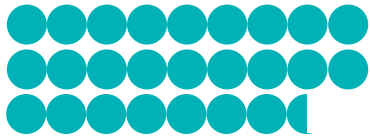




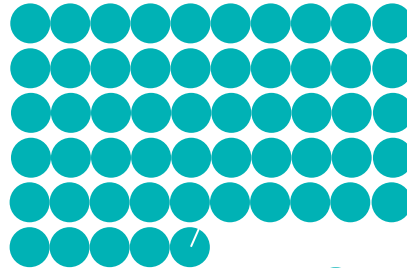
great lakes breastfeeding webinars **ANNUAL REPORT**

Our education efforts are informed by listening and learning how to better meet the needs of learners, presenters, and sponsoring partners on the Great Lakes Breastfeeding Webinars. Based on this, in 2021, we were committed to increasing accessibility, expanding continuing education offerings, along with providing consistent and free access to equity-focused education each month.

2749 unique webinar participants



5498 continuing ed certs requested



= 100



"One of my favorite things about serving as Education Manager has been working alongside the webinar presenters. **The series endeavors to center the voices of Black and Indigenous presenters who have worked diligently throughout COVID-19 to support breastfeeding in their communities** and each webinar provides tools for participants to do the same with the families they serve. It is a privilege to be a part of this work, listening and learning along the way."

Vicki Wood, CLC, CLS, MIBFN Education Project Manager

ABOUT THE WEBINARS

Michigan Breastfeeding Network presents FREE Great Lakes Breastfeeding Webinars that launch on the third Tuesday of the month at 8am EST. Webinars are available to watch whenever and wherever for up to 1 year after the initial air date.

Grounding Our Efforts:

In planning and implementation of these webinars, we are grounding our efforts in this working definition of racial equity:

Disparities in breastfeeding are perpetuated by inequities that have historically and currently centered white people and their experiences. Racial equity in breastfeeding is both a process and an outcome. The process of working towards racial equity in breastfeeding involves purposefully decentering white supremacy and colonialism, including the notion that whiteness is the standard of normalcy, beauty, superiority, and centrality in our society. This process involves trusting Black and Indigenous families, elevating their voices, and investing in their communities. The outcome of racial equity is the adoption of breastfeeding-supportive policies and practices that eliminate negative health outcomes caused by systemic racism and realized when the social construct of race is no longer a predictor of breastfeeding outcomes.

These webinars are designed to support practice change among peer counselors, maternity care nurses, and home visitors. In providing these webinars, we are committed to 4 core values access, evidence, equity, and relevance.

- Access: alignment with ongoing efforts to equitably establish breastfeeding support in every community by providing free, web-based, and regularly occurring continuing education opportunities that equip trusted leaders to provide breastfeeding support in their communities
- Evidence: collaborating with presenters who share respectfully gathered data to inform practical, successful approaches to increase the feasibility of breastfeeding success
- Equity: collaborating with presenters who center the individuals, families, and communities they serve in the approaches they share and whose work is centered outside of the dominant culture
- Relevance: providing pertinent information on dismantling roadblocks to success that are timely and necessary to increase the feasibility of breastfeeding today

ACCESS**EQUITY****RELEVANCE****EVIDENCE**



THANK YOU FUNDING PARTNERS!

We are grateful to offer the Great Lakes Breastfeeding Webinars free of charge to participants as part of our partnership with Michigan Department of Health and Human Services Bureau of Health and Wellness with support provided by Ohio Department of Health, Wisconsin Department of Health Services, Illinois Department of Public Health, Minnesota Department of Health, Connecticut Department of Public Health WIC Division, and Tyler Rigg Foundation.



"I appreciate the ease of use and that these presentations are free. I would find it hard to maintain my CLC certification if I had to pay for the 18 credits every three years."



