



# **Notes on the new OWH initiative to increase equity in infant and child health through supporting breastfeeding among African-American women**

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Seven Sections  
with a variety of  
videos and  
materials



# It's Only Natural

<http://www.womenshealth.gov/itsonlynatural/>

**Planning ahead** : From choosing the crib to finding a pediatrician, you're probably busy making lots of pre-baby decisions. But have you thought about breastfeeding? Pregnancy is the best time to learn about the benefits of breastfeeding and make plans to give your baby a healthy start in life.

- > **Making the decision to breastfeed** - Moms explain why its natural.
- > **Secrets to breastfeeding success** - Need some nursing know-how?
- > **The benefits of breastfeeding** - Reduce the risks of Sudden Infant Death Syndrome (SIDS), asthma, obesity, and other health conditions for child
- > **Breastfeeding 411** - There are many great resources..
- > **What breastfeeding means to me** - Moms share
- > **Staying healthy and eating well** - Healthy eating



» <http://www.womenshealth.gov/ItsOnlyNatural/Planning-Ahead/making-the-decision-to-breastfeed.html>

(Video if possible) >

**Overcoming challenges** : Breastfeeding boasts a long list of benefits for both baby and mom. But that doesn't mean it's always easy when you're first getting started. Hear how moms overcame common nursing challenges and stayed committed to breastfeeding.

- > **Overcoming breastfeeding challenges** - Find out what women wish they knew before they started breastfeeding
- > **Dealing with lack of family support** - everyone has an opinion...
- > **Is my baby getting enough milk?** Sahira Long, MD, IBCLC
- > **Breastfeeding in one word**





» <http://www.womenshealth.gov/ItsOnlyNatural/Overcoming-Challenges/breastfeeding-challenges.html>

(Video if possible) >

[Addressing breastfeeding myths](#) : Are you scared breastfeeding will hurt, or are you worried about your baby's dad feeling left out? These are just some of the reasons women don't breastfeed. If you're unsure, get the real deal on breastfeeding here.

- > [Uncovering breastfeeding misconceptions](#) - tall tales
- > [Breastfeeding myths in the African-American community](#)
- > [Incredible facts about breastfeeding](#) -



# Breastfeeding myths in the African-American community

- » Myth: Everyone uses formula.
- » Myth: Formula has more vitamins than breast milk.
- » Myth: Formula feeding is easier than breastfeeding.
- » Myth: Formula feeding is cheaper than breastfeeding.
- » Myth: Breastfeeding makes your breasts sag.
- » Myth: If your breasts are too small, you can't breastfeed.
- » Myth: If your breasts are too large or you're plus size, you can't breastfeed. patience or some assistance from a [lactation consultant](#)
- » Myth: You won't be able to make enough milk.
- » Myth: Your milk will turn sour or dry up.
- » Myth: You need to supplement, because your baby seems hungry or is crying all the time.
- » Myth: Bigger babies are healthier babies.
- » **Myth: Breastfeeding spoils a child.**
- » **Myth: Breastfeeding hurts.**
- » Myth: You can't breastfeed in public.





**Finding support** :Although breastfeeding is natural, it still takes practice. And finding your rhythm is always easier when you have a strong network of people ready and willing to help. From family to friends, doctors to peer counselors, a powerful breastfeeding support system can set you on the path to success.

- > **It takes a village: Building your breastfeeding support network**-guide to people/organizations
- > **Building a breastfeeding support network** - Moms reveal how help empowered them
- > **Breastfeeding 411** - There are many great resources
- > **Daddy duty** - Breastfeeding isn't a "moms only" gig.
- > **Breastfeeding as a single mom** - Just because you're single ...
- > **Getting your family on board** - tips on educating your family

**Fitting it into your life:** If you've never breastfed before, it can be hard to imagine fitting it into your life. But as you and your baby get into a breastfeeding routine, you'll learn just how flexible breastfeeding can really be. No matter if you're working or going to school, there are ways to make breastfeeding work for you.

- > **Breastfeeding in daily life: At home and in public** - Go to feeling empowered
- > **Breastfeeding and back to work** - Breastfeeding doesn't have to stop
- > **Handling stress** - Doesn't have to be stressful.
- > **Protect your right to breastfeed** - Breastfeeding is protected by law.
- > **Ten things moms can do while breastfeeding** - ways to pass the time

**My breastfeeding story** : Learn about breastfeeding from other moms in these inspiring personal stories.

- > **Jasmine's breastfeeding story** – keep it up with it when she went back to work.
- > **Brandi's breastfeeding story** - Single mom.
- > **Tiffany's breastfeeding story** - strong support system
- Chelisa's breastfeeding story** - top reasons and goals.
- > **A dad's perspective on breastfeeding** - share the journey



It's  
Only  
Natural  
poster  
(PDF, 1.1MB)





# It's Only Natural: 'How to' fact sheet (PDF, 1.3MB)



Breastfeeding takes patience and practice at first. With the right support and information you can make it work.

#### Choose steps to breastfeeding success

##### Position yourself comfortably

- Sit up or lie in a comfortable chair or on a nursing pillow that you like sitting on
- You can rest pillows to support your back and arms while you hold your baby
- Relax your muscles and get comfortable

##### Position your baby

- Hold your baby lying so his/her nose and mouth are facing you
- Hold your baby at the level of your nipple so that you're not leaning forward. Using the pillow can also help here
- Hold your baby by the back of his/her head so that you're not leaning forward. Using the pillow can also help here
- Hold your baby by the back of his/her head so that you're not leaning forward. Using the pillow can also help here
- Your baby's head should be held very gently as he/she is able to hold his/her own
- As shown here, there are several ways of holding newborns and you can try to find the one that is right for you
- Remember that holding your baby is important to breastfeeding success
- For more information visit [www.nhs.uk](http://www.nhs.uk) or [www.breastfeeding.gov.uk](http://www.breastfeeding.gov.uk)



- » Partner resources
- » 'In a Word' radio PSAs
- » Leader's Guide

## Other Resources at It's Only Natural

<http://www.womenshealth.gov/itsonlynatural/>



**Questions for OWH?  
Thank you!!**

