



W.K.
KELLOGG
FOUNDATION™

A Partner With Communities Where Children Come First

FIRST FOOD

Giving children a healthy start

WHY FIRST FOOD?

All children deserve a healthy start in life. Medical studies show that babies who receive exclusive access to breast milk for the first six months of their lives have better health, educational and emotional outcomes. The W.K. Kellogg Foundation (WKKF) believes that a mother's breast milk is the optimal *first food* to give children a healthy start so they can thrive in school, work and life.

As part of our commitment to improving the lives of vulnerable children, the Kellogg Foundation is pursuing a first food strategy to invest in efforts that will increase babies' access to breast milk. Our strategy builds on the foundation's legacy of supporting access to healthy food and improving maternal and child health overall. It also aligns with the foundation's focus on whole child development from the prenatal months to age 8.

FIRST FOOD APPROACH

WKKF believes we can dramatically improve children's health, as well as our country's health by making strategic investments to ensure more babies receive breast milk as their first food experience, as recommended by the American Academy of Pediatrics. Our approach emphasizes working with communities where breastfeeding rates are significantly lower. Fostering change will require a variety of efforts from offering more prenatal education opportunities to promoting "baby friendly" practices in hospitals to accelerating a cultural shift in the acceptance of breastfeeding.

Specifically, WKKF invests in organizations that:

- Expand community supports for mothers and families
- Encourage new social norms and behaviors around breastfeeding
- Strengthen the network of groups working together to increase breastfeeding rates

FIRST FOOD GRANTS

The Kellogg Foundation supports a number of national, state and local organizations across the United States committed to increasing babies' exclusive access to breast milk for the first six months. These investments support an emerging network interested in giving children the healthiest start possible. Several examples include:

- **Academy of Breastfeeding Medicine** researches persistent racial and geographical gaps in policies and practices, and shares ideas for addressing inequities. They also publish the *Breastfeeding Medicine* journal.
- **Birthing Project USA** is a national African American maternal and child health program encouraging better birth outcomes and providing practical support to women during pregnancy and for one year after a child's birth.
- **HealthConnect One** works to strengthen the community health worker workforce and increase support for thousands of vulnerable families during pregnancy, birth, breastfeeding and early parenting.
- **St. John Hospital and Medical Center (Detroit)** is developing an innovative breastfeeding program, the St. John Mother Nurture Project, to offer new support services for mothers, including a nurture club, lactation consultants in the OB clinic, prenatal breastfeeding education and a NICU follow-up clinic.

FOR MORE INFO

For more information about the Kellogg Foundation's first food work, please contact Diana N. Derige, program officer, at dnd@wkkf.org.

