
A woman with dark hair tied back, wearing a white lab coat over a grey t-shirt with a red and black graphic, is focused on pouring a yellow liquid from a clear beaker into a graduated cylinder. The background is a bright, out-of-focus indoor setting.

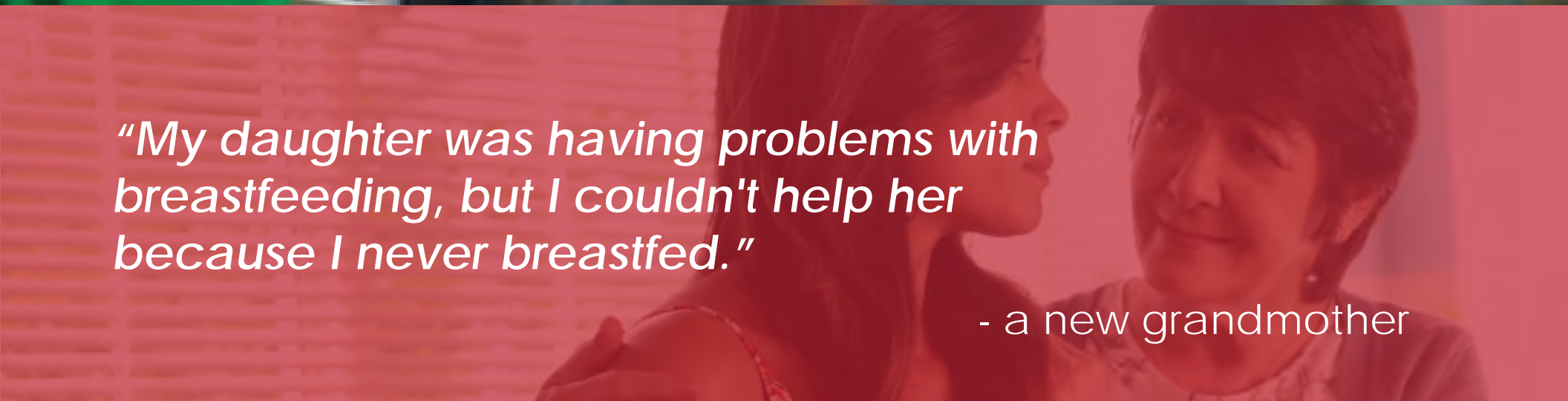
How might we encourage sustainable, mother-friendly forms of infant feeding?

Spring 2017

Every year, almost 4 million women in the US join the fray of mothers in the decades long debate: Is breast really best? Amidst the chaos of trying to get enough sleep, “formula is poison” mud-slinging, and piles of bottles to clean, there are no easy, sustainable ways for mothers to supplement a low supply or go back to work without facing harsh judgment from society and fellow mothers. Accounting for the health and environmental impacts of formula, how can we support mothers to make the best choice for them?

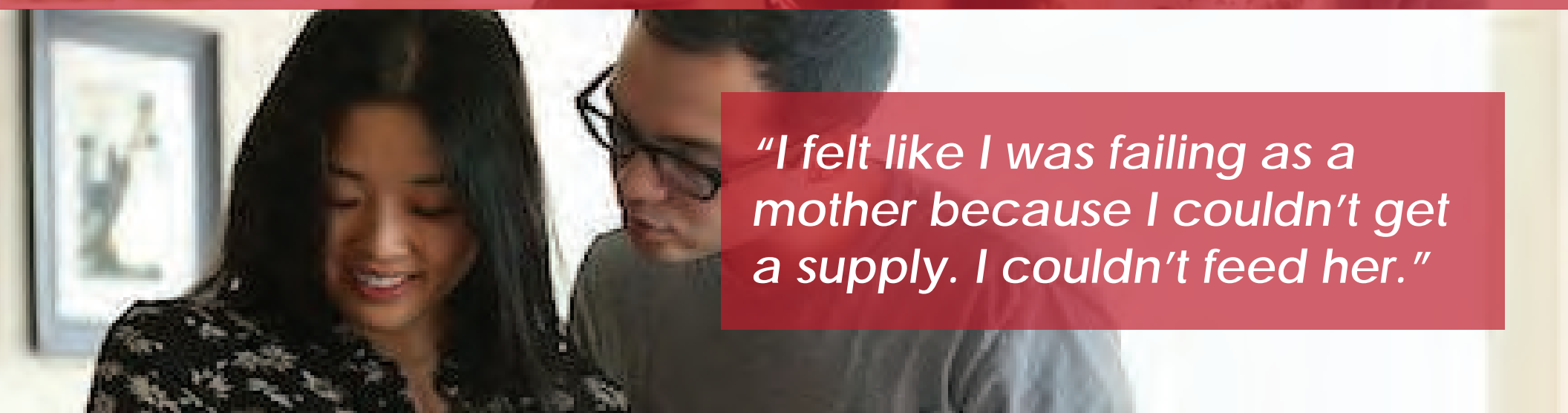


"I pump in the car to save half an hour. I don't want to pump at work."



"My daughter was having problems with breastfeeding, but I couldn't help her because I never breastfed."

- a new grandmother



"I felt like I was failing as a mother because I couldn't get a supply. I couldn't feed her."

