

Coalition Building with National, State and Local Partnerships

*Indiana State Breastfeeding Conference
Wednesday, February 26, 2020*

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Executive Director



ACKNOWLEDGEMENTS

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CDC Subcontracts

- AAP
- AMCHP
- ASPHN

HRSA/MCHB Subcontracts

- ASPHN
- NICHQ

W. K. Kellogg
Foundation

Donations

I have no financial relationships or conflicts of interest to disclose.

DISCLOSURES



About USBC

usbc
United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING



United States Breastfeeding Committee

About the USBC: The Team!



Nikia Sankofa



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Seger**



**Cheryl
Lebedevitch**



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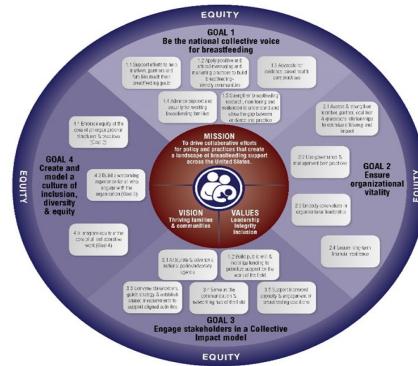


**Miriam
Rodriguez**

About the USBC: Origin Story



1990 Innocenti Declaration



Established 1998

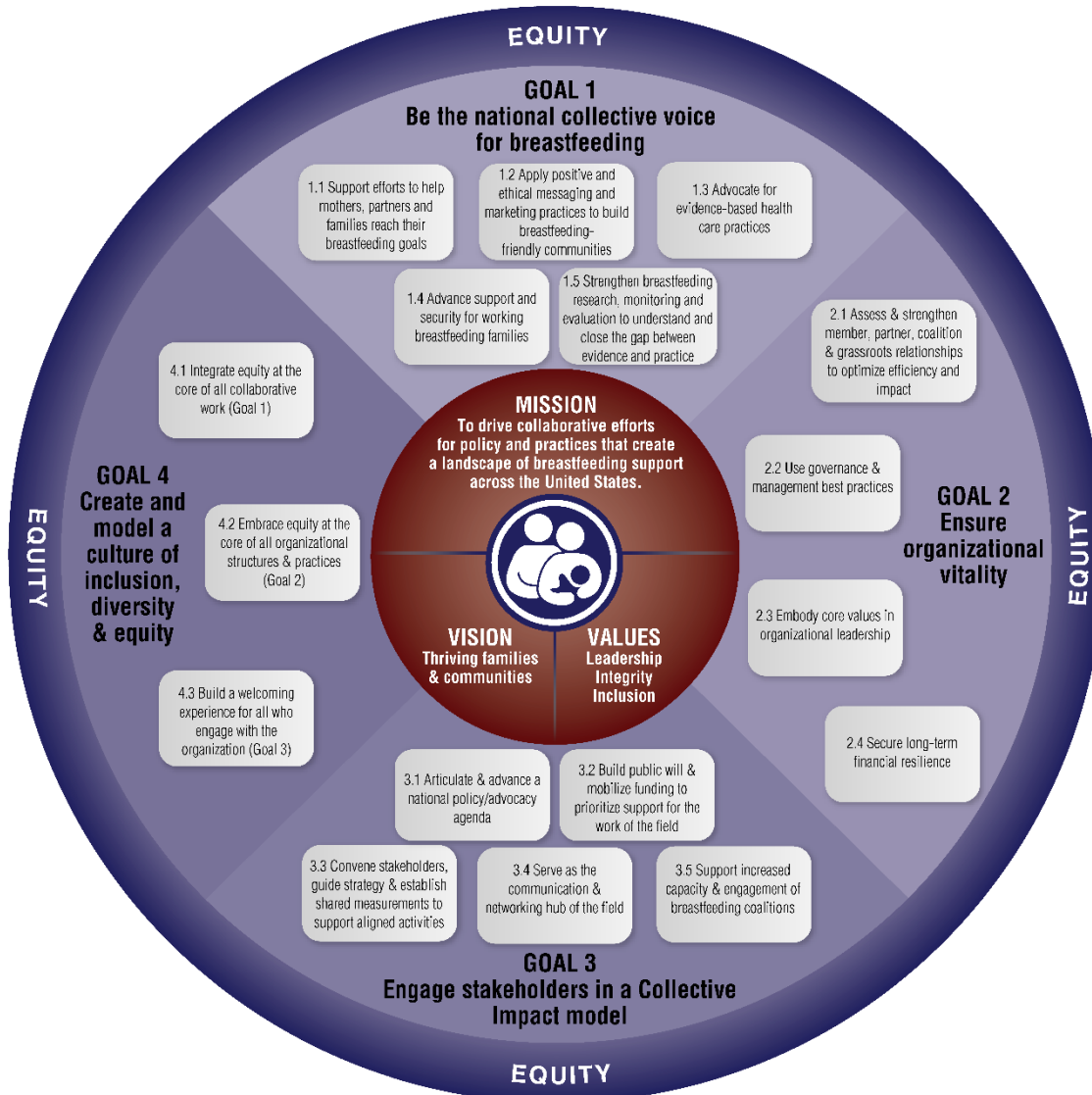


Coalition of Coalitions



Membership Organization

About USBC: Strategic Framework



□ Mission

- To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support in the United States.

□ Vision

- Thriving Families and Communities

USBC's Working Definition of Equity



It is a **lens** through which we view the world to inform and guide the design of our strategies and activities to build a "landscape of breastfeeding support."

It is a **mirror** through which we view ourselves and our organizations, examining our internal structures, culture, and policies and their impact on how the lens is applied and the outcome achieved.

It is an **outcome** we seek to achieve, i.e., equity is realized when life outcomes are equal, in a statistical sense, regardless of one's identities.

About the USBC: What we do?



- Provides “Backbone Supports” for the field:
 - Articulate & advance **policy/advocacy agenda**
 - Build **public will** and **mobilize funding**
