WHAT IS USBC ALL ABOUT?
- **Coalition of more than 50 national organizations, including federal government agencies**
- **Mission:** Collaborative efforts for policy and practices that create a landscape of breastfeeding support
- **Network of breastfeeding coalitions** in all 50 states, DC, U.S. territories, and Indian Tribal
  - Expanding to include local/community & cultural coalitions

**USBC STRATEGIC FRAMEWORK**
Banner Proclamation

Protecting, Promoting and Supporting Breastfeeding: A Public Health Imperative

Vision, Mission & Values

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

VISION
Thriving families & communities

VALUES
Leadership, Integrity, Inclusion
Definitions of the Values

- **Leadership** – USBC depends upon the development, engagement, and inspiration of collaborative leaders who serve on behalf of our common cause. They may draw upon the wisdom of organizations, but serve as individuals.

- **Inclusion** – USBC places a premium on meaningful opportunities for all voices to be heard. A commitment to diversity and equity infuses our work and decision-making.

- **Integrity** – USBC champions honesty, transparency, and accountability as integral to the success of collaborative efforts.

Engaging Our Network

- Articulating & advancing a national policy/advocacy agenda for the First Food field

- Building public will & mobilizing funding to prioritize support for work of field

- Convening stakeholders, guiding strategy & establishing shared measurements to support aligned activities

- Serving as a communication & networking hub of field

- Supporting increased capacity & engagement of breastfeeding coalitions
LEARNING TOGETHER

Learning & Networking Opportunities

- **Learning Communities**
  - Currently 25 online LC’s, accessible through profile

- **Webinar Series**
  - CDC/USBC Bi-Monthly (2-2-2): coalition best practices
  - Power Tools: capacity building
  - Racial Equity
  - Collective Impact webinar archives

- **National Breastfeeding Coalitions Convening**
Health Equity & Breastfeeding

BREASTFEEDING matters for ALL FAMILIES

Black and Hispanic children who experience sub-optimal breastfeeding are at greater risk for childhood disease and death than children who were breastfed for six months or more.

<table>
<thead>
<tr>
<th>Disparity</th>
<th>Risk Factor</th>
<th>Rate Other Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7 (B)</td>
<td>1.4 (H)</td>
<td>1.4 (H)</td>
</tr>
<tr>
<td>1.3 (B)</td>
<td>1.4 (H)</td>
<td>1.4 (H)</td>
</tr>
<tr>
<td>3.3 (B)</td>
<td>2.0 (H)</td>
<td>1.4 (H)</td>
</tr>
<tr>
<td>1.9 (B)</td>
<td>1.4 (H)</td>
<td>1.4 (H)</td>
</tr>
<tr>
<td>2.2 (B)</td>
<td>1.5 (H)</td>
<td>1.4 (H)</td>
</tr>
</tbody>
</table>

DISPARITIES IMPACT MOMS
Black mothers who breastfeed sub-optimally are 1.4 times more likely to develop Type 2 diabetes.

Learn more about the study: http://bit.ly/BartickIPeds

A GOAL WITHOUT A PLAN IS JUST A DREAM

CENTERING EQUITY
consider Culture, show Respect, Assess/Affirm differences, show Sensitivity and Self-awareness, and do it all with Humility

USBC EQUITY FOCUS

Racial Equity Framework

Normalize
Build shared analysis
Make equity priority visible

Operationalize
Use Racial Equity Tools
Data and Analysis Evaluation

Organize
Internal Culture & Structure Partnerships

Visualize

Equity Education & Practice
Engage USBC Networks
Leadership & Structural Change
Points of Transformation

From Center of Social Inclusion & Government Alliance for racial Equity
Working Definition*

- Equity can be viewed as **three interwoven components:**
  - A lens
  - A mirror
  - An outcome.

*Compiled from WKKF, CSI, Collective Impact, and other examples; currently undergoing finalization of proposal by CRASH Committee to recommend for Board adoption

Shared Contextual Definition

- What does **equity in BF support** look like to you? How will we know that we have achieved it?
  - For mothers/families?
  - For other actors/stakeholders in the context? (e.g., lactation support providers)

- How does inequity in breastfeeding support intersect/overlap with other inequities, e.g., income, housing, health care access, workplace discrimination?

- What does this tell us about application of the Lens & Mirror?
Evolving Collective Impact Practice

Six Shifts

- Specialized Agendas
- Fragmented Measurements
- Independent Activities
- Sporadic Communication
- Unsupported Efforts
- Management Paradigm
- Common Agenda
- Shared Measurements
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Infrastructure
- Movement Building Paradigm

www.tamarackcommunity.ca | @Tamarack_Inst | #CCI2016

Evolving Collective Impact Practice

From Management to Movement Building

Management Paradigm
- Dominated by single sector leadership
- Focus is on programmatic interventions, improvements or shifts
- Community change outcomes achieved through collaboration are focused on organizational results