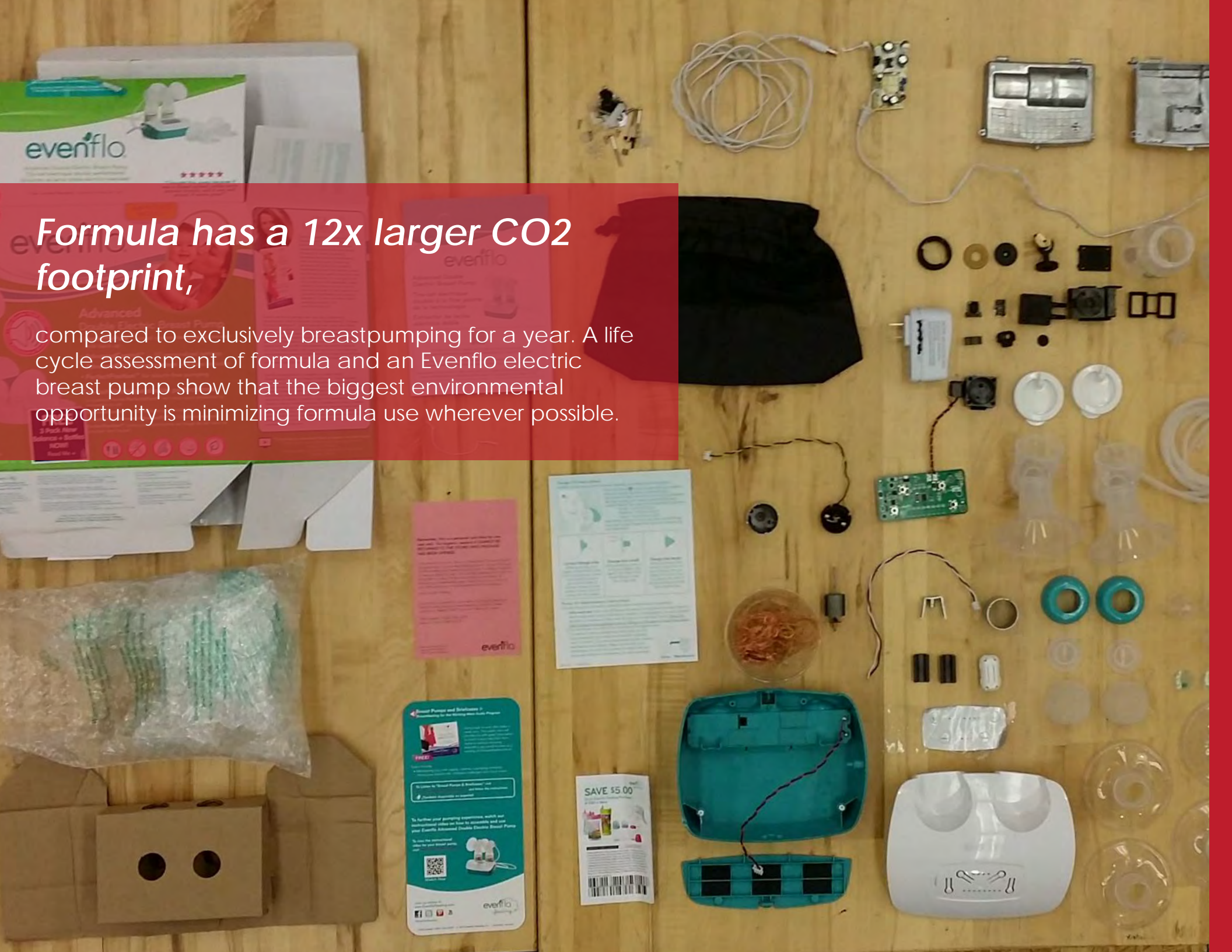


Address mother needs.

The two largest barriers to breastfeeding are inconvenience and lack of support. Despite all mothers facing unique biological, mental, and socioeconomic circumstances that inform how they feed their baby, all 11 interviewees faced harsh judgment from peers, strangers, family, and even themselves. We can't only focus on the babies.

Formula has a 12x larger CO2 footprint,

compared to exclusively breastpumping for a year. A life cycle assessment of formula and an Evenflo electric breast pump show that the biggest environmental opportunity is minimizing formula use wherever possible.



Eco-
Impact

Equitable
Wellbeing

Boldness

Viability

The Breast Express

Pump with other mothers. Get to work faster.

Extreme Makeover

Watch local businesses stand up for mothers!

1 for 3 (NanaKnowledge)

Propagating lactation consulting training.

Try Before You Buy

The friendly breast pump boutique.

ZipPump

Pump sharing: a new model for access.

Lactation Consultant Bot

A personal consultant, 24/7, in your home.

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Workshops

Grandmothers and community mother figures or “aunties” attend **unbiased** government- or insurance- sponsored NanaKnowledge workshops in public spaces.

NanaKnowledge

After a tiring day of work, latching problems often drive new mothers to try formula feeding. Grandmothers are now able to suggest **informed, just- in- time improvements**.

Changing Norms

Grandmothers’ support increases their daughters likelihood to breastfeed 2-12x. Pins and multilingual pamphlets make the norm even more visible.