 - **Convening logistics**: online workspaces, virtual meeting technology, in-person time/space
 - Consulting/coaching (**meeting design, strategy, measurement**)
 - **Communications** with field and to general public; **networking** via website tools and meetings
 - Support for **capacity building** and engagement of STLT and cultural **breastfeeding coalitions**

Backbone Support for Coalitions



- USBC subsidizes State Coalition participation
- Awards for Cultural, Tribal & Emerging Leaders
- Coalition Presentation & Learning Opportunity

- Multiple Webinar Series
 - ✓ CDC-USBC 2/2/2 Series
 - ✓ Power Tools Series for Capacity Building
 - ✓ Collective Impact Series
 - ✓ Racial Equity Series
- Networking Opportunities
 - ✓ Engagement on USBC Website (Individual/Group Profiles)
 - ✓ SGCTA Action Directory
 - ✓ Coalition Learning Connection
 - ✓ Community Workspaces
- Resource Sharing (e.g BoardSource)
- Technical Assistance (TA)

Membership Benefits



Visibility

- Listing in USBC Membership Directory
- Membership affiliation announced in Weekly Wire Newsletter
- News/Initiative submissions for Weekly Wire Newsletter
- Membership Spotlight
- Present on National Webinars
- USBC Awards

Capacity Building Support

- Nonprofit management
- Group/Peer Sharing & Networking Calls
- Policy & Advocacy Strategy Meetings
- Campaign Planning Support
- One-on-one Trainings and Technical Assistance
- Facilitated Support for collaborative action

Expansion of Leadership

- Eligibility to serve on USBC Board
- Eligibility to serve on USBC Committees
- Eligibility to serve in National Collaboratives (Constellations)

Discounts

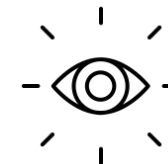
- Reduced Registration to attend Annual Conference
- Reduced fees for exhibits at Annual Conference

Resources

- Access to toolkits
- Access to BoardSource
- Access to seminars from USBC's Legal Council & Audit Firm
- Access to Conference and Webinar Archives
- Online organizational Workspaces
- Access to USBC Clearinghouse of Curated Resources