Webinar Participant in NY



MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES BUREAU OF HEALTH AND WELLNESS



OHIO DEPARTMENT OF HEALTH



WISCONSIN DEPARTMENT OF HEALTH SERVICES



TYLER RIGG FOUNDATION



ILLINOIS DEPARTMENT OF PUBLIC HEALTH



CONNECTICUT DEPARTMENT OF PUBLIC HEALTH WIC DIVISION

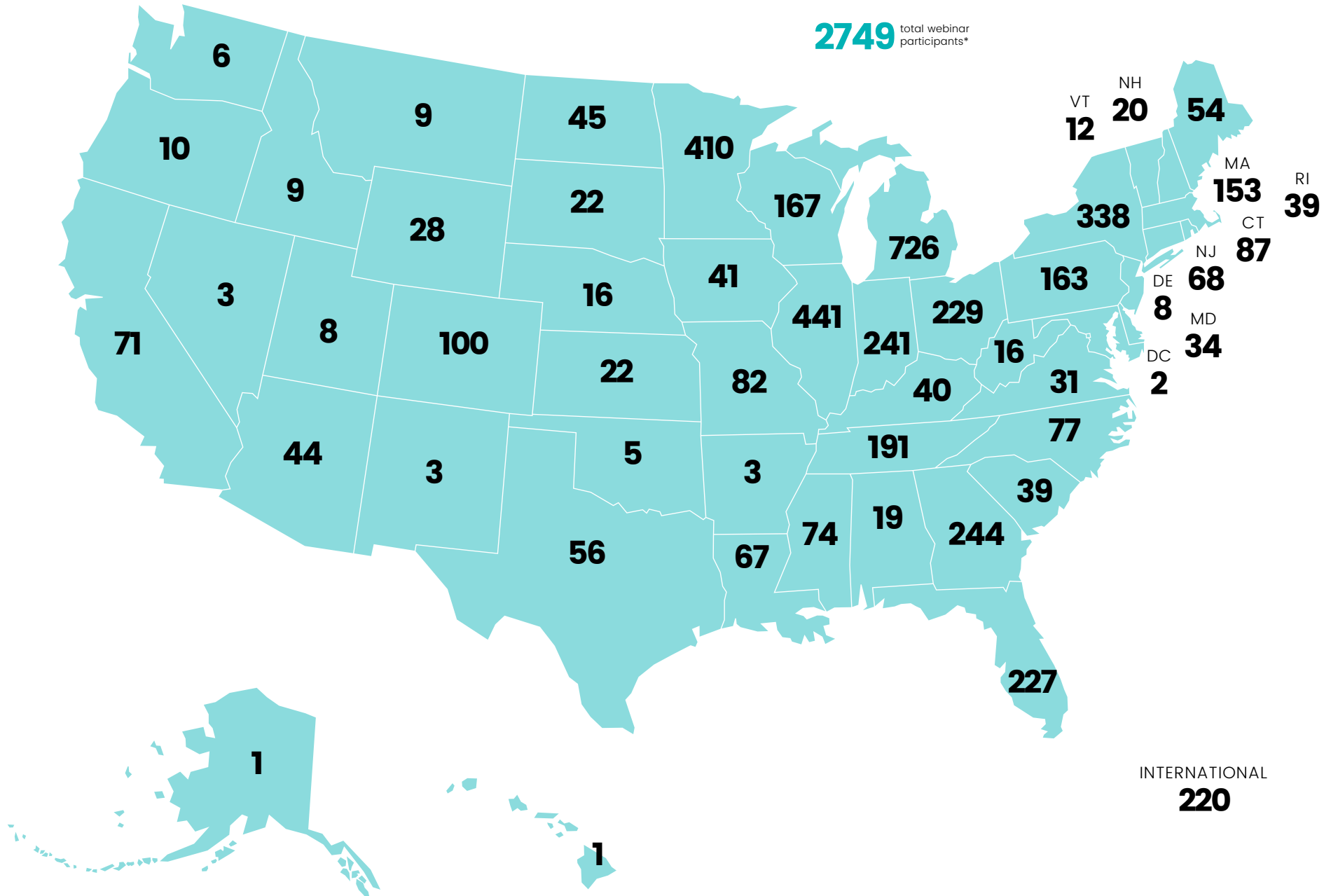


MINNESOTA DEPARTMENT OF HEALTH

2021 PARTICIPANTS BY LOCATION



2749 total webinar participants*



*Data includes participants who watched the 2021 Great Lakes Breastfeeding Webinars during the 2021 calendar year.



