

# ARKANSAS CoIN

## Innovative Nutrition Workstream

### GOAL:

To educate faith-based communities of color about the importance of breastfeeding and nutrition.



The Arkansas Children's Healthy Weight CoIN team sought to partner with Southern Ain't Fried Sundays, an initiative that teaches congregations of color how to prepare traditional-style meals in healthier ways. The team worked to advance healthy eating among breastfeeding mothers through education on the importance and connection between healthy eating and the benefits of breastfeeding for mothers, babies and the entire family.

### PARTICIPANTS & PARTNERS

- Arkansas Blue Cross and Blue Shield
- Arkansas Minority Health Commission
- Baptist Health
- Healthy Active Arkansas
- Sisters United
- Southern Ain't Fried Sundays
- University of Arkansas for Medical Sciences (UAMS)

### TITLE V PROGRAM CONNECTION

- One Title-V team member contributed to the project



“Improving nutrition, decreasing disease.”

### METHODOLOGY

- Established a **partnership with Southern Ain't Fried Sundays**, a program of the Arkansas Minority Health Commission that teaches healthy eating through a gradual introduction of healthier food alternatives
- Concentrated efforts on urban and rural faith-based communities of color in **central Little Rock** and the **southeastern corner** of state
- Created **positive messaging** for breastfeeding mothers through the **Jesus Was Breastfed** campaign, which connects healthy eating and breastfeeding for a lifetime of benefits
- Conducted **outreach** to breastfeeding mothers through **radio advertising** on gospel radio stations
- Reinforced breastfeeding through **church fans** featuring **artwork** of breastfeeding mothers of color and **positive affirmations** and **information** about breastfeeding
- Extended the team's work done on the Children's Healthy Weight CoIN Breastfeeding workstream of creating **breastfeeding rooms and nooks** in childcare settings to **churches**

### DESIRED OUTCOMES

- Forged **partnership** with Southern Ain't Fried Sundays and other key stakeholders
- Have begun church sign-up work, with **five churches** committing to the program thus far
- Commissioned and developed **church fan artwork** by a local artist