Upcoming Supports for Coalitions

- Matrix of Effective Coalitions
- Provision of Continuing Education (e.g. CERPs)
- Shift in Coalition Sponsored Attendees at NBCC
- Capacity Building Assistance (in-person/virtual CBA)
 - Facilitated Meetings
 - Strategic Planning
 - Supporting the application of DEI Principles
- Shared Financial Opportunities
 - Fundraising
 - Grant Writing



Sharing Your Work Broadly

Coalitions

Indiana's breastfeeding coalitions are working to support breastfeeding women and promote breastfeeding education in many communities throughout the state. For more information about coalitions, contact indianabreastfeedingcoalition@gmail.com.

Indiana Breastfeeding Coalition
Statewide
indianabreastfeedingcoalition@gmail.com
<http://www.indianabreastfeeding.org/>

Allen County Breastfeeding Coalition
Allen County

Black American Mothers Breastfeeding Awareness Movement (BAMBAM)
Greater St. Joseph County

Blackford Healthy Community Coalition
Blackford County
Molly Hunt
hunt55@purdue.edu

Boone, Clinton & Montgomery County Breastfeeding Coalition
Boone, Clinton, and Montgomery Counties
Abigail Miles, CLS
p: 317-679-7986
amilesschool@gmail.com

Breastfeeding Coalition of Marion County
Marion County
Alisha Smith, Coalition Chair
p: 317.221.245
bfcoalition@gmail.com
<http://www.bfcmc.com/>

Breastfeeding Coalition of the Wabash Valley
Vigo, Vermillion, Parke, Sullivan and Clay Counties
Denise Hampton
p: 812.235.565
edhampton@earthlink.net
Colleen Magnuson
p: 812.420.1508
colleen.magnuson@gmail.com

Breastfeeding Southern Indiana
Floyd, Harrison and Clark Counties
Lisa Mascio-Thompson
BreastfeedingSI@hotmail.com

Cass County Breastfeeding Coalition
Cass County



Lawrence County Breastfeeding Coalition
Lawrence County
Sandra Brown, RN, IBCLC
cavehillfarm@gmail.com

Madison Area Breastfeeding Coalition
Jefferson and surrounding counties including Switzerland
Jennifer Banta
p: 812.273.096
jennifer_banta@yahoo.com

Madison County Community Breastfeeding Coalition
Madison County
Elizabeth Arnett
p: 765.298.5424
chalactationservices@ecommunity.com

Marshall County Breastfeeding Task Force
Marshall County
Beth Rutherford
rutherfordbe@sjrnc.com

Monroe County Breastfeeding Coalition
Monroe County
Ann Marie Neeley
annmarieb@gmail.com
812-337-8121

Morgan County Breastfeeding Coalition
Morgan County

Delaware County Breastfeeding Coalition

Delaware County
Sabrina Haggard
sehaggard@gmail.com

Dubois County Breastfeeding Coalition (DCBC)

Dubois County
Stacey Fischer
p: 812.481.7060
sr_fischer@hotmail.com

Gary Breastfeeding Coalition

Lake County
Grant County Breastfeeding Coalition
Grant County
Carolyn Burbank
p: 765.662.4178
carolyn.burbank@mgn.net

Greater Lafayette Breastfeeding Coalition

Tiptecanoe County and surrounding counties
Jeni Leaird, BS IBCLC
p: 765.838.5353
jleaird@uhealth.org

Hancock County Breastfeeding Coalition

Hancock County
Linda Garrity
lgarrity@hancockregional.org
hancockcoalition@gmail.com

Healthy Communities Breastfeeding Coalition

Bartholomew County
Amanda Virostko
avirostko@crh.org
<https://www.crh.org/community-foundation/healthy-communities/breastfeeding-coalition-of-bartholomew-county/>
p: 812-376-5097

Heartland Breastfeeding Coalition

Pulaski, Cass, Fulton, and Starke Counties
Julia Decker, RN IBCLC
p: 574.595.7581
jadecker67@earthlink.net
<http://indianababyheartland.org/>

