

2022 GREAT LAKES BREASTFEEDING WEBINARS REPORT



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INTRODUCTION

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ABOUT

Michigan Breastfeeding Network (MIBFN) presents the Great Lakes Breastfeeding Webinars, monthly free continuing education offerings available on-demand to watch whenever and wherever for up to one year after the initial air date. The webinars center Black and Indigenous presenters with a variety of topics covered related to human milk feeding.

MIBFN collaborates with organizations and individuals to bring about actionable, system-level changes that are centered on the diverse experiences of Michigan families with young children. They advocate, educate, and community-build alongside families and organizations for the advancement of an equitable, just, and breastfeeding-supportive culture.

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



EVIDENCE




EQUITY



RELEVANCE





“The Great Lakes Breastfeeding Webinars provide free continuing education for all participants from lactation consultants to nurses to social workers to dietitians, community health workers, and physicians. However, the webinars are so much more than continuing education. Each webinar offers participants the opportunity to engage with current issues in lactation through an equity lens from presenters that are meaningfully engaged in the work in their own communities. They encompass global issues at the community level and offer both clinical and practical ways to support and promote chest/breastfeeding families while exploring ways to reimagine policy and practice around equitable lactation support.”

VICKI WOOD, CLC, CLS

MIBFN Fund Development Manager

A SPECIAL THANK YOU

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 Connecticut Department of Health WIC Program and Connecticut State Physical Activity and Nutrition Program with support provided by Centers for Disease Control and Prevention, Illinois Department of Public Health, Indiana Department of Public Health, Minnesota Department of Health, Ohio Department of Health, Wisconsin Department of Health Services, and Tyler Rigg Foundation.



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



**OHIO DEPARTMENT
OF HEALTH**



**WISCONSIN
DEPARTMENT OF
HEALTH SERVICES**



**INDIANA
DEPARTMENT OF
PUBLIC HEALTH**



**TYLER RIGG
FOUNDATION**



**ILLINOIS
DEPARTMENT OF
PUBLIC HEALTH**



**CONNECTICUT
DEPARTMENT OF HEALTH
WIC PROGRAM AND
CONNECTICUT STATE
PHYSICAL ACTIVITY AND
NUTRITION PROGRAM**



**MINNESOTA
DEPARTMENT OF
HEALTH**



"I hope that the funding for these webinars is secure because this is a great source of continuing education."

- Webinar participant from Illinois

Note: The views expressed by speakers or third parties in MIBFN webinars, events, and conferences are solely those of the speaker or third party; they do not necessarily reflect the views or official policies of the Michigan Department of Health and Human Services or other supporting entities.

SUCCESSSES

HIGHLIGHTS

The 2022 Great Lakes Breastfeeding Webinars reached more participants and provided more continuing education certificates compared to any past year. Throughout the year, original on-demand webinars enabled participants to earn free continuing education for seven distinct health professions, making it easier to maintain/renew credentials when they may have otherwise been unable to, especially in light of financial, travel, and COVID-related restrictions during the past three years. The webinars amplified the voices of Black and Indigenous presenters on topical issues of lactation through an equity lens with the goal of diversifying the field of lactation.

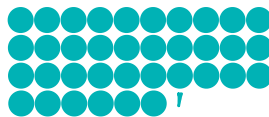
"I have enjoyed every one of these webinars and found them beneficial. I recommend them to all of my lactation and nurse friends."

- Webinar participant from Texas



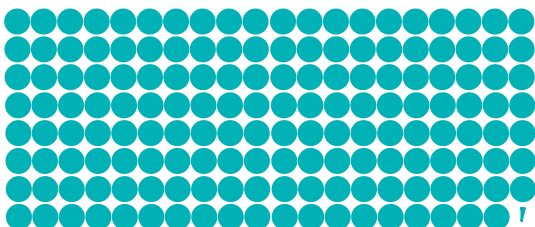
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3718
unique webinar
participants



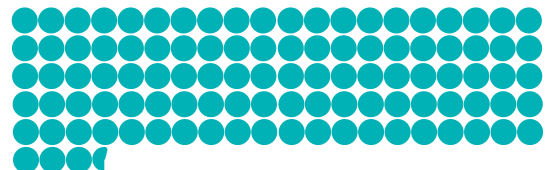
15916

continuing education
certificates requested



10357

webinar views



NEW PARTNERSHIP WITH YOLO

We are so excited about our new partnership that launched in 2022 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.