2021 WEBINARS

AIR DATE	TITLE	PRESENTER
February 16, 2021	Queer Like Radical: Affirming Abundance with Newborn/Infant Feeding	Etecia Brown, BA, CD
March 16, 2021	Serving Indigenous Families in Lactation	Meredith Kennedy
April 20, 2021	Dismantling Racism and Implicit Bias in Breastfeeding and Human Lactation	TaNefer Camara, MS-HCA, IBCLC
May 18, 2021	Beyond the Birth Suite: The Importance of Black Doulas in pursuit of Maternal Infant Health Equity	Kiara Baskin, CD, CLC
June 15, 2021	Bmadzewen yawen Mbish Water is Life	Bethany Earl, RN, CNM, MSN
July 20, 2021	Breastfeeding Fundamentals & the Workplace	Tameka White, CLS
August 17, 2021	Bodyfeeding is a Political & Cultural Act	Mariposa
September 21, 2021	Expanding Expectations and Building Resiliency: Empowering Parents for Successful Breastfeeding	Lindsey McGahey, IBC, IFSD, BE
October 19, 2021	Cultivating a New Culture	Lindsey McGahey, IBC, IFSD, BE and Kiara Baskin, CD, CLC
December 21, 2021	How to Navigate Lactation Support with Partners	Natosha Sage-EL Bylsma, BA, IBCLC
December 28, 2021	Meeting Families Where They Are	Rickeshia Williams, CLS, CLC, BD, CBE

february 2021

QUEER LIKE RADICAL: AFFIRMING ABUNDANCE WITH NEWBORN/INFANT FEEDING PRESENTED BY ETECIA BROWN, BA, CD

"The use of and explanation for terminology that I have not learned to use - such as chest and breastfeeding was very helpful."

- Webinar Participant in ME

"I learned about barriers to breastfeeding for transgender parents and learned more about appropriate language to use."

- Webinar Participant in CT

march 2021

SERVING INDIGENOUS FAMILIES IN LACTATION PRESENTED BY MEREDITH KENNEDY

"I am thankful to have found this content because it can be difficult to find first hand information on how to help care for our Indigenous mothers and families."

- Webinar Participant in DE



"I will be sharing this with our residents during didactic trainings. We have different cultures from different areas/regions/countries who are not aware of our Indigenous populations and traditions."

- Webinar Participant in CO

april 2021

DISMANTLING RACISM AND IMPLICIT BIAS IN BREASTFEEDING AND HUMAN LACTATION PRESENTED BY TANEFER CAMARA, MS-HCA, IBCLC



"I learned about Post-Traumatic Slave Syndrome which is something that I had not heard of by name, but is very understandable and aligns with experiences I have seen and heard about."

- Webinar Participant in NY

may 2021

BEYOND THE BIRTH SUITE: THE IMPORTANCE OF BLACK DOULAS IN PURSUIT OF MATERNAL INFANT HEALTH EQUITY PRESENTED BY KIARA BASKIN, CD, CLC



"I liked that the presenter really put a face to the facts and information she was sharing and made them more human by using pictures and quotes from amazing Black women."

- Webinar Participant in WI

"I did not truly understand the benefits of a doula so this was very informative."

- Webinar Participant in PA

june 2021

BMADZEWEN YAWEN I MBISH WATER IS LIFE PRESENTED BY BETHANY EARL, RN, CNM, MSN

"While I already knew how important water is to life, I gained a new perspective on how beliefs and rituals regarding water can influence health behaviors and practices."

- Webinar Participant in IN

"I learned about how water plays an integral part in the Indigenous culture surrounding pregnancy, childbirth, and lactation."