Hendricks County Breastfeeding Coalition

Hendricks County
folded, 2018

Henry County Breastfeeding Coalition

Henry County
Cyndi Leedy IBCLC

cleedy@capcaa.org

Indiana Black Breastfeeding Coalition

Statewide
Paris Curtis, CLS
p: 317.434.4930
inblackbreastfeedingco@gmail.com
<http://indianablackbreastfeedingcoalition.com/>

Motherhood and More...Breastfeeding Clinic and Support

Elkhart County
Linda Lyon, RNC IBCLC
p: 574-389-4886
llyon@egh.org

North Central Indiana Breastfeeding Coalition

Howard County
Stacy Rosales, MSN, RNC-OB
p: (765) 455-9334
srosales@iuk.edu
Teresa Stackhouse, MSW, RN, BSN, IBCLC
p: (765) 453-8448
tstackho@communityhoward.org

Northern Indiana Lactation Consultants Association and Coalition

Collection of Northern Indiana counties
Sharolyn Faurote, RN IBCLC
p: 260.724.2145 x2505
sffaurote@adamshospital.com
<http://www.ninlca.com/>

Porter County Breastfeeding Coalition

Porter County
Aleda Waggoner BSN RN IBCLC RLC
p: 219.263.4749
aleda.waggoner@porterhealth.org

South Central Breastfeeding Alliance

Johnson County
Sheryl Ward, RNC, MSN, IBCLC
p: 317-887-7927 office, 317-446-9576 cell
sward@ecommunity.com

SouthWest Indiana Breastfeeding Coalition

(Formerly Tri-County Coalition)
Vanderburgh County
Nancy Harness, BSN, RN, CLC
SWIBC2018@gmail.com

St. Joseph County Breastfeeding Coalition

St. Joseph County
p: 574-647-3475
<http://themilkmap.com>

Tri-County Lactation Coalition

Vanderburgh, Posey, and Warrick Counties
See Southwest Indiana Breastfeeding Coalition

Twin Lakes Community (TLC) Breastfeeding Coalition

White and Carroll Counties
Leslie Bruder
p: 574.583.5081 snippy@hotmail.com

Wayne County Breastfeeding Coalition

Wayne County

Jackson County Breastfeeding Coalition

Jackson County
Dana Ortel, RN, IBCLC, CCL, CLC
p: 812-524-3373
Dortel@schneckmed.org