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.

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.

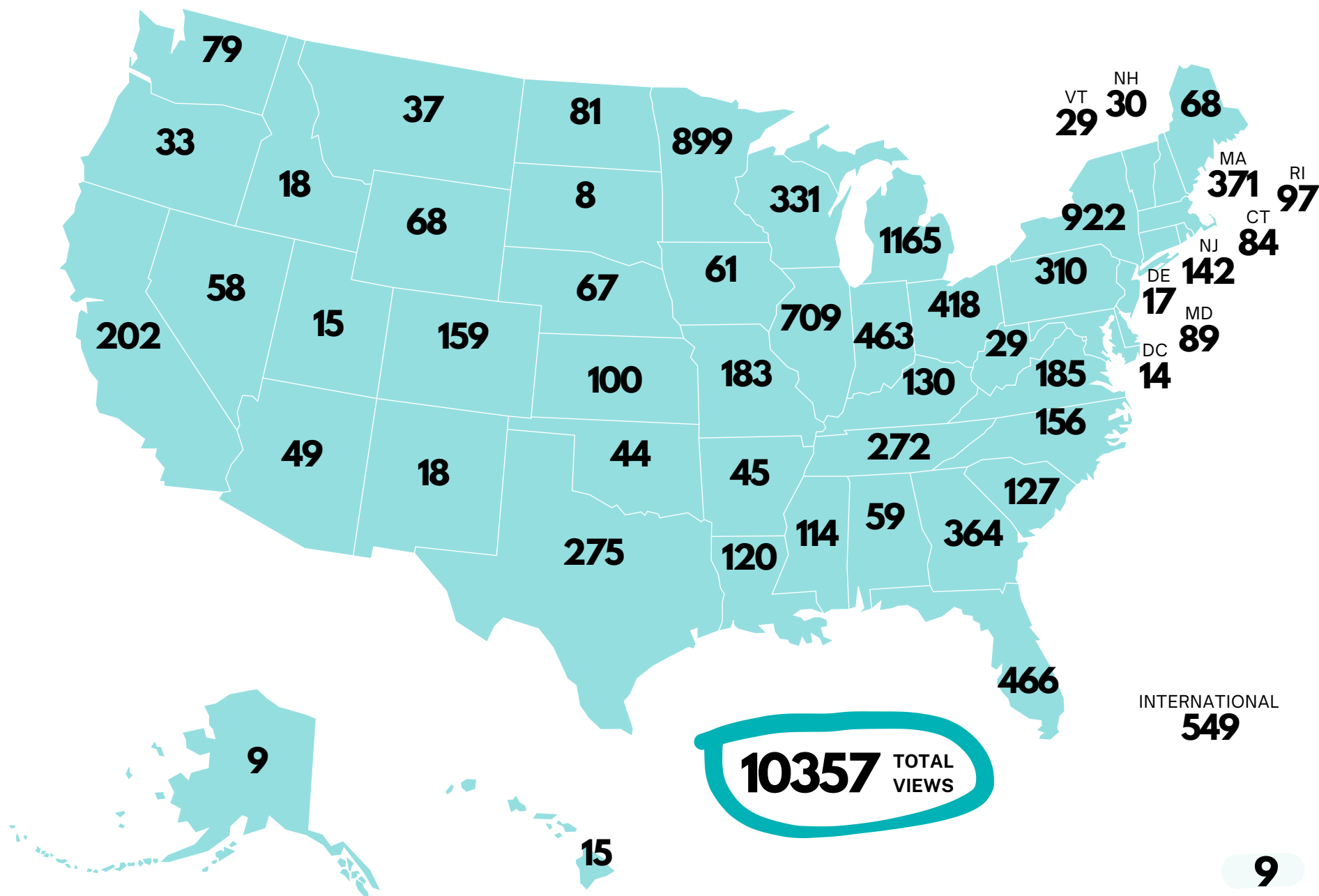
TWO 45-HOUR CLINICAL LACTATION SUPPORT COURSES

