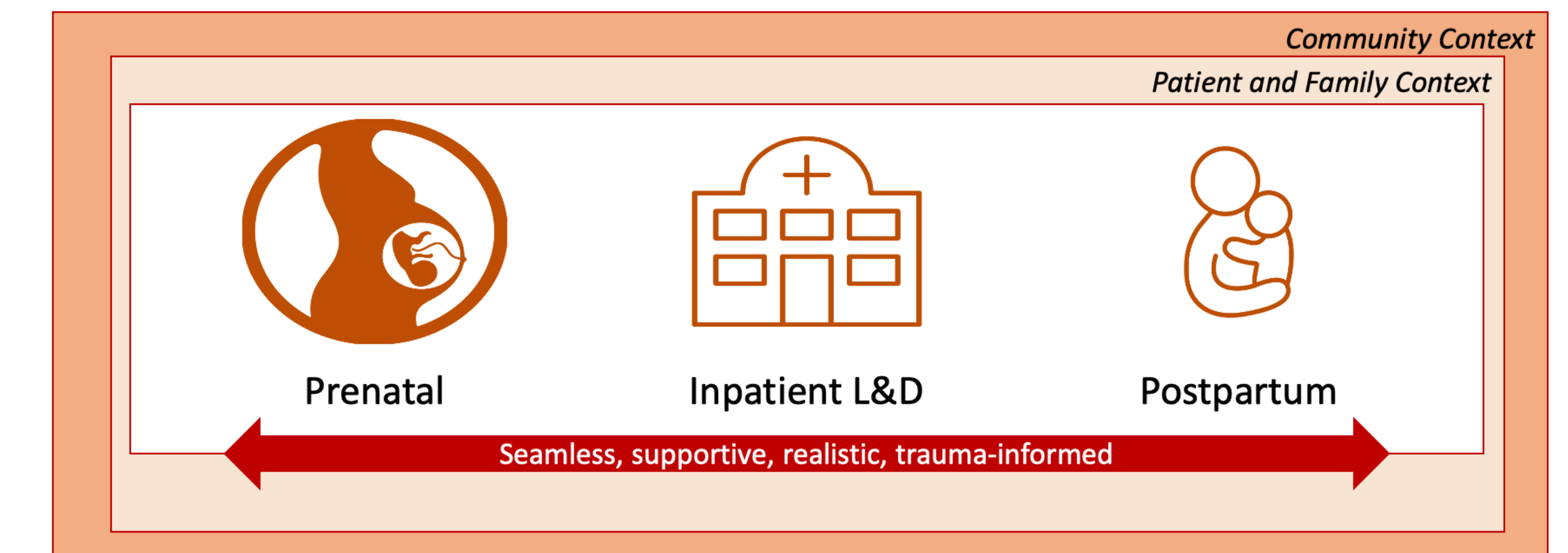
### How We Started

- Identified key stakeholders, including community partners
- Brainstormed as a group to identify key drivers
- Identified sources of funding to support community partner participation
- Racial and reproductive justice workshop served as the foundation for our work



### Next Steps

- Department-wide trauma-informed care training
- Individualized breastfeeding action plan



### Key Areas of Focus

- Learn about the diversity of lived experience and center Black patients
- Critical review of hospital policy implementation to identify racism/bias
- Review of hospital/practice marketing material
- Communication tools: implement a trauma informed care approach

### “What’s Going On?” Racism and Infant Feeding Choice Workshop



### Emerging Themes From Interviews

#### Pregnancy

##### Breastfeeding Intention Themes

- Family and friend encouragement and support
- Nonjudgmental guidance from providers
- Personal decision-making (benefits, desire, cost)

##### Mixed or Formula Intention Themes

- Negative family and friend experiences
- Provider pressure to breastfeed
- Personal decision-making (no desire, misconceptions, work, poor latch)

#### Labor and Delivery

##### Nursing/Lactation support themes

- Help with latching
- No pressure
- Responsive and informative lactation and nursing staff

#### Postpartum

##### Facilitators to Continuing Breastfeeding Themes

- Continued lactation support
- Support from family and friends
- Human milk benefits

##### Barriers to Continuing Breastfeeding Themes

- Frustration and loneliness
- Return to work
- Feeling of not providing enough for baby
- Lack of provider support
- Pain
- Convenience of formula
- Less pressure with formula