Jay County Breastfeeding Support Coalition

Jay County
Julayne Ross, RD
p: 260.726.7131 x103
jross@jaycountyhospital.com

WHINK Breastfeeding Coalition

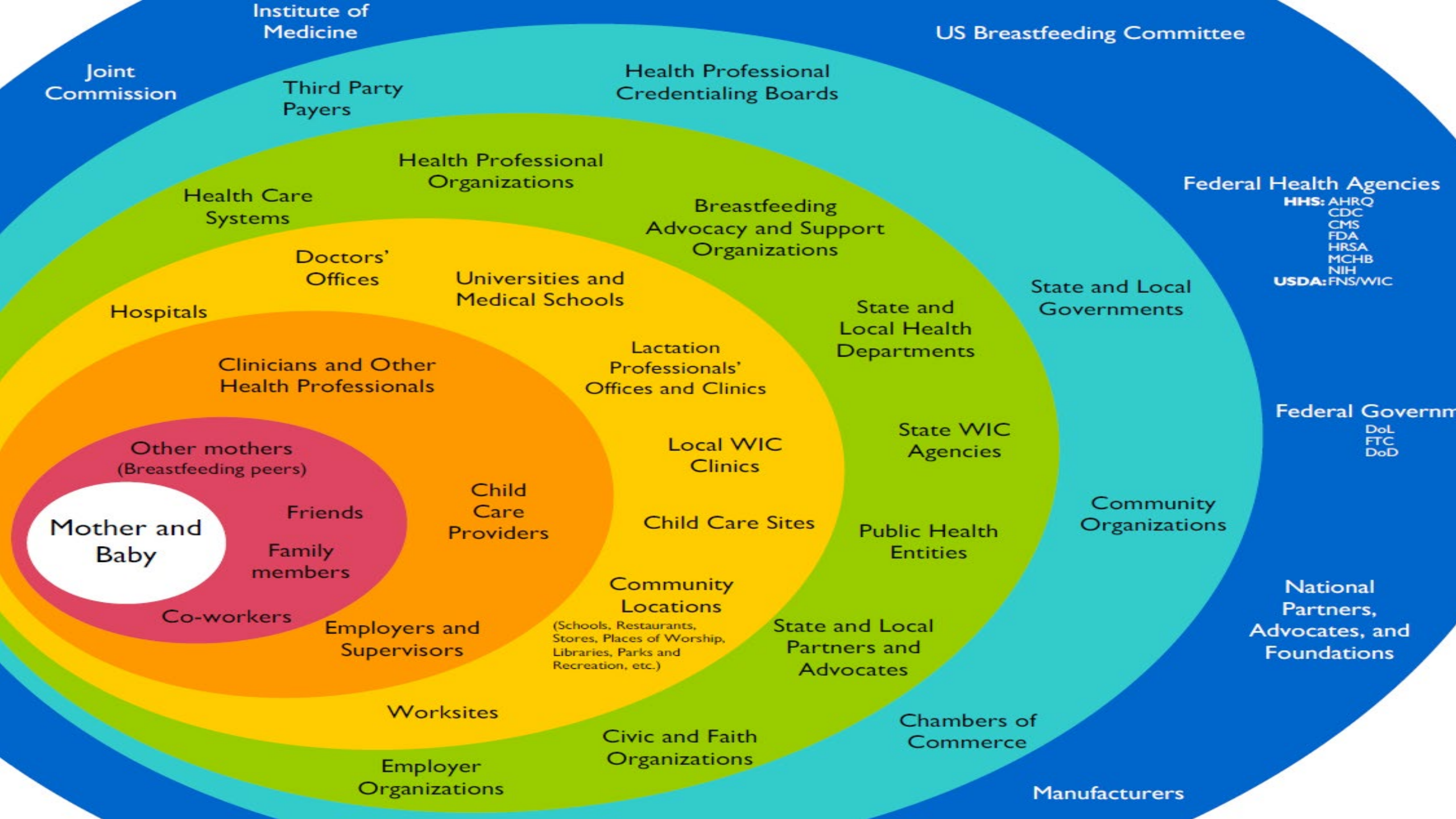
Whitley, Huntington, Noble, and Kosciusko Counties
Charlene Burian RD IBCLC
p: 260.244.2319
columbiacitywc@yahoo.com

We know that the landscape of breastfeeding is constantly evolving! If you have an update for this list, please contact us with the changes that are needed.

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As a STLCT Coalition you can create a direct presence on USBC's webpage.

coalitions@usbreastfeeding.org



Institute of Medicine

US Breastfeeding Committee

Joint Commission

Third Party Payers

Health Professional Credentialing Boards

Health Care Systems

Health Professional Organizations

Breastfeeding Advocacy and Support Organizations

Federal Health Agencies

HHS: AHRQ
CDC
CMS
FDA
HRSA
MCHB
NIH
USDA: FNS/WIC

Doctors' Offices

Universities and Medical Schools

State and Local Governments

Hospitals

State and Local Health Departments

Clinicians and Other Health Professionals

Lactation Professionals' Offices and Clinics

Federal Government

DoL
FTC
DoD

Other mothers (Breastfeeding peers)

Local WIC Clinics

State WIC Agencies

Mother and Baby

Friends
Family members

Child Care Providers

Child Care Sites

Community Organizations

Co-workers

Employers and Supervisors

Community Locations
(Schools, Restaurants, Stores, Places of Worship, Libraries, Parks and Recreation, etc.)

State and Local Partners and Advocates

National Partners, Advocates, and Foundations

Worksites

Civic and Faith Organizations

Chambers of Commerce

Employer Organizations

Manufacturers

The Surgeon General's Call to Action to Support Breastfeeding

2011



U.S. Department of Health and Human Services



Coalitions are Vehicles of Change

Action 20 of the SGCTA

USBC and state coalitions are key partners in the Public Health Infrastructure

Can you do this at your day job?



