I am so glad to be with you all today representing the United States Breastfeeding Committee, or the USBC, as it is usually referred to. The USBC was created as an “organization of organizations” in the mid-90s as response to Innocenti Declaration in Florence by the World Health Organization and UNICEF, recommending that every country establish a multisectoral national breastfeeding committee.

Our core network includes federal gov’t agencies, (such as CDC, HRSA-MCHB, OWH, USDA-FNS, NWA, FDA, HIS), National health prof asns (such as AAP, ACOG, APHA) and nonprofits, such as (HealthConnect One, MomsRising, 1000 Days) whose work touch on breastfeeding policy and practice change, and breastfeeding coalitions in all 50 states, DC, territories, Native American organizations and cultural coalitions.

One of USBC’s core functions is to build the capacity of the First Food field utilize policy Systems and Environmental approaches to transform the landscape of breastfeeding support across our nation.
I’d like to begin today with a personal story to reflect on the mission of the USBC.
"Is it ‘think globally, act locally’ or the other way around?"

STATE OF BREASTFEEDING: NATIONAL PERSPECTIVES
Policy Approaches

- Build synergy, collective strategy and action
- Normalize, organize and operationalize equity
- All Teach, All Learn: Draw on stakeholders’ strengths, commit to working as equal partners
- Mobilize timely and strategic outreach to policy makers
- Engage in national, state and local PSE transformation efforts

The capacity to leverage policy advocacy and systems change is critical to scaling up and sustaining efforts in our communities. It is at the state and local levels that initiatives will be implemented and adapted most effectively to transform the landscape of breastfeeding support.

(Synergy, Collective Strategy and Action): As we prepare with great anticipation for USBC’s Membership transformation and engagement, we are hopeful that this expanded membership will spur connections and cross-pollinations across issue areas and collaborative action groups building greater synergy, collective strategy and coordinated action.

(Normalize, Organize and Operationalize Equity): the USBC leads explicitly, though not exclusively, with race because racism persists in every system across our country without exception. We recognize that breastfeeding success needs to occur within the contexts and realities of people’s lives. We are committed to policy approaches that advance our common humanity, as we acknowledge and honor the multiracial identity of our communities. We are continually learning and improving our capacity to normalize, organize and operationalize equity. As you may have noticed this past year, we ventured beyond the typical topics for breastfeeding advocacy to issues as diverse as dietary guidelines, maternal and infant mortality, forced family separations at our southern borders, effects of the Government shutdown on health and well-being of our communities, and other human needs issues.
(All Teach, All Learn: Draw on stakeholders’ strengths, work as equal partners): The power of inclusion is potent. We understand that changing norms is long term, iterative work, and we recognize that our policy efforts will see fruition when stakeholder voices are included from the earliest possible stages to inform priorities and policy development, as well as advocacy action plans.

(Mobilize timely and strategic outreach to policymakers): This past year, we emailed you same day analyses of Federal funding and appropriations, Affordable Care Act repeal efforts, Farm Bill reauthorization, and for more issues. In coordination with you we reached out across sectors for policies and legislation that support breastfeeding families.

(Engage in national, state and local PSE transformation efforts): We are so excited about the new opportunities that this grassroots to treetops leaderful ecosystem will create. We are hopeful that in addition to our regular Congressional allies, many new Representatives in the 116th Congress will be supportive in advancing maternal, infant and child health. So this promises to be an active and productive advocacy session.
FY19 Appropriations

- Hospitals Supporting Breastfeeding program funding has been allocated since FY12
  - FY12 = $7M
  - FY13 = $2.5M
  - FY14, FY15, FY16 = $8M
  - FY17, FY18, FY19 = $8M

Since funding was first directed to support breastfeeding programs in FY2012, breastfeeding initiation has increased more than 6% and exclusive breastfeeding at 6 months has increased more than 8%
Friendly Airports for Mothers Act – PASSED!

- All large- and medium-sized airports are now required to provide a clean, private, non-bathroom space in each terminal for the expression of breast milk!

- These provisions from the Friendly Airports for Mothers (FAM) Act were included in the five-year Federal Aviation Administration (FAA) reauthorization bill.

Read the slide content. Then, additional Info:
The space must be accessible to persons with disabilities, available in each terminal building after the security checkpoint, and include a place to sit, a table or other flat surface, and an electrical outlet.

Thank you to the many organizations and individuals who have raised their voices in support of these provisions!

More than 1,800 messages to Members of Congress via USBC’s individual action tool.