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.



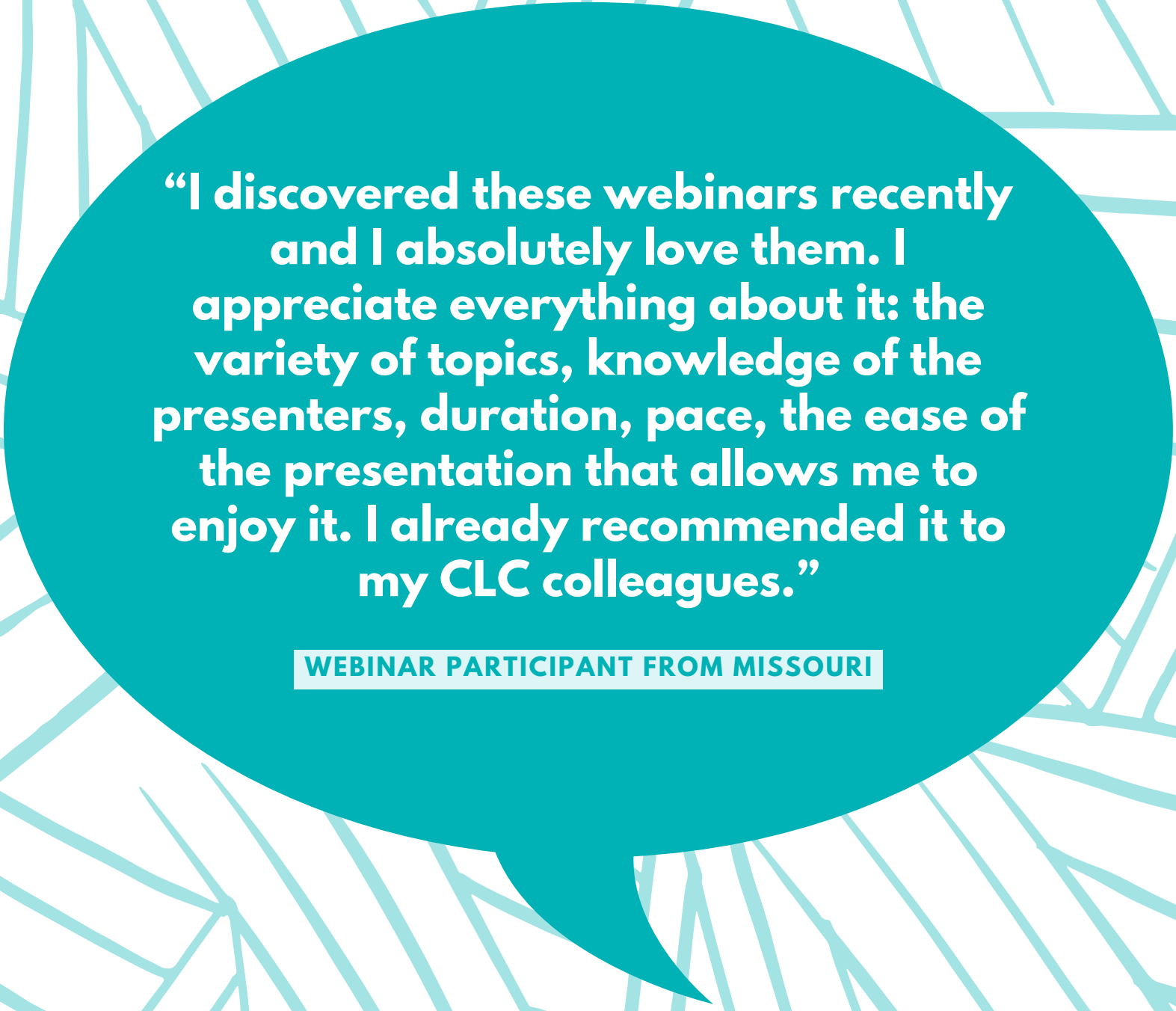
2022 VIEWS BY LOCATION



*Data includes 2022 Great Lakes Breastfeeding Webinars participant views between initial launch date and data pull on March 27, 2023.

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2022 WEBINARS



“I discovered these webinars recently and I absolutely love them. I appreciate everything about it: the variety of topics, knowledge of the presenters, duration, pace, the ease of the presentation that allows me to enjoy it. I already recommended it to my CLC colleagues.”

WEBINAR PARTICIPANT FROM MISSOURI

2022 WEBINARS

Air Date	Title	Presenter(s)
February 15, 2022	Human Lactation and Mental Health: Best Practices	Tameka Jackson-Dyer, BASc, IBCLC, CHW, Rosa Gardiner, RN, IBCLC, Mistel de Varona, IBCLC, and Kara Smith, BSN, RN, CLC, PMH-C
March 15, 2022	Geographies of Breastfeeding: How The Nooni Project Helps Reclaim Breastfeeding in Indigenous Communities	Angie Sanchez, MBA, IBC
April 19, 2022	Honoring Indigenous Parenthood from Conception through Postpartum	Lindsey McGahey, IFSD, IBC, BE
May 17, 2022	Human Milk and Immunizations	Tameka Jackson-Dyer, BASc, IBCLC, CHW and Shonte' Terhune-Smith, BS, IBCLC, CLS, BD
June 21, 2022	Lactation and Grief after Perinatal, Neonatal, or Infant Loss	Anesha Stanley, CD, BD, PCD, CCE
July 26, 2022	Barriers in Birth: The Fight for Community Based Doulas and Black Birth Equity	Kiara Baskin, CD, CLC