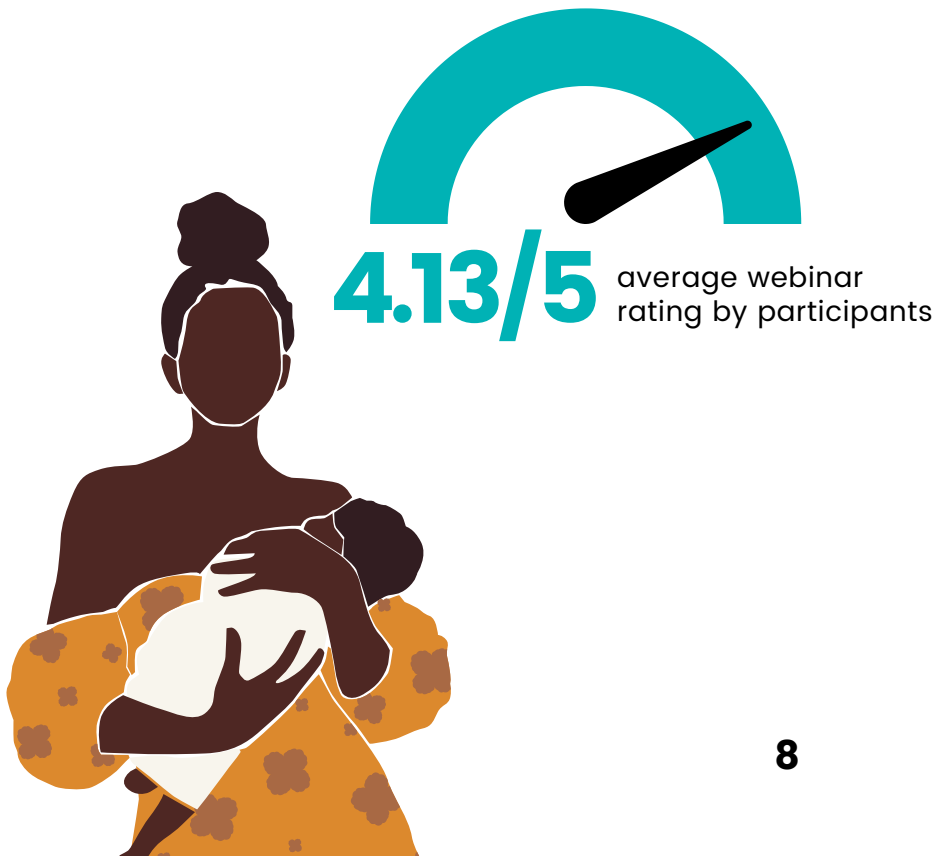
- Webinar Participant in SC

july 2021

BREASTFEEDING FUNDAMENTALS & THE WORKPLACE PRESENTED BY TAMEKA WHITE, CLS

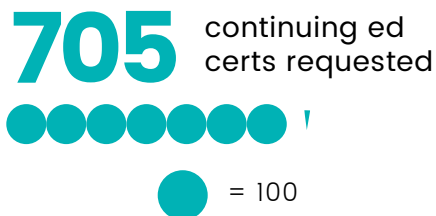
"I learned some of the strategies and tools families can use to advocate for practical lactation policies. I really appreciate this thorough understanding of your experience as well as the overall landscape and what we can do."

- Webinar Participant in NC



august 2021

BODYFEEDING IS A POLITICAL & CULTURAL ACT PRESENTED BY MARIPOSA



"I learned how important it is to incorporate gender inclusive language in my counseling. It is vital as it helps families feel comfortable, supported and heard."

- Webinar Participant in RI

september 2021

EXPANDING EXPECTATIONS AND BUILDING RESILIENCY: EMPOWERING PARENTS FOR SUCCESSFUL BREASTFEEDING PRESENTED BY LINDSEY MCGAHEY, IBC, IFSD, BE

"It is important to use traditions to bring families back to the forefront of birth, breastfeeding, and postpartum."

- Webinar Participant in MN

"I learned the importance of building resiliency by addressing traditions, storytelling, involving community, employing empathy and honesty."

