



## 2022-23 MEDIA PACKET

A 501(c)3 Organization



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## Mission Statement

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



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## The Goal

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**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.**

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# The Board

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## 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**

President

**Tyler Bates**

Treasurer

**Kelsey Dildy**

Secretary

**Audrey Thompson, PHD**

Director

**Kaitlyn Zigrang**

Director

**Dr. Chrystal Lewis, DC, RN**

Director

**Dr. Fallon McCormick, DC**

Director

# 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

4% White Infant Mortality Rate  
16.4% Black

10.6% White Pre-term Birth Rate  
18% Black

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

(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.

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# The Facts

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## 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).**

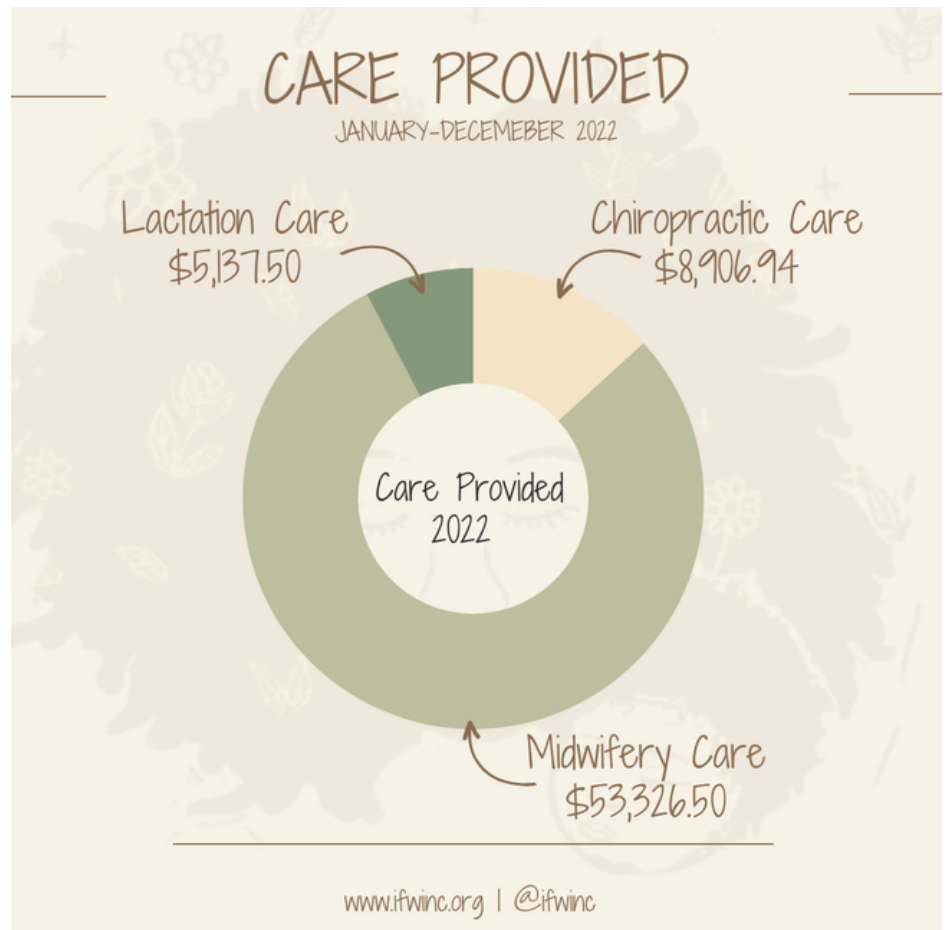
Black infants and women in the U.S. experience unacceptably poor health outcomes, including disproportionately high rates of death. Both societal and health system factors contribute to these high rates because the Black community is more likely to experience barriers to obtaining quality healthcare. 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



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# The Next Step

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## 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)

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**\$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)

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**\$15,050**

### CLC Certification \*

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

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**\$825**



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

# LIFT EVERY BABY 2023

## SPONSORSHIP LEVELS

### VENDOR \$250

1 six foot table  
dressed with  
black linens &  
2 chairs

### FRIEND \$500

Vendor benefits  
+  
Mention on  
Facebook Event  
Page +  
Logo on our  
website

### CHAMPION \$5000

All benefits listed  
on other levels +  
Special shoutout  
during event +  
Inclusion on  
select press  
releases

### SUPPORTER \$1000

Vendor  
benefits +  
Link & logo on  
our website &  
Facebook  
Event Page

### ADVOCATE \$2500

Vendor benefits  
with premier  
location +  
Supporter benefits  
+  
Logo on all event  
print materials



*Innovations Family Wellness*

**Contact us:**

**[info@ifwinc.org](mailto:info@ifwinc.org)**

**918-710-5742**

**[www.ifwinc.org](http://www.ifwinc.org)**

Scan to  
Sponsor



# LIFT EVERY BABY 2023

Love + laugh + lift

## When?

August 19,  
2023  
1-4 PM

Join us for our 8th annual Lift Every Baby celebration! The celebration is free for attendees because we believe in equal access to all families! This is why we need you as a sponsor! We will have free food, foam party, raffles, and much more!