August 16, 2022	Breastfeeding and Emergencies Working Group: Immunizations Guidance for Lactating Families	Shonte' Terhune-Smith, BS, IBCLC, CLS, BD
September 20, 2022	Navigating New Motherhood as a Birth/Breastfeeding Worker	Tameka White, CLS
October 18, 2022	Feed the Baby: Lactation, Contamination, and the American Formula Crisis	Tameka L. Jackson-Dyer, BASc, IBCLC, CHW
November 22, 2022	The Importance of Lactation Counseling through an Equity Lens	Lindsey McGahey, IFSD, IBC, BE
December 20, 2022	Birth Workers Serving Birth Workers: The Abundance of Self-love, Community, and Grace	Jennifer Day, IBCLC

FEBRUARY 2022

HUMAN LACTATION AND MENTAL HEALTH: BEST PRACTICES

Presented by Tameka Jackson-Dyer, BASc, IBCLC, CHW, Rosa Gardiner, RN, IBCLC, Mistel de Varona, IBCLC, and Kara Smith, BSN, RN, CLC, PMH-C

"WOW! I learned new information about how lactation and breastfeeding directly affect a mother's mental health - things I didn't know before!!"

WEBINAR PARTICIPANT FROM FLORIDA

"I have been a RN for 46+ years and CLC since 2011. This presentation should be seen by every healthcare worker."

WEBINAR PARTICIPANT FROM OHIO

MARCH 2022

GEOGRAPHIES OF BREASTFEEDING: HOW THE NOONI PROJECT HELPS RECLAIM BREASTFEEDING IN INDIGENOUS COMMUNITIES

Presented by Angie Sanchez, MBA, IBC

"I appreciate establishing the framework as it relates to colonization of the people, land, language and culture PRIOR to discussing breastfeeding. The framework must be established first as it sets the stage for all that has taken place to interrupt breastfeeding."