- Webinar Participant in NY



october 2021

CULTIVATING A NEW CULTURE PRESENTED BY LINDSEY MCGAHEY, IBC, IFSD, BE AND KIARA BASKIN, CD, CLC

289 webinar participants



● = 100

"I now have a deeper understanding of the history of trauma in Black and Indigenous communities and its effect on perinatal and parenting outcomes."

- Webinar Participant in OR

december 2021

HOW TO NAVIGATE LACTATION SUPPORT WITH PARTNERS PRESENTED BY NATOSHA SAGE-EL BYLSMA, BA, IBCLC

"I gained an appreciation for the positive outcomes that can occur with parents of a breast/body feeding infant talking about how they would navigate protecting the breast/body feeding relationship if they were to split up, and doing so before they split up."

- Webinar Participant in IN

"I learned how important it is to include the family/support system in counseling about breastfeeding."

- Webinar Participant in VA



BONUS! december 2021

MEETING FAMILIES WHERE THEY ARE PRESENTED BY RICKESHIA WILLIAMS, CLS, CLC, BD, CBE

"I learned the importance of Women of Color being represented in breastfeeding-related imaging."

- Webinar Participant

"I learned the importance of taking into consideration cultural differences, as well as economical background."

- Webinar Participant in GA

"Said it before, but I will say it again, love being able to get credit watching at a time that works for me. Thank you!"

- Webinar Participant in ND



Open Captions Established

In alignment with our commitment to accessibility and in response to participant feedback, open captions were added to webinars.

"I wish everyone in birthing and lactation care could listen to these webinars. They are absolutely fantastic."

- Webinar Participant in MN



Rush Certificates Available

Rush processing is now available for all on-demand webinars to allow for continuing education certificates to be requested quickly.

"The webinars are a gift, there are so many great topics and to offer for free is awesome and so supportive to people who support breastfeeding to encourage our learning."

- Webinar Participant in MI



Expanded Continuing Education

Each webinar is worth 1 CERP, nurse's contact hour, social work CE hour, dietitian CPEU, Community Health Worker CEU, Certified Health Education Specialist CECH, and CME up to 1 year after the initial air date.





WHAT'S NEXT?

We are excited to announce a NEW partnership with YOLO Lactation and Doula Services to lead the Great Lakes Breastfeeding Webinars, and expand our educational offerings to include weekly TrapChats and two 45-hour clinical lactation support courses.

TRAPCHAT

TrapChat is presented on the YOLO Facebook page via Facebook Live every Friday evening and is an authentic space for families and birthing parents to tune in, connect, and contribute, based on their own comfort level. YOLO develops the topics and then connects with panelists who meet the criteria of being relatable, honest, and equipped to talk about the subject matter through a lens of evidence and equity. Topics are often an expansion of and deeper dive into recent Great Lakes Breastfeeding Webinars, ranging from fatherhood, doulas, miscarriage, COVID-19, formula shortage, and so on.



TWO 45-HOUR CLINICAL LACTATION SUPPORT COURSES



Two courses are currently available: Birth and Breastfeeding Specialist Course for doulas and Reviving The Village Course for community members, grassroots organizations, and breastfeeding supporters that are in search of growing professionally. Both courses are offered virtually and include designated certifications. They are interactive, designed to enhance counseling and teaching skills through a lens of racial equity, and provide breastfeeding supporters with insight to authentically connect with families and other professionals.

YOLO has served birthing and breastfeeding families in the Flint community for nearly 10 years and is a key, go-to, and trusted partner throughout the healthcare systems in Flint and beyond. YOLO founder, Shonte' Terhune-Smith, BS, IBCLC, CLS, BD has a plethora of experience as an IBCLC, doula, educator, thought leader, and consultant on statewide and national programs.

"I have worked for years in my community to support Black breastfeeding families. I am looking forward to moving into this new partnership to expand the reach to a broader audience with educational programming that centers Black and Indigenous birth and breastfeeding supporters across Michigan and beyond."

-Shonte' Terhune-Smith, BS, IBCLC, CLS, BD, YOLO Lactation and Doula Services

