Today’s Topic

The Ins and Outs of USBC’s Collaboration Platform

Introduction to Collaboration Platform

- Multi-year Coalition Needs Assessment
- Extensive review of the literature to identify core elements of effective coalitions
- Exploration of CI and commitment to equity
- Impetus to design a rich support infrastructure, leveraging technology and creating pathways to foster engagement of USBC stakeholders from the grassroots to treetops levels
Today’s Presenters

Denae Schmidt
Member Relations & Operations Manager

Sarah Walz
Communications & Program Coordinator

Why the USBC Platform?

- **Learn**: this is a place to learn about what's going on in the field
- **Connect**: this is a place where you can find partners for collaboration and build relationships
- **Act**: this is a place where you can take action to protect, promote, and support breastfeeding families
Time for you to weigh in!

We Want to Know…

USBC Platform: LEARN

- Learning Channels
  - Created by USBC
  - Analyzed from the field
  - Collaboratively generated from each other
The Ins & Outs of USBC's Collaboration Platform

USBC Platform: LEARN

USBC Generated Materials

Webinar & Conference Archives

USBC Publications

Public Webpages

- Analyzed from the field
- External Material: Communications (broad base)
  - Wire
  - BF in the News
  - Policy Updates

2018 Policy Updates
USBC Platform: LEARN

**Collaborative Learning Tools**

**Learning Communities**
- Discussion Forums
- “News & Action Opportunities” forums
- Sharing Libraries

**SGCTA Action Directory**

---

**Time for you to weigh in!**

We Want to Know…
USBC Platform: Connect!

Connect as an Individual

And/Or

Connect as an Organization

Time for you to weigh in!

We Want to Know…
USBC Platform: CONNECT

☐ Create and personalize your Individual Profile

☐ Then...
  ■ Join a Learning Community!

USBC Platform: CONNECT

☐ Group profile
  ■ Anyone can request it
  ■ 10-minute tutorial
  ■ Feeds into...

☐ Organizational Connection:
  ■ Coalitions Directory
    http://www.usbreastfeeding.org/coalitions-directory
  ■ Action Directory
    http://www.usbreastfeeding.org/action-directory
Time for you to weigh in!

We Want to Know…

USBC Platform: ACT

☐ **Act:** This is a place to take action for breastfeeding families!
Time for you to weigh in!

We Want to Know…

USBC Platform: ACT

- Two ways to act:
  - Do the action online
  - Take our tools and advocate offline

- Offline Action
  - Advocacy Toolkit
    http://www.usbreastfeeding.org/policy-toolkit

- Online Action
  - Share Your Story
    http://www.usbreastfeeding.org/support-stories
Time for you to weigh in!

We Want to Know…

USBC Platform: Future

- Future Updates
  - Simplifying pages into single purpose: learn, connect, or act
  - Updated navigation, based on your feedback
  - Continue to use the platform while we update, your participation helps us learn how to update
Today’s Presenters

Denae Schmidt
dschmidt@usbreastfeeding.org

Sarah Walz
swalz@usbreastfeeding.org

Questions?
USBC Announcements

Eighth National Breastfeeding Coalitions Convening & Membership Meeting
AUGUST 3-5, 2018 • ATLANTA, GA

Membership Meeting: Friday, August 3
NBCC: Saturday, August 4 & Sunday, August 5

Optional Event: An optional event will be held on Sunday, August 5. The Advocacy Training Workshop will be offered from 2-5 pm.

This training workshop will improve skills for engagement in national, state, and local policy landscapes and prepare participants in impactful advocacy for maternal and child health. This on-site workshop takes place in Advocacy Day.

Connect with Us

Contact Us:
office@usbreastfeeding.org
coalitions@usbreastfeeding.org

Follow Us:
www.facebook.com/usbreastfeeding
www.twitter.com/usbreastfeeding

Subscribe:
• Weekly Wednesday Wire
• Action Alerts
www.USBreastfeeding.org/signup

Find Your Coalition:
www.usbreastfeeding.org/coalitions-directory

Coalitions Learning Connection:
www.usbreastfeeding.org/coalitions-connect
Thank you for all you do!

Action 20. Improve national leadership on the promotion and support of breastfeeding.

- Create a federal interagency work group on breastfeeding.
- Increase the capacity of the USBC and affiliated state coalitions to support breastfeeding.