- Webinar participant from Illinois



APRIL 2022

HONORING INDIGENOUS PARENTHOOD FROM CONCEPTION THROUGH POSTPARTUM

Presented by Lindsey McGahey, IFSD, IBC, BE

"I learned much more about Indigenous tradition and the sacred nature of conception through postpartum."

WEBINAR PARTICIPANT FROM INDIANA



"I'm committed to shifting my practice with clients/patients to prioritize support from Indigenous resources for and by our local tribes or the tribe with which an Indigenous patient identifies."

WEBINAR PARTICIPANT FROM CALIFORNIA

MAY 2022

HUMAN MILK AND IMMUNIZATIONS

Presented by Tameka Jackson-Dyer, BASc, IBCLC, CHW and Shonte' Terhune-Smith, BS, IBCLC, CLS, BD


"It was shocking to learn about the abuse under the pretense of medical science which has led to the mistrust of medical professionals."

WEBINAR PARTICIPANT FROM OHIO

"I learned more about the perspective of COVID-19 inequities and the push for vaccines in Black communities where there is already distrust."

WEBINAR PARTICIPANT FROM NEBRASKA





"I appreciate the free webinars. It gets so expensive to have several credentials and continuing education costs when my hospital does not provide any financial assistance for this."

WEBINAR PARTICIPANT FROM COLORADO

JUNE 2022

LACTATION AND GRIEF AFTER PERINATAL, NEONATAL, OR INFANT LOSS

Presented by Anesha Stanley, CD, BD, PCD, CCE



"I am grateful for the helpful suggestions to help us as health professionals how to help moms who experience loss. It is always overlooked about the postpartum body changes (4th trimester) that still occurs after a loss as early as 16 weeks."

- Webinar participant from Canada

"I will be finding out more about our grief policy. I will be asking what can we do to help families better."

WEBINAR PARTICIPANT FROM MICHIGAN



JULY 2022

BARRIERS IN BIRTH: THE FIGHT FOR COMMUNITY BASED DOULAS AND BLACK BIRTH EQUITY

Presented by Kiara Baskin, CD, CLC

"I learned how doulas can help improve the health of underserved communities beyond the healthcare setting."

WEBINAR PARTICIPANT FROM ILLINOIS



"Kiara's passion and dedication was evident. This coupled with her knowledge made for a very engaging webinar."

WEBINAR PARTICIPANT FROM MICHIGAN



AUGUST 2022

BREASTFEEDING AND EMERGENCIES WORKING GROUP: IMMUNIZATIONS GUIDANCE FOR LACTATING FAMILIES

Presented by Shonte' Terhune-Smith, BS, IBCLC, CLS, BD

"I have learned about the importance of understanding and respecting that it is up to the patients/clients to determine their own course of action."

WEBINAR PARTICIPANT FROM NEW YORK

"I love how Shonte' took it to the next step. Often when someone declines vaccinations, I stop talking about COVID-19. I appreciate how she encourages taking it further as far as risk reduction for COVID-19 after declining the vaccines."

