Formula Marketing Impact in Black Community
Justice, Equity, Diversity and Inclusion

Hospitals give black babies formula at nine times the rate of white babies.

Research from the CDC found that hospitals that serve more black people are less likely to take proactive steps to support breastfeeding.

Quality nutrition saves vulnerable babies’ lives.

Race shouldn’t determine what a child eats. It shouldn’t determine whether the child lives.

Georgia Birth Advocacy Coalition

Baby Name: Baby HUGS No.
Mother’s Name: Room No.
Date of Birth: Time of Birth:
Weight in Kgs. (lbs): Length (inches):
Mother’s Doctor: Baby’s Doctor:
Feeding (circle one): Breastfeeding Formula Both
Tale of three Mothers
Exclusive Pumper
Breastfeed Everywhere
Family convinced it was too difficult
Affluent area of town
Predominately African American
Millions of babies off to a great start
Influencers and Brand Ambassadors
15 Bottle-Feeding Hacks to Make Baby’s Mealtime Easier

TikTok
Targeted Youtube
Social Media Ads

Reasons for Supplementing Breast Milk With Formula

- You’re going back to work
- Your partner wants to participate
- You have low breast milk supply
- You have multiples
- Your child has medical issues
- You just want to
Infant Formula Market Size to Reach USD 103.75 Billion by 2026 | Fortune Business Insights

July 9, 2018

BREAKING: The New York Times exposes US bullying on infant formula

By Patti Lynn

The US and infant formula industry’s bullying weakened safeguards for mothers and infants.
Instead of asking Black women to sign up to be “studied”, ask white people to sign up to be asked; “what will it take for you to provide equitable care to all the clients you serve?”
Atlanta Airport
The Journey

“What’s the matter?
It’s the same distance!”

“Privilege is when you think something is not a problem because it’s not a problem to you personally.”