Delivered thank you letters to the bill’s Congressional sponsors signed by 43 national organizations and 31 state/local organizations.
Healthy People 2030

- 10-year national objectives for improving the health of all Americans
  - Healthy People 2000: 1 objective and 4 sub-objectives on breastfeeding
  - Healthy People 2010: 5 objectives on breastfeeding
  - Healthy People 2020: 4 objectives and four-sub-objectives on breastfeeding
- Reducing the number of Healthy People objectives by at least half has been a top priority for Secretary’s Advisory Committee and Federal Interagency Workgroup
- Proposed Objectives for Healthy People 2030 released in December included only 1 breastfeeding objective: MICH-2030-15 Increase the proportion of infants who are breastfed exclusively through 6 months
- Breastfeeding Public Health Partners developed template comments on breastfeeding
  - Downloaded 166 times!
- Breastfeeding was one of the most commented on objectives in the proposal!

The Healthy People initiative involves the development of 10-year national objectives for improving the health of all Americans. Currently, the HP 2030 is underway, and the Proposed Objectives released in December included only 1 breastfeeding objective. In contrast,
- Healthy People 2000 had 1 objective and 4 sub-objectives on breastfeeding
- Healthy People 2010 had 5 objectives on breastfeeding
- Healthy People 2020 had 4 objectives and four-sub-objectives on breastfeeding

USBC in coordination with our Breastfeeding Public Health Partners, NACCHO, NAPPLSC, and NWA, developed template comments on breastfeeding. Thank you to many of you who submitted comments.
As you can see, the Healthy People team is well into the development process. The Secretary’s Advisory Committee and Federal Interagency Workgroup were formed back in late 2016, and they’ve worked to develop the framework for Healthy People 2030 including the mission, vision, foundational principles, overarching goals, objective criteria, etc. A public comment period on the proposed framework was held from June 2017 to September 2017 and you can find the final framework on the Healthy People website.

Now that this is complete, they are looking at the guidelines and selection of objectives, with an anticipated launch of Healthy People 2030 happening in January of 2020.
Every five years, the Dietary Guidelines for Americans (DGA) is released jointly by the USDA & DHHS. It is a multi-step, multi-year process based on an evidence-informed scientific report written by a distinguished panel of experts (Dietary Guidelines Advisory Committee) brought together by the National Academies of Science, Engineering and Medicine.

The Dietary Guidelines 2020-2025 edition is in process currently. For the first time, the Guidelines have been expanded to include guidance for infants and toddlers (from birth to age 24 months), and women who are pregnant. The development of dietary guidelines for these key population groups could play a pivotal role in preventing the incidence of obesity and diet-related chronic disease, ensuring optimal child nutrition, and helping eliminate disparities in health.

The USBC submitted public comments on the 2020-2025 edition of the Dietary Guidelines for Americans, which will include guidance for infants and toddlers and women who are pregnant for the first time. Your voice is needed!

- Provide comments and testimonies when possible
- Be on the lookout for sign-on letters
- Issue statements and post social media when appropriate
- Let USBC know if you want to be involved in developing sample comments!

For additional info, visit CSPI's DGA webpage: [cspinet.org/protecting-our-health/nutrition/dietary-guidelines-americans](http://cspinet.org/protecting-our-health/nutrition/dietary-guidelines-americans)
Policy Toolkit

- 116th Congressional Session Breastfeeding Legislation & Policy Update to launch Spring 2019

Send resources & advocacy tools to advocacy@usbreastfeeding.org

Last year we launched a new resource lifting up all your tools and resources in one place by publishing quarterly editions of the Breastfeeding Legislation & Policy Update toolkit.

This toolkit aims to help individuals and organizations take action and effectively communicate with the general public, congressional staffers, and other stakeholders about legislation and policies that impact breastfeeding families. Each update features dozens of topics, including background information, current status, individual and organizational action opportunities, key messages, sample social media content, and relevant resources and information from organizations across the First Food field.

The resource was extremely well received so we intend to continue this resource during the 116th Congressional Session. We expect to launch the first edition this spring, and the toolkit will be periodically updated to reflect the latest action opportunities and Congressional action. We invite stakeholders to submit resources and action to be included in the policy toolkit by contacting advocacy@usbreastfeeding.org. Please share resources or action opportunities from your organization at any time.
LEARNING, CONNECTING & TAKING ACTION TOGETHER!!

As an national coalition, all of the work we do is in concert with our membership and our network of stakeholders within the First Food field.

(Definitions. Extra)
Learn: collectively learning about what’s going on in the field
Connect: building relationships, and finding partners for collaborative action
Act: taking action to protect, promote, and support breastfeeding families
I am excited to share the USBC 2018 Annual Report “Learn Connect Act”. This report demonstrates the power and impact of our collective work supporting breastfeeding. It is launching tomorrow, and will be available on the USBC Annual Reports page (http://www.usbreastfeeding.org/usbc-2018-annual-report).