WEBINAR PARTICIPANT FROM MICHIGAN

SEPTEMBER 2022

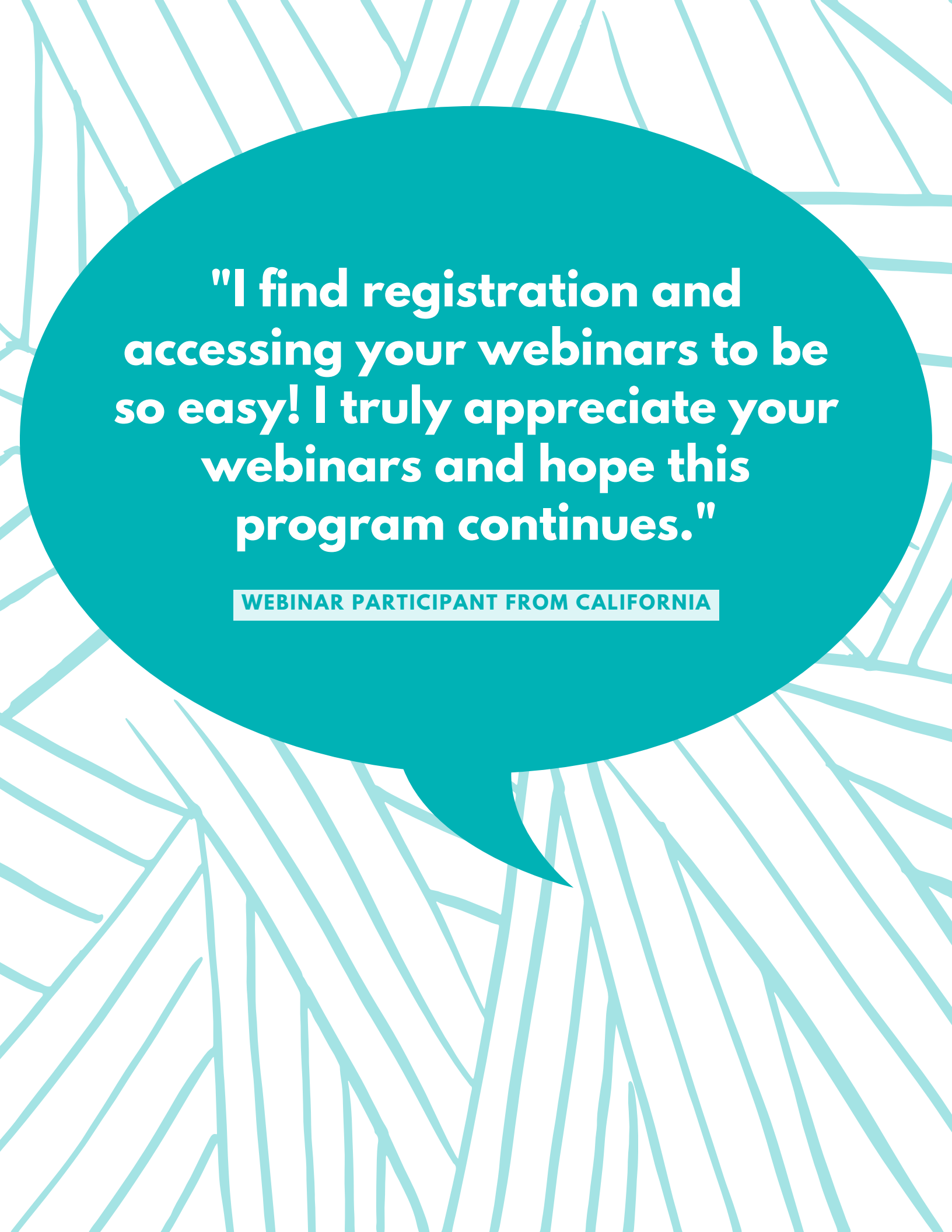
NAVIGATING NEW MOTHERHOOD AS A BIRTH/BREASTFEEDING WORKER

Presented by Tameka White, CLS



"I loved Tameka's presentation of supply and demand for breastfeeding supporters. This was a new way of thinking about our work that I'll carry with me."

WEBINAR PARTICIPANT FROM MICHIGAN



**"I find registration and
accessing your webinars to be
so easy! I truly appreciate your
webinars and hope this
program continues."**

WEBINAR PARTICIPANT FROM CALIFORNIA

OCTOBER 2022

FEED THE BABY: LACTATION, CONTAMINATION, AND THE AMERICAN FORMULA CRISIS

Presented by Tameka L. Jackson-Dyer, BASc, IBCLC, CHW



"This was very informative. I didn't realize the depth of racial harm within the formula company's marketing techniques."