Advocacy



Coalition Super Power: Advocacy



SUPPORT
BREASTFEEDING
IN DIETARY GUIDELINES

SUBMIT
PUBLIC
COMMENTS

usbc



SUPPORT
CDC FUNDING FOR
BREASTFEEDING

MESSAGE
YOUR
MEMBERS OF
CONGRESS

usbc



SUPPORT
BREASTFEEDING-FRIENDLY
RESOLUTIONS

MESSAGE
YOUR
MEMBERS OF
CONGRESS

usbc



SUPPORT THE
MOMMA'S ACT

MESSAGE
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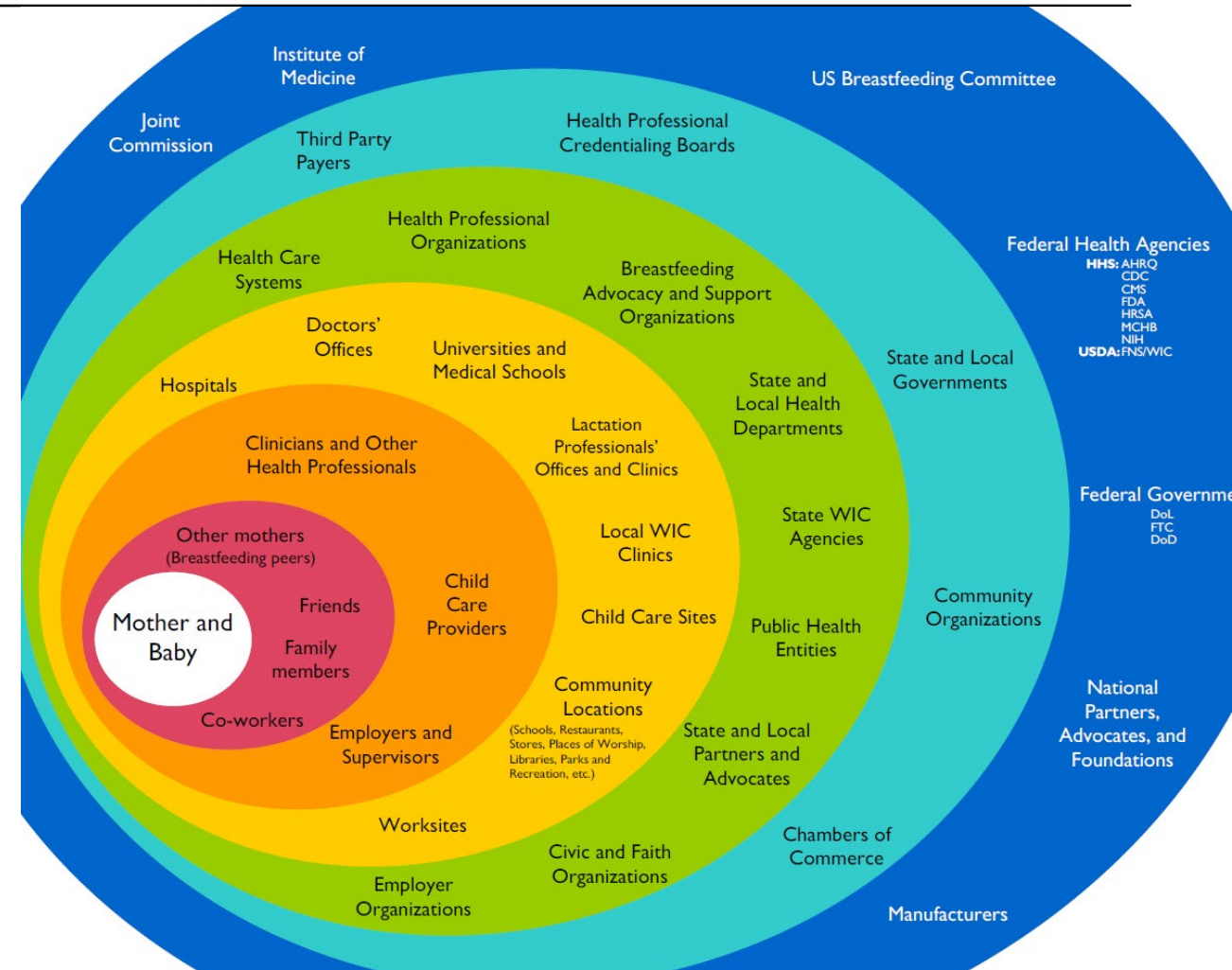
SUPPORT THE
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CONGRESS

