

FOR IMMEDIATE RELEASE



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## **Saving Tomorrow Today: Implementing a National African American Breastfeeding Blueprint with the W.K. Kellogg Foundation**

ATLANTA, May 1, 2020– Reaching Our Sisters Everywhere (ROSE), Inc. of Atlanta, Ga., to address inequities in breastfeeding rates among African American women by partnering with communities across the U.S. who promote and support breastfeeding through culturally appropriate capacity building of community members, public health professionals, and healthcare systems.

This organization received the support of a three-year, \$1,050,000 grant from the W.K. Kellogg Foundation of Battle Creek, Mich. The funding is awarded following a previous three-year, \$1,100,000 grant from the foundation, which successfully aided the expansion of ROSE’s initiatives and partnerships. A few of the current expansion Key Strategies include:

By 2023 Disseminate culturally relevant tools and resources to community-based breastfeeding support providers to improve human agency in regions with the greatest inequities in breastfeeding rates for Black families.

By 2023 Increase the number of racial equity centered lactation management trainings for support providers across the continuity care to support marginalized families during the prenatal and postpartum period.

By 2023 Increase the efficiency of at least 6 national and regional initiatives focused on strengthening family and community breastfeeding programs by serving as a steward of effective practices and assistance.

By 2023, Increase the number of Reaching Our Brothers Everywhere (ROBE) programming for empowering, educating, and equipping Black men to decrease Black infant mortality through breastfeeding.

By 2023, host 3 National Breastfeeding and Equity training summits that enhance the knowledge and skills of providers across the continuity of care for Black families.

Reaching Our Sisters Everywhere, Incorporated (ROSE), is a Georgia-based 501(c)(3) nonprofit organization founded in 2011 to address breastfeeding disparities and improve health equity among people of color nationwide through culturally competent training, education, advocacy, and support. With a focus on increasing breastfeeding initiation and duration rates, ROSE seeks to normalize breastfeeding by providing resources and networking opportunities for individuals and communities. Our organization aims to address health equity with breastfeeding as the cornerstone, to improve the nation’s capacity to identify, prioritize and customize relevant programs and services to address the associated public health needs. Cross-cutting strategies and activities are designed to position components of the public health system to strengthen infrastructure and improve the delivery of essential services.

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**About Reaching Our Sisters Everywhere, Inc.** Reaching Our Sisters Everywhere is a member network that was founded to address breastfeeding disparities to improve health equity among people of color nationwide through culturally competent training, education, advocacy, and support. With a focus on increasing breastfeeding initiation and duration rates, ROSE seeks to normalize breastfeeding by providing resources and networking opportunities for individuals and communities.

**About the W.K. Kellogg Foundation** The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life.

The Kellogg Foundation is based in Battle Creek, Mich., and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit [www.wkkf.org](http://www.wkkf.org).