- Webinar participant from North Carolina

"This was one of the best webinars that I have watched through the Great Lakes Breastfeeding Webinars. I really appreciate the webinar and the information presented."

WEBINAR PARTICIPANT FROM MINNESOTA



NOVEMBER 2022

THE IMPORTANCE OF LACTATION COUNSELING THROUGH AN EQUITY LENS

Presented by Lindsey McGahey, IFSD, IBC, BE

"I really enjoyed Lindsey's perspective on milk sharing and can see my implicit bias on the subject clearly now. Thank you."

WEBINAR PARTICIPANT FROM MICHIGAN

"I thought this was well put together and what I learned today will help support my practice as a CLC and PHN doing home visits. It brought several things to my attention that I was not aware of."

WEBINAR PARTICIPANT FROM MINNESOTA



DECEMBER 2022

BIRTH WORKERS SERVING BIRTH WORKERS: THE ABUNDANCE OF SELF-LOVE, COMMUNITY, AND GRACE

Presented by Jennifer Day, IBCLC

"I learned that caring for one's self while caring for others is a necessity when it comes to being a birth worker."

WEBINAR PARTICIPANT FROM PENNSYLVANIA

"I knew this once upon a time, but after 25 years of work, had somehow forgotten just how very important community is for families AND the ones who help them. Thank you for the reminder!"

WEBINAR PARTICIPANT FROM VIRGINIA

BONUS

LIMITED EDITION WEBINAR

HUMAN LACTATION BEHIND BARS

Presented by Elon Geffrard, BS, CLC, ICCE, CD(DONA)

"Providing human milk to babies is a basic human rights issue. Yet, the prison system doesn't have a process to store and/or transport incarcerated mothers' milk. Adverse childhood experience, such as lack of bonding with the birth parent and not being able to get birth parent's milk, have an impact on long term health outcomes of the baby."

