



**BLACK
BREASTFEEDING
WEEK**
AUGUST 25-31

FOR IMMEDIATE RELEASE

August 18, 2023

Contact: Kimberly Seals Allers

Email: ksa@irthapp.com

Phone: 347.671.7779

**Black Breastfeeding Week, the National Annual Campaign to Improve Black Maternal and Infant Health Outcomes, Announces 2023 Theme:
We Outside! Celebrating the Power of Connection & Community**

New York, New York—Black Breastfeeding Week, the national awareness campaign that runs annually from August 25th-31st, announced the theme for 2023: #WeOutside: Celebrating Connection and Community. As we move past the pandemic phase of Covid-19 and grow weary of the Zoom life, we are celebrating genuine connection, the power of everything we do outside, and the commitment of Black-led breastfeeding organizations working outside the box to eradicate racial disparities in breastfeeding rates.

This year's theme speaks to the growing need to be outside with the power of nature and to think outside of typical models of breastfeeding support to close the racial disparity gap. Black women in the U.S. are up to 38 percent less likely to breastfeed and breastfeeding rates among Black women have lagged those of recommended national and global targets. These disparities contribute to a substantial gap in the infant mortality rate, with black infants in America more than twice as likely to die as white infants.

Black Breastfeeding Week was created in direct response to this inequity and to acknowledge and celebrate Black breastfeeding, raise awareness of new research and innovative support models that work for Black families, and to increase Black representation among lactation professionals.

Black Breastfeeding Week will include on-the-ground community events nationwide, including the annual signature event: The Lift Up. During The Lift Up, families gather at predetermined locations to raise up their children in unison as a sign of their solidarity and commitment to the health and vitality of Black infants and children. This year the Black Breastfeeding Week Lift Up will take place on August 26th. The week also features social media events, including custom

Instagram reel template, a recognition of new Black lactation professionals and the launch of a culturally-relevant professional development series for healthcare workers.

“Black breastfeeding deserves innovation and out-of-the box approaches,” says Kimberly Seals Allers, Black Breastfeeding Week co-founder and author of *The Big Letdown—How Medicine, Big Business and Feminism Undermine Breastfeeding*.

“With Black Breastfeeding Week, we always want to affirm our community and our own traditions of nurturing. ‘We Outside’ also speaks to the spirit of being visible and proudly in support of each other,” says Anayah Ayoka, Black Breastfeeding Week co-founder, a DC-area nurse-midwife and breastfeeding advocate.

Follow the #WeOutside, #BBW23 and #blackbreastfeedingweek hashtags and stay connected with the complete line-up of events at [BlackBreastfeedingWeek.org](https://www.BlackBreastfeedingWeek.org). Get the latest updates on the [Facebook page](#) and on Instagram (@BlkBFingWeek). Visit Black Breastfeeding Week [Facebook page](#) for the most up to date information.

About Black Breastfeeding Week:

Founded in 2013 by three nationally recognized breastfeeding advocates, Black Breastfeeding Week is an annual, week-long multi-media campaign from August 25th-31st to raise awareness of the health benefits and personal empowerment of breastfeeding in the Black community. Despite the proven benefits of breastfeeding for mothers and babies, for over 40 years there has been a gaping disparity in breastfeeding rates between whites and Blacks—the reasons are complex. However, increasing breastfeeding rates among Black women is a critical maternal and infant health imperative in the Black community. Learn more at www.BlackBreastfeedingWeek.org

Black Breastfeeding Week 2023 National Organizing Committee:

Nastassia K Harris, Nekisha Killings, Asaiah Harville, Ifeyinwa Asiodu, Crystal Irby, Tina Sherman, Jabina Coleman, Kimberly Seals Allers and Anayah Ayoka

About the Founders:

Kimberly Seals Allers is an award-winning journalist, author and a nationally recognized advocate for infant and maternal health. Her fifth book, *The Big Letdown—How Medicine, Big Business and Feminism Undermine Breastfeeding* (St. Martins Press) was published in 2017. Kimberly is also the founder of Irth, the first of its kind “Yelp-like” app for Black and brown women and birthing people to find and leave reviews of Ob/Gyns, birthing hospitals and pediatricians. Learn more at www.KimberlySealsAllers.com and www.IrthApp.com.

Anayah Ayoka is a graduate of Yale University and Vassar College. She is a nurse-midwife and innovative culture worker leveraging digital media to impact health and parenting. Anayah is an Expert Contributor on the Twill app for pregnancy and is co-editor of [Free to Breastfeed: Voices](#)

from [Black Mothers](#) (Praeclarus Press). Her work has been written about on [Salon.com](#), HuffPost, [Ms. Magazine](#) , [Mater mea](#), [MyBrownBaby](#) and [ThinkProgress](#).

Kiddada Green is the founding executive director of Black Mothers' Breastfeeding Association (BMBFA), and a co-founder of Black Breastfeeding Week.