Movement Building
- Broad & diverse group of leaders including those not in traditional seats of power
- Open peoples hearts and minds to new possibilities
- Community change outcomes achieved by collectively reforming or transforming systems

www.tamarackcommunity.ca | @Tamarack_Inst | #CCI2016
Explore the Spectrum of CE

The Spectrum of Community Engagement

<table>
<thead>
<tr>
<th>INFORMING</th>
<th>CONSULTING</th>
<th>INVOLVING</th>
<th>COLLABORATING</th>
<th>EMPOWERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing balanced and objective information about new programs or services, and about the reasons for choosing them. Providing updates during implementation.</td>
<td>Inviting feedback on alternatives, analyses, and decisions related to new programs or services. Letting people know how their feedback has influenced program decisions.</td>
<td>Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making. Letting people know how their involvement has influenced program decisions.</td>
<td>Enabling community members to participate in every aspect of planning and decision-making for new programs or services.</td>
<td>Giving community members sole decision-making authority over new programs or services, and allowing professionals to serve only in consultative and supportive roles.</td>
</tr>
</tbody>
</table>

Adapted from the IAP2 Public Participation Spectrum, developed by the International Association for Public Participation.

Note: Engagement activities can include community surveys, neighborhood outreach projects, partnerships with grassroots organizations, public meetings, and efforts to select community representatives.

WORKING TOGETHER
Recipe(s) for Change

**Six sectors:**
- Mothers & Families
- Communities
- Health Care
- Employment
- Research & Surveillance
- Public Health Infrastructure

Breastfeeding Socio-Ecological Model
Stronger Together!

Becoming stronger BF Ambassadors/Advocates

- Media Networking Calls & Advocacy Networking Calls
  - Sharing/surfacing landscape updates & opportunities
  - Coordinating action – BF Advocacy HQ
- 2018 Policy Update Toolkit
- State Fact Sheets, Story collector

Peer Networking Calls

- Tribal Coalitions & STLT Coalition Networking & Identity Caucusing

BUILDING TOGETHER
Building Collective Power for PSE Changes

- Build internal capacity for transformative change
- Learn/Practice how to apply an equity approach
- Build alliances across state/local government
- Foster community partnerships
- Catalyze adoption of policies, systems, and environments (PSE) to advance health equity
- Develop, implement and/or integrate evidence informed, community-centered policies and practices that increase the proportion of infants who are breastfed

Area of Work: Coalitions Support

- Technical assistance to coalitions (special interest networking calls, resource libraries, one-on-one TA)
- National conferences & webinar series
- Virtual Networking resources (learning and sharing communities, discussion forums, collaboration platform)
- Facilitating engagement between national, state, and local stakeholders

www.usbreastfeeding.org.coalitions-connect
coalitions@usbreastfeeding.org
Protect ACA Breastfeeding Supports

- Funding for CDC Breastfeeding Initiatives, especially Maternity Care Practice Improvement
- Health Plan Coverage of Breastfeeding Counseling, Education, Equipment & Supplies
- "Break Time for Nursing Mothers" (Workplace Support) Provision

Children’s Healthy Weight CoIIN

- Development of evidence-based interventions and/or interventions to reduce and/or prevent unhealthy weight gain and obesity
- Health care delivery, including clinical preventive services and smoking cessation
- Incentives for breastfeeding counselors and other breastfeeding support providers

ASPHN

Workstream

- Breastfeeding
- Physical Activity
- Innovative Nutrition Integration (Year 2 of project)

Primary Drivers

- Capacity building for health equity
- Technical assistance and professional development
- Practice change and support for communities
## Opportunities for National-State Connections

### Paid Leave

**Organizing Constellation**

Steward: 
MomsRising

<table>
<thead>
<tr>
<th>Pathway Stage 3</th>
<th>Organize for Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging Constellation ready to negotiate partnership agreements and affiliation w/ USBC</td>
<td></td>
</tr>
<tr>
<td>Steward(s) submit/s proposal to formally affiliate and receive backbone supports</td>
<td></td>
</tr>
<tr>
<td>Create common agenda (goals and strategy) and define approaches to equity and funding</td>
<td></td>
</tr>
<tr>
<td>Internal: define decision-making &amp; conflict processes; External: engage community and build public will</td>
<td></td>
</tr>
<tr>
<td>Define markers of success and establish shared metrics</td>
<td></td>
</tr>
<tr>
<td>• Steward org(s)</td>
<td></td>
</tr>
<tr>
<td>• Aligned partners</td>
<td></td>
</tr>
<tr>
<td>• USBC Constellation Steering Committee</td>
<td></td>
</tr>
</tbody>
</table>