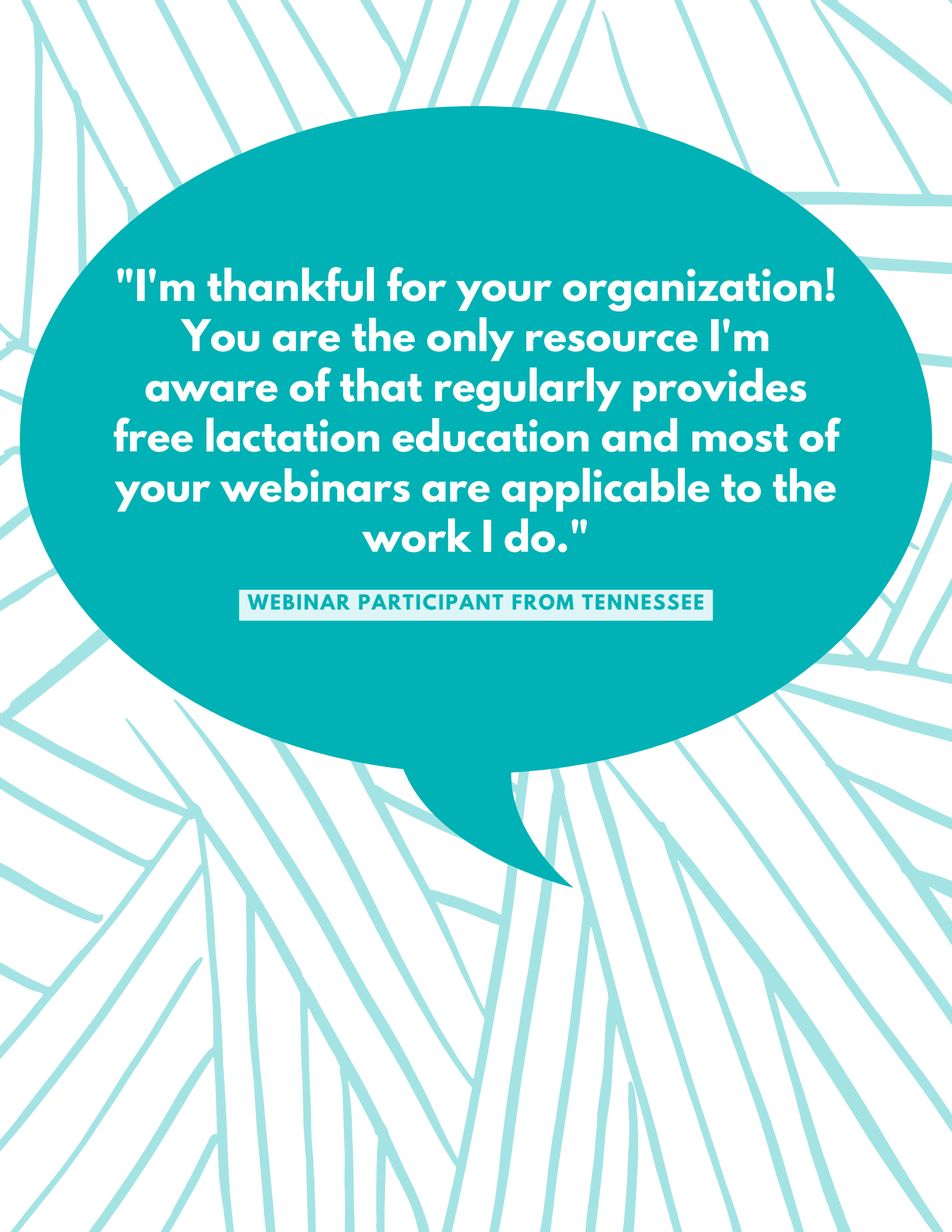
- Webinar participant from Illinois

"I learned that the USA is one of a few countries that incarcerates pregnant people."

WEBINAR PARTICIPANT FROM MISSOURI



Limited edition webinar available from September 6, 2022 to November 15, 2022.




**"I'm thankful for your organization!
You are the only resource I'm
aware of that regularly provides
free lactation education and most of
your webinars are applicable to the
work I do."**

WEBINAR PARTICIPANT FROM TENNESSEE

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NEXT STEPS



“The pandemic has taught us to reimagine how we work, learn, and advocate for families. The Great Lakes Breastfeeding Webinars have been an on-demand and equity-centered resource that have highlighted the work of Black and Indigenous birth and breastfeeding supporters. Over the past three years, we have learned that the lived experience of a presenter is equally important as their professional expertise, which is shared in presentations alongside evidence-based information. In order to grow as professionals, it is vital to listen to communities to improve birth and breastfeeding outcomes.”

SHONTE' TERHUNE-SMITH, BS, IBCLC, CLS, BD

YOLO Lactation and Doula Services Founder

NEXT STEPS

LOOKING FORWARD

We are committed to continuing to integrate participant feedback and improve the webinars in alignment with our core values of accessibility, relevance, evidence, and timeliness. As we look forward into 2023 and beyond, our focus is on taking the Great Lakes Breastfeeding Webinars to the next level.

RE-BRAND



The 2023 Great Lakes Breastfeeding Webinars re-brand works to ensure our branding aligns with our commitment to equity-centered lactation education and the international audience that the series reaches.

NEW PLATFORM



In response to participant feedback, we are so excited to be launching a new webinar learning management platform that allows participants to be in control of their own learning, including keeping track of webinars they viewed and easily downloading certificates right after completing the webinar and survey.

CLINICAL TOPICS THROUGH EQUITY LENS



From breastfeeding and cannabis to troubleshooting pain, the 2023 webinar schedule is full of clinical topics through an equity lens from experts in the work. We can't wait!



LEARN MORE: [MIBREASTFEEDING.ORG/WEBINARS](https://mibreastfeeding.org/webinars)