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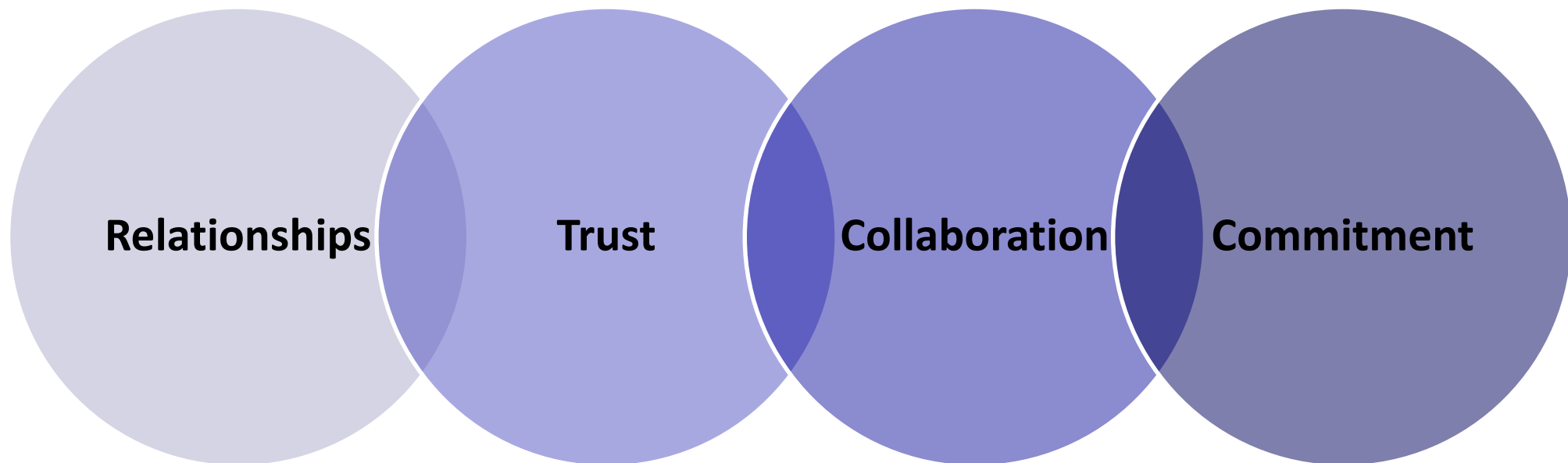
Coalitions & Community Engagement

As a STLCT Coalition, who or what is your community?



What is Community Engagement?

“The process of working collaboratively with and through groups of people affiliated by geographic location, interest, or similar situations to address issues affecting the well-being of those people.”



Build Coalitions at Every Level



- The SGCTA Action 20 calls USBC and affiliated state breastfeeding coalitions critical partners in building the public health infrastructure to support breastfeeding
- Since 2011 SGCTA publication, the criticality of coalitions at every level of the system has become more clear
- State coalitions have a unique opportunity to connect
 - State-level organizations and agencies
 - Community leaders and organizations
 - Cultural coalitions
 - Local agencies

Build Alliances Beyond Breastfeeding



- We have advocated vigorously for breastfeeding to be included in the nation's public health agenda.
- We partner well with partners in the broader maternal and child health community
 - Title V and Home Visiting Programs (e.g. Healthy Start, MIECHV)
- We should strategically consider alliances with community health, chronic disease and health disparities leaders
 - Syncing breastfeeding efforts into larger/broader coalitions
 - Federal examples - REACH (local-level) and SPAN (state-level)
 - Partnering with NAACP on chronic disease programs

Seek Funds for Sustainability



- Most breastfeeding coalitions depend on volunteers
- A public health infrastructure for breastfeeding deserves to be funded and to experience reliable sustainability
- As coalitions build meaningful partnerships
 - Work collaboratively on funding proposals that demonstrate the continuity, reach, and alliances across the state or region
 - Look to the USBC Strategic Framework Goal 3, related to engaging stakeholders
 - Objectives within Goal 3 articulates the value of coalitions

Thank You! Let's stay in touch!



