



2022-23 MEDIA PACKET

A 501(c)3 Organization



Mission Statement

Our mission is to strengthen local communities by ushering in a generation of healthy families regardless of their socioeconomic status.



The Goal

To increase Tulsa's rates of initiation and duration of breastfeeding and to decrease infant/maternal mortality rates by providing accessible, high quality breastfeeding, midwifery, and perinatal services to areas where access to education and support is extremely limited.

The Board

The Founder



Montika Collins has a Master of Arts (MA) from Maryland University of Integrative Health in Health and Wellness Coaching with a concentration in Medical Herbalism and a Bachelor of Science (BS) in Biology and Chemistry from Northeastern State University. She graduated Magna Cum Laude from Oral Roberts University with a Bachelor of Science (BSN) in Nursing. Montika has over 300 hours in continuing education courses specific to the care of the mother/baby dyad.

Board of Directors

Montika Collins, MA, BS, BSN, RN, CLC, IBCLC

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The Facts

WHERE WE STAND

Barriers to Breastfeeding

THE HIGH BLACK INFANT MORTALITY RATE

HIGH RATES OF DIET-RELATED DISEASE

LACK OF DIVERSITY IN THE LACTATION FIELD

UNIQUE CULTURAL BARRIERS AMONG BLACK WOMEN

DESERT-LIKE CONDITIONS IN THE COMMUNITIES

Oklahoma Health

#46 for Infant Mortality

#46 in Teen Birth Rates

#46 in Obesity

#43 in Preterm Births

#41 for Diabetes

#45 Overall Health Rating

#47 Quality of Healthcare

Out of the 50 states

Mothers Who Have Breastfed in Oklahoma

77% Ever Tried

48% For 6 Months

28% For 12 Months

(2022 CDC Report)

Maternal Mortality Rate

White 26.6%

National 32.9%

Black 69.9%

(2021 CDC Report)

Tulsa Birth Outcomes

16.4% Black Infant Mortality Rate
4% White

18% Black Pre-term Birth Rate
10.6% White

16.1% Black Low Birth Rate
8.8% O.K. Average

(2021 THD Health Status Report)

Many medical professionals, though well-intentioned, are not culturally competent or sensitive enough to properly deal with African American moms.

The Facts

WHY IT MATTERS

The World Health Organization recommends exclusive breastfeeding for the first six months, and continued breastfeeding for up to two years. However, **only 49% of mothers breastfeed up to six months. Infants who are not breastfed experience more episodes of diarrhea, ear infections, and lower respiratory tract infections and are at higher risk of sudden infant death syndrome, diabetes, and obesity.** This results in a large financial burden of medical costs, not only on the individual family but also on the healthcare system. A study done by the Agency for Healthcare Research and Quality, suggested that if 90% of new mothers in the U.S. breastfed exclusively for six months the U.S. could save \$13 billion annually, as well as prevent 911 annual deaths.

Why is there such a large gap between mothers and successful breastfeeding? Embracing the benefits of breastfeeding is a reasonably new movement. There are still a lot of lingering stigmas and social norms that inhibit the desire to breastfeed and could be related to the marketing of formula. There is also a lack of access to lactation counseling, which is often not covered by insurance.

“Low breastfeeding rates suggest that mothers may not be getting the support they need from health care providers, family members, and employers to meet their breastfeeding goals,” (CDC 2013).

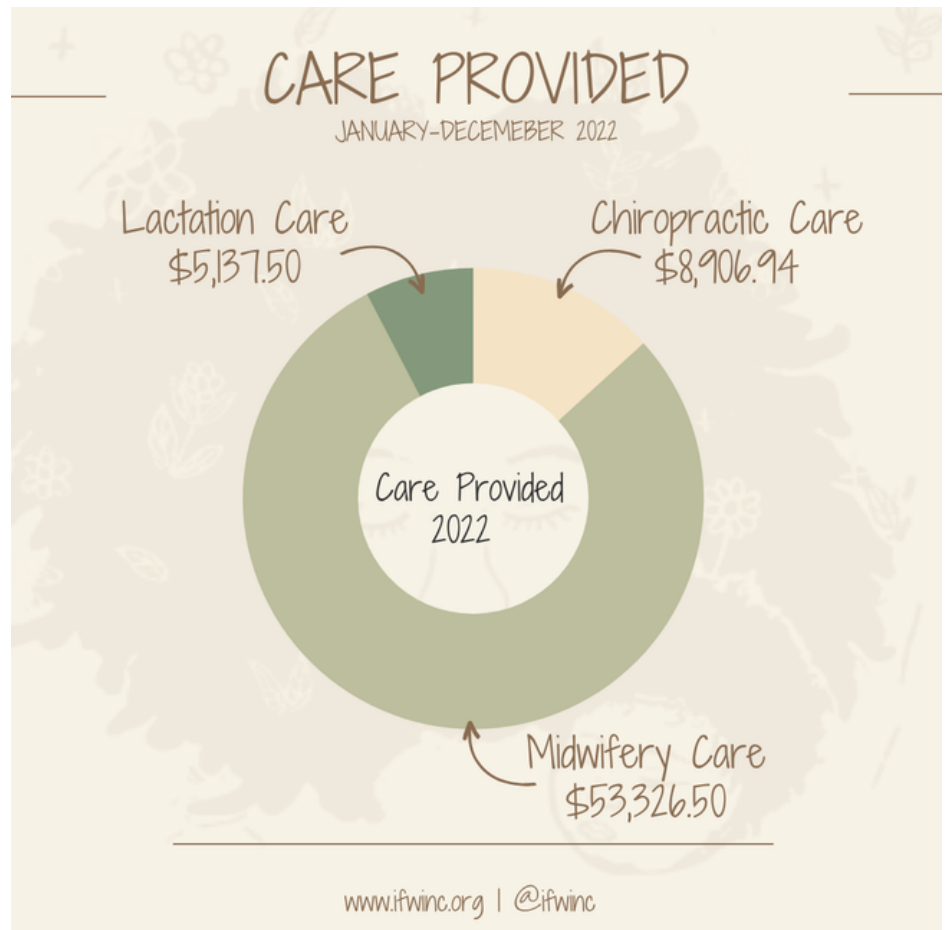
Black infants and women in the U.S. experience unacceptably poor health outcomes, including disproportionately high rates of death. Both societal and health system factors contribute to these high rates because the Black community is more likely to experience barriers to obtaining quality healthcare. Unfortunately, Tulsa faces disparities for its black mothers that are statistically greater than the national average.

