

# Advocating for Reduced Breastfeeding Disparities: The Los Angeles Experience

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# Disclosures

- No disclosures
- This presentation does not constitute legal advice.

# How the advocacy toolkit and training came to be...

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- Because of stories like this:



BreastfeedLA

# Purpose

- Many breastfeeding advocates are unaware of the legal protections for pregnant and breastfeeding Californians.
- Knowledge of legal protections is critical to addressing breastfeeding disparities.
- When advocates are aware of breastfeeding laws they can better support new parents in meeting their breastfeeding goals.

# Months 1 and 2...

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- Created a committee of volunteers to discuss potential topics
- Two MPH interns combed through the laws and created an outline of topics
- Chose topics for training based on outline
- Speakers chosen based on expertise in given topic
- Booked free space via California Endowment
- Committee met weekly, often via phone

# Month 3...

- Created a sponsorship form and began asking for sponsors and exhibitors
- Created a fb event
- Opened registration via Eventbrite
- Began writing the toolkit



school, traveling, custody, immigration, and incarceration

\*Key laws for working parents

\*Advocacy within marginalized communities

FREE for Breastfeeding Families, Lactation Consultants & Educators, Registered Nurses, Case Managers, Home Visitors, Registered Dietitians, Doctors, Peer Counselors, WIC, Physicians, and all other breastfeeding advocates.

**BREASTFEEDING  
ADVOCACY 101  
FREE TRAINING**

PRESENTED BY **BreastfeedLA**

SPONSORS as of 8/17/17

**ACLU** CALIFORNIA WOMEN'S LAW CENTER **SOUTH HEALTH PROJECTS**

**WORKLIFE LAW** **Moms Rising** **MOMS**

california breastfeeding coalition **Limerick**

**FIRST5 CALIFORNIA**

THURSDAY, AUGUST 24, 2017  
SAM 4-4:30PM  
CALIFORNIA ENDOWMENT  
1000 N. ALAMEDA STREET  
LOS ANGELES, CA 90012  
INFO: (323) 210-8505

Register: [BFADVOCACY101.EVENTBRITE.COM](http://BFADVOCACY101.EVENTBRITE.COM)

# Months 4-8: Creating the toolkit...

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- Volunteers wrote initial draft (8 people)
- Attorneys from BFLA BOD, DASC BOD, California Women's Law Center, Center for Worklife Law, and ACLU of Southern California reviewed sections and provided edits.
- 20 additional volunteers read through for edits and clarity.
- 3 volunteers worked on Spanish translation
- Graphic designer created design for toolkit
- Hired videographer for advocacy stories
- Created postcards to send to Assemblymembers

# How the Advocacy Toolkit and training came to be...



**Breastfeeding and Lactation Advocacy**

**101**

**TOOLKIT**

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# Organizing for Advocacy Day 101

**BREASTFEEDING ADVOCACY 101 TRAINING**

**THURSDAY, AUGUST 31, 2017**  
California Endowment - Los Angeles, CA

PRESENTED BY BREASTFEEDLA



SPONSORED BY



# Organizing for Advocacy Day

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- Recruited 30 people to facilitate a skills training
- Created program and agenda
- Collected advertisements for program
- Printed programs
- Ordered bags
- Stuffed bags
- Collected speaker presentations
- Created evaluation
- Created prompting questions for videos
- Ordered food
- Added sponsors to website and flyer
- Lots of last minute details...

# Costs for Advocacy Day and Toolkit

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- Food - \$1450 (additional \$250 donated)
- Graphic Designer - \$1200
- Videographer - \$1500
- Printing – \$1000 donated
- Translation – \$1800 donated
- Bags – \$500 donated
- Giveaways and materials – donated
- Speaker honorariums and travel - donated
- Total OOP Cost - \$4,150.00