#### Workplace Support

**USBC-Affiliated Constellation**

Steward: 
U.S. Breastfeeding Committee 
Cheryl Lebedevitch

**Senior Workplace Support Program Manager & Policy Analyst**

<table>
<thead>
<tr>
<th>Pathway Stage 4</th>
<th>Sustain Action &amp; Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organized and formally-affiliated Constellation engaging in action that meets Five Conditions of Collective Impact</td>
<td></td>
</tr>
<tr>
<td>Negotiated and finalized Terms of Reference, including working agreements</td>
<td></td>
</tr>
<tr>
<td>Support implementation of strategies and continuous alignment of partners</td>
<td></td>
</tr>
<tr>
<td>Continued external engagement, promotion and/or advocacy</td>
<td></td>
</tr>
<tr>
<td>Collect, track, and report progress</td>
<td></td>
</tr>
<tr>
<td>• Steward org(s)</td>
<td></td>
</tr>
<tr>
<td>• USBC staff</td>
<td></td>
</tr>
<tr>
<td>• USBC Constellation Steering Committee</td>
<td></td>
</tr>
</tbody>
</table>
Workplace Support
USBC-Affiliated Constellation

Key Developments:
- Convened in Feb, April, July, Oct, and Dec 2017
  - Landscape updates and activity sharing – busy year with public comment opportunities, new resources and workplace-related campaigns from Constellation participants
  - Significant progress on development of Constellation Terms of Reference, including 3 working sessions focused on developing a Working Statement on the Workplace Support Constellation Racial Equity Approach
  - Discussion held and decision made to consider support/accommodations for breastfeeding students to be within the scope of this Constellation
  - Emerging activity to launch a series of 7-8 webinars on workplace breastfeeding law as part of priority strategy to develop education campaign
    - Currently recruiting sub-group to move this forward
  - Preparation/coordination for launch of associated state Community of Practice – to be launched ahead of webinar series

Opportunities for National-State Connections

Lactation Support Providers
USBC-Affiliated Constellation

Steward:
U.S. Breastfeeding Committee

Amelia Psmythe,
Interim Executive Director
Alyssa Speece
Constellation Program Manager
w/emphasis on LSP
Kimberley Broomfield-Massey
LSP Constellation Facilitator
Lactation Support Providers

USBC-Affiliated Constellation

Steward: USBC - Psmythe & Speece

Key Developments:

- Welcomed two new member organizations: Mom2Mom Global & Carolina Global Breastfeeding Institute (CGBI)
- In addition to virtual meetings, convened in-person meeting in Nov 2017
  - Opportunity for group to revisit their equity, advocacy, and decision-making approaches
  - Group began to articulate new Priority Strategies; next step is to develop and refine work plan for coming years
  - Meeting centered equity and a commitment to working through discomforts in real time, which allowed for connection and growth
  - Lactation support providers are different but they all bring value to the field and contribute meaningfully to the conversation

Other Possibilities for State-USBC Connection

<table>
<thead>
<tr>
<th>Learning Communities</th>
<th>Incubation Conversations</th>
<th>Emerging Constellations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fathers &amp; Families</td>
<td>Continuity of Care</td>
<td>Community-Based Organizations</td>
</tr>
<tr>
<td>Nurse Ed &amp; Training</td>
<td>Donor Milk</td>
<td>Formula Marketing</td>
</tr>
<tr>
<td>Other Health Provider Ed &amp; Training</td>
<td>Research Coordination &amp; Translation</td>
<td>Maternity Care Practices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Infant Sleep Practices</td>
</tr>
</tbody>
</table>
More Opportunities....
Upcoming Listening Sessions

- As we move into this time of change, the USBC will be offering half-hour “listening sessions” for interested members & partners

- Vision is to hear from you:
  - Past experiences & reflections
  - Needs, hopes & aspirations
  - Best ways to serve & engage in the future

- Look for announcements to schedule

Stay Tuned for....

- New bylaws change announcement
- Listening session sign-ups
- State coalition – Constellation partnership opportunities
- HOLD: August 3-6 for Mbr/NBCC
Connect & Act With Us

Complimentary Benefits to Breastfeeding Coalitions

- **BoardSource Membership** (you'll create a personal login for www.boardsource.org)
  - [Flyer about membership benefits](#)
- **Nonprofit Risk Management Center Membership** (you'll create an affiliate login for www.nonprofitrisk.org)
  - [Flyer about membership benefits](#)
- **Nonprofit Legal Webinars** from Venable (no login required, free service provided by USBC legal council)
- **Nonprofit Financial Seminars** from ORBA (no login required, free resource provided by USBC audit firm)

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Connect & Act with Us

**BFing in the News Feed**
[www.USBreastfeeding.org/media](http://www.USBreastfeeding.org/media)

**BFing Advocacy HQ**
[www.USBreastfeeding.org/advocacy](http://www.USBreastfeeding.org/advocacy)

- [Action Alerts](#)
- [Photo Galleries](#)
- [Story Collectors](#)

**View & Update Action Directory**
[www.USBreastfeeding.org/action-directory](http://www.USBreastfeeding.org/action-directory)

**Join Learning Communities**
[www.USBreastfeeding.org/learning-communities](http://www.USBreastfeeding.org/learning-communities)

**Follow Us**
- [www.facebook.com/usbreastfeeding](http://www.facebook.com/usbreastfeeding)
- [www.twitter.com/usbreastfeeding](http://www.twitter.com/usbreastfeeding)
Thank you!