## Where?

INDOOR/OUTDOOR  
Chandler Park  
Community Center  
6501 W. 21st St.,  
Tulsa, OK 74127

Why National Breastfeeding Awareness Month? According to recent data from the Oklahoma State Department of Health, 74.6 percent of Oklahoma mothers breastfeed initially, but only 34.9 percent continue to breastfeed for six months or longer despite the World Health Organization recommending at least 2 years. Innovations Family Wellness is working to increase our numbers in Oklahoma and normalize breastfeeding statewide, especially for black communities that are affected by significantly higher numbers of infant and maternal mortality rates.

## How to Help?

- + Become a sponsor
- + Become a vendor
- + Donate a product or service
- + Volunteer
- + Attend
- + Spread the word!

## Contact us:

[info@ifwinc.org](mailto:info@ifwinc.org)  
918-710-5742  
[www.ifwinc.org](http://www.ifwinc.org)



*Innovations Family Wellness*

Join us live on our Facebook or Instagram!  
[@ifwinc](https://www.facebook.com/ifwinc)



# AUTUMN FÊTE

AT THE GARDEN

Saturday, October 28th, 2023

DOORS OPEN AT 5:30 PM

DINNER | LIVE & SILENT AUCTION |  
GARDEN ENTRY

MUSIC BY:

**GRADY NICHOLS**

3900 Tulsa Botanic Dr.  
Tulsa, OK 74127



*Given*  
WOMEN'S  
HEALTH  
OASIS

# AUTUMN FÊTE

## SPONSORSHIP LEVELS

### HICKORY SPONSOR

\$500

- + 2 Tickets
- + Name on All Marketing Material for Gala

### ASPEN SPONSOR

\$2,500

- + Table Sponsor | 8 Tickets
- + Name & Logo on All Marketing Material for Gala

### MAPLE SPONSOR

\$10,000

- + 2 Tables | 16 Tickets
- + Name & Logo on All Marketing Materials for Gala
- + Logo Displayed at Center for 1 Year
- + Prominent Recognition at Gala



### IVY SPONSOR

\$5,000

- + 1 Table | 8 Tickets
- + Name & Logo on All Marketing Material for Gala
- + Logo Displayed at Center for 1 Year

### OAK SPONSOR

\$1,000

- + 4 Tickets
- + Name on All Marketing Material for Gala

SCAN FOR SPONSORSHIPS



WWW.IFWINC.ORG



Given  
WOMEN'S  
HEALTH  
OASIS



# AUTUMN FÊTE

## DONATION FORM

Thank you for making a contribution to our silent auction. **Please complete this form and send it to [info@ifwinc.org](mailto:info@ifwinc.org).** All donations over \$1000 value receive **two complimentary tickets** to the Autumn Fête. All donors, regardless of cash value of the donation, will receive acknowledgment at our annual **Lift Every Baby** event.

**Donor and Organization Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Name of Item:** \_\_\_\_\_

**Description of Item:** \_\_\_\_\_

**Estimated Dollar Value:** \_\_\_\_\_

If your donation has a value of \$1000 or greater we would like to offer two complimentary tickets (regularly \$185 each) to the Autumn Fête. All other donors will get 50% off tickets (up to 2). Please let us know if you plan to attend!

**Delivery Method: (check those that apply)**

I will deliver the item to the IFW headquarters

I need IFW to pick up the item

I will provide the necessary certificate via email

I will provide the necessary certificate via drop off

I need an IFW staff member to create a certificate

I will be attending and need \_\_\_ tickets!

I regretfully will not be able to attend.

By signing below you agree IFW can contact you in regard to our silent auction, and promote your business as a donor to the non-profit.

**Printed Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



[WWW.IFWINC.ORG](http://WWW.IFWINC.ORG)



**Given**  
WOMEN'S  
HEALTH  
OASIS

# AUTUMN FÊTE

## AT THE GARDEN



### OUR MISSION

TO STRENGTHEN LOCAL COMMUNITIES BY USHERING IN A GENERATION OF HEALTHY FAMILIES REGARDLESS OF THEIR SOCIOECONOMIC STATUS.

### OUR PURPOSE

WE SEEK TO PROVIDE LOW-COST, HIGH-QUALITY, EXPERIENCED, ACCESSIBLE PERINATAL CARE FOR FAMILIES. WE TRAIN WOMEN OF COLOR TO BECOME HOLISTIC PERINATAL PROVIDERS INCLUDING CLC/IBCLCS, MIDWIFES AND MORE. THERE IS A GREAT DISPARITY WHEN IT COMES TO PROVIDERS OF COLOR AND WE WANT TO MEND THAT GAP IN EFFORTS TO LOWER MATERNAL DEATH RATES FOR THE COMMUNITIES MOST AT RISK.

### OUR GOALS

- + DECREASE INFANT AND MATERNAL MORTALITY RATES
- + INCREASE BREASTFEEDING SUCCESS RATES IN THE TULSA METROPLEX
- + INCREASE AGE OF BREASTFEEDING TO MATCH THE WORLD HEALTH ORGANIZATION (WHO) RECOMMENDATION OF 2 YEARS OF AGE OR OLDER

### WHEN

SATURDAY,  
OCTOBER 28TH, 2023  
DOORS OPEN AT  
5:30PM

### WHERE

3900 TULSA  
BOTANIC DR.  
TULSA, OK 74127

### WHAT

- + SILENT & LIVE AUCTION
- + PLATED DINNER
- + MUSIC BY GRADY NICHOLS

CONTACT US:

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Given  
WOMEN'S  
HEALTH  
OASIS