In this report, we have not only looked back, reflecting on the accomplishments of 2018, but have looked AHEAD at the opportunities for 2019.
You will find many choice points to engage in USBC's virtual platform. Network with peers, participate in topic-specific learning communities, sign up for advocacy strategy calls, and present and participate in any or all of our 4 webinar series.
Advocacy in Action

Movements for Change

ADVOCACY: Our collective strategy and action led to:

**$8M in Federal Appropriations for Breastfeeding**

Coordinated action on five sign on letters with a combined **486 signing organizations**

Sending **13,435 messages** to Members of 115th Congress to protect and support breastfeeding

This funding is finding it’s way through numerous creative mechanisms. There is currently federal funding for BF promotion and support in every U.S. state and territory. Find out about
The Potency of Inclusion

A core component of USBC’s work is advancing equity in the First Food field. USBC’s equity committee, called CRASH, a mnemonic for consider Culture, show Respect, Assess/Affirm differences, show Sensitivity and Self-awareness, and do it all with Humility, is dedicated to change the culture and build structures that advance health equity.

By forging critical conversations and action, CRASH works to normalize our explicit focus on equity, and organize our collective capacity for authentic and respectful engagement with and among "First Food" stakeholders. By operationalizing USBC structures, policies, and practices to be purposeful and results-driven, we advance the capacity of the USBC and our network to advance health equity. An exceptional group of leaders serve on CRASH, bringing unwavering dedication, wisdom, and insight to ensure that the work of the committee truly embodies every aspect of its mnemonic. Opening up USBC Membership to community-based organizations and coalitions of all sizes, and bringing in a very broad & diverse group of leaders including those not in traditional seats of power is one of our key commitments to bring meaningful, authentic inclusion in policy development.
I invite you all to join USBC.

As Denae mentioned yesterday, applications opened Friday, Jan. 25th.

Coming together to strategize, prioritize, collaborate and coordinate our policy development efforts from the national level to the local level will greatly strengthen the public health and health care infrastructure in our nation. We need your voices inform national policy development. Similarly, you will have opportunities to have national perspectives and insights inform your state and county level work. This will help us all better align our resources and improve our ability to advance policy, systems and environmental changes to eliminate inequities in birth and breastfeeding.

As we prepare for our Welcome Congress event from February 18-22 to vigorously advocate the 116th Congress to advance maternal, infant and child health, we will be updating your state fact sheets, and developing other materials for you to use. The top priorities selected by our network will form the cornerstones of our strategy. 1) Increase Access to Paid Family Leave 2) Maintain Health Plan Coverage of Lactation Support, Supplies, and Counseling 3) Support Working Parents 4) Maintain Federal Funding For Breastfeeding Support Programs.
Looking Ahead...

How can I best learn, connect, and act with the USBC?

Learn
☐ I am subscribed to the Weekly Wire
☐ I am registered for the USBC’s Four Webinar Series
  - Racial Equity Webinar Series
  - Power Tool
  - USBC-CDC Webinar Series (not just for coalitions!)
  - Collective Impact Webinar Series

Connect
☐ I have NBCC 2019 on my calendar
☐ I have RSVP’d to the Facebook event
☐ I have bookmarked the NBCC website
☐ I have joined relevant and exciting online learning communities
☐ I follow USBC on Facebook and Twitter
☐ I have updated my personal and/or organizational profile on USBC’s online collaboration platform

Act
☐ I get USBC’s Action Alert updates
☐ I commit to participate in Welcome Congress Week
☐ I am a one-time or monthly donor to USBC
☐ I complete surveys and provide feedback to USBC

On behalf of the Board and Staff of USBC, we are looking forward to a strengthening our partnership with you this year. This handy checklist is from our Annual report. Feel free to use it, or create one of your own with the many options for connection and collaboration.

As honored as we are to have you join us at the USBC table. Please know that we are as excited to engaging in your spaces as well. Members of our staff team join your coalition meetings, and other networking events virtually to listen and learn from you, and share USBC updates. So let’s explore how we can collaborate on our shared mission.
Finally, I wanted to invite you to the Ninth National Breastfeeding Conference and Convening. This singular event is for stakeholders across First food field – representatives from national Non-Profit organizations, Coalitions, Community based organizations, academia, policy advocates - anyone involved in birth and breastfeeding work. To accurately convey that this inclusive event is meant for the broader network, the name has been changed from the National Breastfeeding Coalition Conference to National Breastfeeding Conference and Convening. The theme this year will be “Taking Equity From Theory to Practice: Advancing Inclusive and Collaborative Breastfeeding Support”. The dates are Friday and Saturday, June 14th and 15th and the NBCC will be held in Bethesda Maryland.

Our fantastic Conference Program Committee is dedicated to designing an impactful convening. The Call for Proposals is open and we invite you to consider submitting proposals for break-out panel presentations, posters, or table topics to highlight your work. The deadline to submit is coming up fast on January 31st.

We also have three categories of awards this year. 1. The emerging leader award, 2. Tribal Trailblazer and, 3 new for this year the Cultural Change-maker award. (insert details) The dead line to submit an application for these awards is February 15th. For more details please visit the conference page on the USBC website.
It is truly amazing what we can accomplish together to impact the “Landscape of Breastfeeding Support!” We look forward to continuing our work together this year...
Thank You for All You Do:
We are Stronger Together!