# Sponsors for Advocacy Day

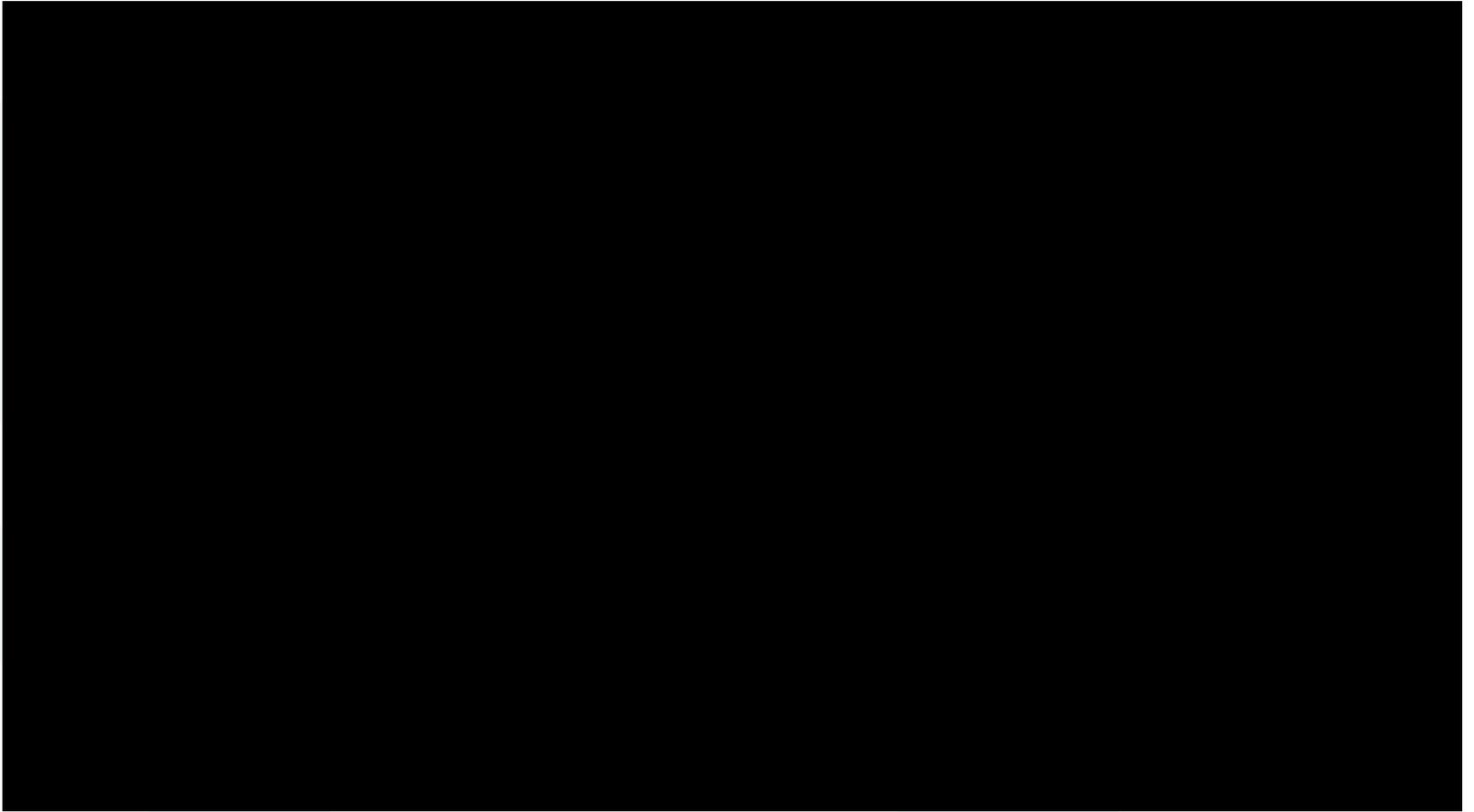
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- First 5 California
- California Women's Law Center
- Center for Worklife Law
- ACLU SoCal
- California Breastfeeding Coalition
- Hillary Gray, RN, IBCLC
- Mom's Rising
- Mom's Orange County
- SLAHP WIC
- PHFE WIC
- NEVHC WIC
- Cover My Heart
- California EDD



# Recap of the day

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# Thank you to our partners, volunteers, and community!

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Katie Waters-Smith for her valuable leadership on this project. We could not have done this project without you.

Carrie Canning, Jessica Diggs, Tanya Colligan, Hilary Rau, Jessica Lee, Grace Yee, Lori Berkemer, Carmen Rezak, Celine Malanum, Arissa Palmer, Erica Glinisky, Wendy De Leon, Cindy Young, Christine Staricka, Annie Ima, Ruth Dawson, Jenya Cassidy, Robbie Gonzalez-Dow, Amy Poyer, Rebecca Oh, Jocelyn Harrison, Sophia Cheng, Sara Howard, Kelly McDonald, Sally Saleh, Ravae Sinclair, Helen O'Connor, Melissa Goodman, and others for their help contributing to content and editing.

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## **Our greatest thank you goes to YOU! Our Community.**

Thank you for your advocacy and for joining us in the movement to support breastfeeding and lactating families in Los Angeles and beyond.



# Results

- 104 people downloaded the toolkit just in the last month (More than 3 people a day)
- 300 registered to attend the event
- 240 were in attendance
- 16 advocacy videos created
- Each video had over 1,000 views on facebook

# Lessons Learned

- This was a response to a need in the community, and b/c it was needed, people showed up.
- We needed more speakers and planning members who were WOC.
- Needed more time to create the toolkit.
- Cover the cost of food or don't serve food
- Better effort on social marketing for videos and dissemination of the toolkit.

# Next Steps

- Planning for 2018 Summit is under way!
- Taking Action to Reduce Breastfeeding Inequities in Los Angeles County: Our Collective Responsibility
- Translate the toolkit into other languages.
- Send out a post-evaluation to find out how people are using the information from the toolkit and training.



# Contact Us

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- Phone: (323) 210-8505
- Visit us on the web at: [www.breastfeedla.org](http://www.breastfeedla.org)

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Everyone can **help**  
make *breastfeeding*  
easier.

- Former US Surgeon General, Dr. Regina Benjamin

[www.BreastfeedLA.org](http://www.BreastfeedLA.org)