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Formula Marketing Impact in Black Community

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	

Justice, Equity, Diversity and Inclusion



Tale of three Mothers



Exclusive
Pumper



Breastfeed
Everywhere



Family
convinced it
was too difficult



Affluent area of town

Predominately African American





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Millions of babies
off to a great start

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FOR NURSES, PHYSICIANS,
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PROFESSIONALS.

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INTERESTED IN
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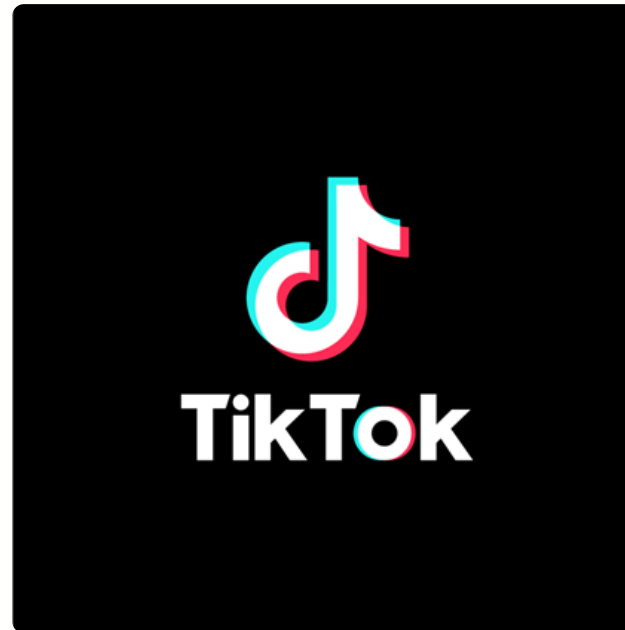
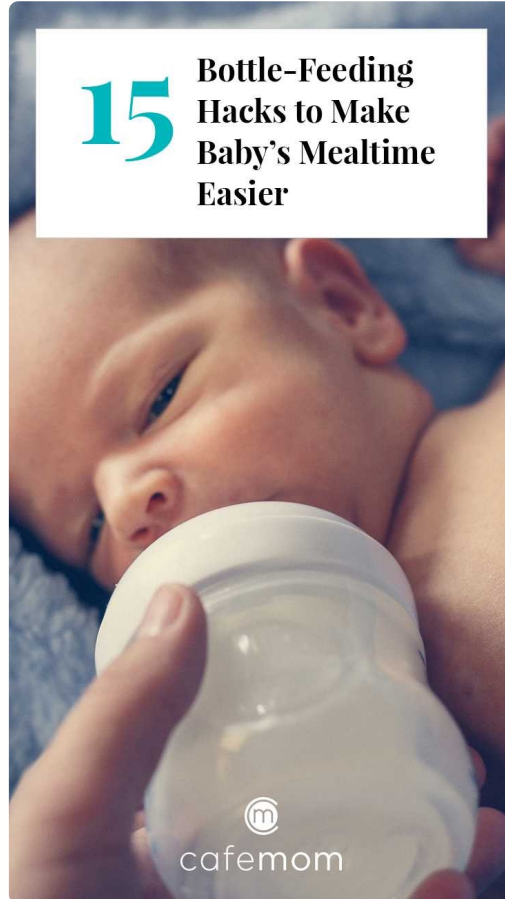
CONTACT@FEDISBEST.ORG
WWW.FEDISBEST.ORG



Dear Chrissy Teigen,
You Are Right;
We Need To
Destigmatize
Formula Feeding Our
Babies



Influencers and Brand Ambassadors



Tik Tok

Targeted
Youtube



Reasons for Supplementing Breast Milk With Formula



Social Media Ads

Formula Market Size

Infant Formula Market Size to Reach USD 103.75 Billion by 2026 | Fortune Business Insights

USA - English ▾



Key Companies Covered in the Infant Formula Market Research Report
Are Nestle S.A., Danone SA, Abbott, Arla Foods amba, Yili Group, The Kraft Heinz Company, Bellamy's Organic, Perrigo Company plc, and more

NEWS PROVIDED BY
Fortune Business Insights →
Oct 02, 2019, 05:00 ET

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July 9, 2018

Water

Food

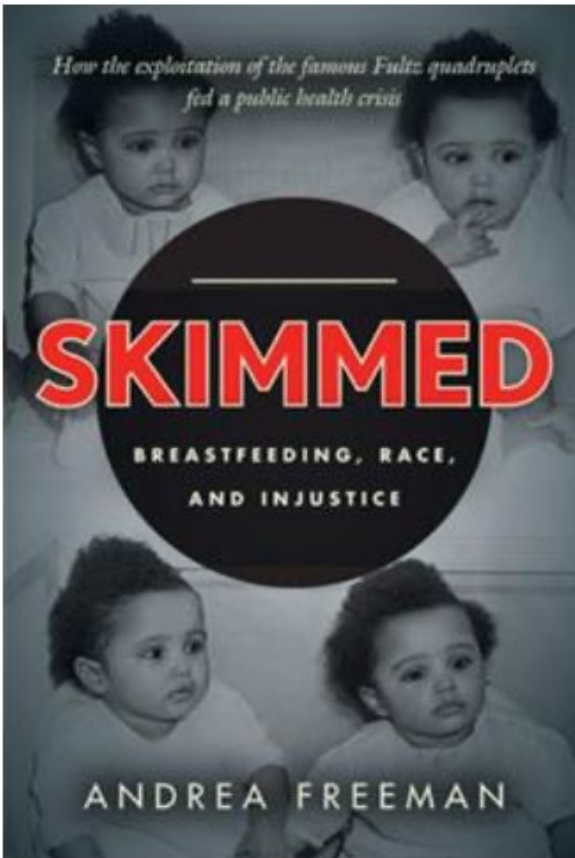
Democracy

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

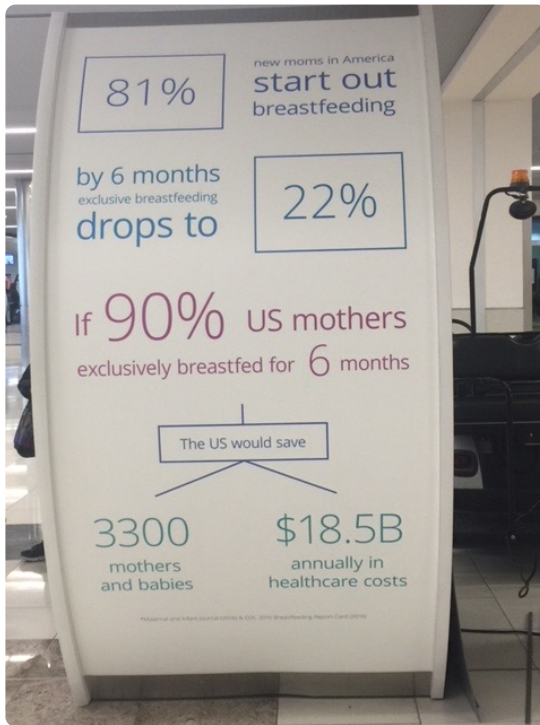
By **Patti Lynn**

The US and infant formula industry's bullying weakened safeguards for mothers and infants.

Research Matters



- ▶ 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."**



SPRING

FALL