



PROJECT NAF

Nurturing
Asheville &
Area Families



August is
National
Immunization
Awareness Month

August is...

National Breastfeeding Month

**Black Breastfeeding Week
(August 25-31)**

**National Immunization
Awareness Month**

**Children's Eye Health
and Safety Month**

Source: health.gov

MESSAGE FROM SAPPHIRE DE'BELLOTT



Keep an Eye on Your Child's Vision

If you have any concerns about your child's vision, ask their pediatrician to help you find an eye doctor.

Your child's vision helps them take in the world around them. But it also plays an important role in their development.

If your child has an uncorrected vision problem, it may affect their ability to learn and reach their highest potential.

Having a routine eye exam is important to keep their eyes healthy.

Source: CDC

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PROJECT EMPOWER EDUCATION MEANS POWER

In collaboration with community partnerships including the Partnership for Substance Free Youth in Buncombe County.

ECHO (Enhancing Collaborative Health Options & Opportunities)

National Breastfeeding Month



This is Our Why

On August 6, 2011, the US Breastfeeding Committee officially declared August as National Breastfeeding Month (NBM) to support babies and families. This year's theme is "This is Our Why," a time to celebrate lactating parents and the work to support breastfeeding.

"This is Our Why" shines light on the many and varying reasons why breastfeeding is so important. It also centers the conversation on the babies and families who need our support. Join the Project NAF family as we celebrate mothers and lactating parents, and work to protect, promote, and support breastfeeding and human milk feeding.

Black Breastfeeding Matters

It's National Breastfeeding Month, which means the all-too-familiar phrase "breast is best" is being talked about a lot. But when we say "breast is best" what are we really saying and how are we supporting all people who nurse?

Are we setting them up for success and preparing them for the challenges often associated with nursing? Are new parents being educated and informed about how their medical history can impact their ability to nurse exclusively? Are we helping breastfeeding folks who are returning to work so that they can pump? Are providers informed and aware of the social and economic challenges that people of color and Black women, in particular, face when it comes to nursing?

Why We Need Black Breastfeeding Week

Without a doubt, the culture has shifted from the messaging campaigns for formula

feeding in the 1950s and '60s to an understanding of the psychological and health benefits of nursing. In many ways that's a good thing. But huge disparities still exist between white folks who nurse and Black folks who nurse.

According to the latest data by the CDC, the infant mortality rate for Black babies is double, and in some places triple, than that of white babies.

Despite the strides we're making as a society to make nursing more acceptable and accessible, there is still work to be done.

There is a misconception that Black people do not nurse their babies, (psst, we do).

Messages like "breast is best," formula marketing campaigns targeted at Black and brown folks, and inadequate training of staff in some WIC offices, are still disservices to Black and brown people who lactate.

Source: Erika Davis, August 15, 2019, Parent Map.



BLACK
BREASTFEEDING
WEEK

The Benefits of Breastfeeding

Breastfeeding is good for both infants and mothers. Breast milk is the best source of nutrition for most infants. As an infant grows, breast milk changes to meet the infant's nutritional needs. Breastfeeding can also help protect the infant and mother against certain illnesses and diseases:

Benefits to Infants

Infants who are breastfed have a lower risk of:

- Asthma
- Obesity
- Type 1 diabetes
- Severe lower respiratory disease
- Acute otitis media (ear infections)
- Sudden infant death syndrome (SIDS)

- Gastrointestinal infections (diarrhea/vomiting)
- Necrotizing enterocolitis (NEC), a serious gastrointestinal problem that mostly affects premature babies. The condition inflames intestinal tissue, causing it to die.

Benefit to Mothers

Mothers who breastfeed their infants have a lower risk of:

- Breast cancer
- Ovarian cancer
- Type 2 diabetes
- High blood pressure

Source: CDC

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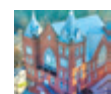
Staff

Belinda K. Grant: Executive Director
(828) 776-1429
Barbara Anderson:
Office Support/Community Connector
Dr. Ronald Caldwell: Supervising Physician
Sapphire De'Bellott:
Project NAF Outreach Worker
Mr. Henry Glaze:
Transportation Coordinator
Kontia Grant: Nurse Family Practitioner
Ms. Rosa B. Hearst, Receptionist
Anita Love: Outreach Worker
Natalia V. Munoz-Schneier: Nurse
For general information contact
Mrs. Rosa B. Hearst, (828) 252-0515

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Our programming is made possible through the support of our generous funders.



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