Infant Mortality Rate (IMR) is often used as an indicator of the overall health of a community. In Tulsa, **Black IMR increased from 2018 to 2019 and is 4X greater than white** IMR. Tulsa’s Black IMR is almost twice as high as the national average. In Oklahoma, **Black women account for 10% of the births statewide but make up over 22% of all maternal deaths** (Oklahoma State Department of Health). These statistics have been found to span across all income and education levels.

The work to repair Tulsa’s maternal health and wellness begins with opening access to education and perinatal workers, which would increase the rates of breastfeeding and decrease the likelihood of mother and infant death. If a new generation of children in Tulsa was breastfed, and consequently had a lower risk of obesity, diabetes, and other health risks, we could close the gap of racial disparities and sooth the financial burden on families and hospitals.

Perinatal Services

In the last year alone we have provided over **\$75,000** in services to low-income families. The program assists individuals in paying for adjunct perinatal treatment that is typically not covered by insurance, despite being extremely beneficial. These services included lactation services, prenatal & infant chiropractic care, and midwifery. IFW was able to support the births of mom's who wished to birth outside of the traditional hospital setting, who may have otherwise had the burden of out-of-pocket expenses.





With our mission in mind, we are excited to announce the launch of our new Women's Health Oasis, *Given!*

In addition to being the first birth center in North Tulsa, *Given* will also be the first black-owned center in the entire state of Oklahoma.

Innovations Family Wellness focuses on creating a culture where all mamas feel comfortable. The goal of this center is to be accessible to all women from menarche to menopause. The services that will be available include but are not limited to lactation care, perinatal and infant chiropractic care, and midwifery care.

The Event

LIFT EVERY BABY CELEBRATION

2016



79 Guests // **40** Free Nursing Bras

2017



121 Guests // **50** Free Nursing Bras

2018



157 Guests // **60** Free Nursing Bras

2020



244 Guests // **80** Free Nursing Bras

2019



237 Guests // **70** Free Nursing Bras

2021



250 Guests // **70** Free Nursing Bras

The Next Step

MIDWIVES AND LACTATION CONSULTANTS

There is a desperate need for diversification in the birth community in Oklahoma. There is a lack of Black & POC perinatal workers in Tulsa who can speak the languages and understand the cultures of different communities. This is so important to the process of efficiently educating mothers in breastfeeding, preventing pre and postnatal health complications, as well as diagnosing postpartum depression. It is Innovation Family Wellness's vision to sponsor the trainings of local Black & POC perinatal workers who are from the underserved areas of Tulsa and will come back to work with our team in serving communities that most need their support.

We wholeheartedly believe that introducing trained Black & POC perinatal workers and educators back into their own communities is the most effective way to overcome the significant maternal and infant wellness disparities in Tulsa.

Midwife Education

\$27,000 for a 3yr Commonsense Midwife Tuition
\$150 for Neonatal Resuscitation Program Certification
\$485 for a Doula Certification
\$485 for a Childbirth Educator Certification
\$485 for a Lactation Educator Certification
\$700/month living expenses (3 yrs)

\$53,805

IBCLC Education

\$4500 for Accredited College Prerequisites
\$2000 for 90 hrs of lactation specific education
\$150 for online exam
\$700/month living expenses (1yr)

\$15,050

CLC Certification *

Through Healthy Children Project, Inc.
\$625 for Tuition
\$120 for Exam Fee
\$80 for Textbooks

\$825



* There is currently 1 CLC and 2 IBCLCs receiving scholarships for training in Tulsa.