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Executive Director

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- coalitions@usbreastfeeding.org
- <http://www.usbreastfeeding.org>

Subscribe:

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- www.USBreastfeeding.org/signup

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www.usbreastfeeding.org/coalitions-directory

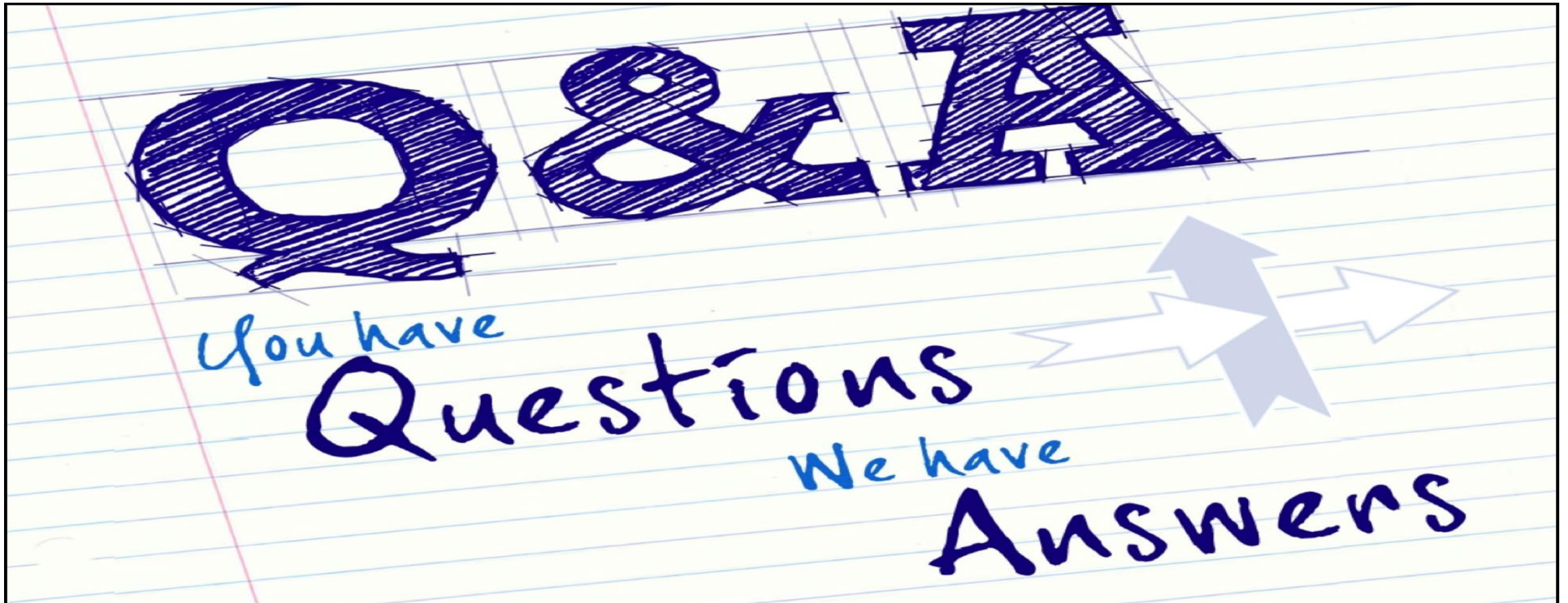
Coalitions Learning Connection:

www.usbreastfeeding.org/coalitions-connect



Follow us @usbreastfeeding

What questions do you have?



Ask me about USBC's plans to support STLCT coalitions!