Dear Breastfeeding Advocates:

The 8th National Breastfeeding Coalitions Convening offers a critical space for learning, networking, and building collective capacity to advance successful policy and program development. This unique event will engage coalition leaders from every U.S. state and territory, including representatives from relevant government departments, non-governmental organizations including consumer (parents) groups, and health professional associations. This year’s conference theme is Advancing Public Health Through An Equity Centered Breastfeeding Movement. The conference committee welcomes proposals from breastfeeding advocates that focus on innovative and systemic solutions from across sectors. Your active participation and sharing will build the collective capacity of conference participants to improve the landscape of breastfeeding support for all families.

General Guidance
• Applicants are encouraged to highlight best practices and innovative models.
• Applicants are encouraged to demonstrate how an equity lens has informed the program, strategies, and activities presented, and/or how an equity mirror was utilized to address internal structures, culture, and policies.
• For proposals about programs, and projects implemented by and for communities of color, it is required that a Person of Color present her/his/their work, instead of someone else speaking on their behalf.

• Applicants are encouraged to include case studies, sample documents, templates, tools and models that can be easily shared with and adapted by other breastfeeding coalitions. Please highlight these in the proposal description.
• Presentations utilizing non-traditional methods such as, videos, poems, play, storytelling, art, etc. are encouraged.

Session Formats (Tracks)
Breakfast table topics will foster discussion among a table of 8-10 attendees over the one-hour breakfast periods on Saturday, August 4, and/or Sunday, August 5.

Posters —Presented in the form of a bulletin display and delivered primarily through the use of graphics and handout materials. Participants have the opportunity to interact on a one-to-one basis with the presenter during specified breaks. Posters will be on display all day Saturday, August 4, and Sunday, August 5, until noon.

For Breakout panel sessions, proposals that demonstrate community impact and/or strategies for coalition sustainability are invited. Panel sessions will be 75-90 minutes in length, with related proposals combined into one panel. Each submission selected should anticipate 15-20 minutes to present.
Guidance to Submitting an Abstract

Submission Categories
You may submit an abstract in the following categories:
- Coalition Capacity Building
- Communications & Networking
- Health Equity/Impact
- Employment
- Families & Communities
- Healthcare
- Policy & Advocacy
- Public Will Building
- Funding & Sustainability
- Research & Surveillance

Evaluation Criteria
Reviewers are members of the USBC Conference Program Committee, representing national organizations and breastfeeding coalitions. Each proposal will be reviewed by at least three reviewers and the final scores will then be averaged. Scoring of submissions is based on the following criteria:
- Does it have a well-developed description that maps to one of the four presentation topic categories?
- Does it have a focus that fits the target audience?
- Does it have one or more clearly-defined, realistic, measurable learning objective(s)?
- Does it address one or more conference objective(s)?
- Is it solutions oriented?
- Will it contain tools, templates and/or other pertinent resources?
- Does it have an equity focus?

Important Dates to Remember
Submission deadline: Sunday, May 20, 2018 at 11:59 pm ET

Presenters will be notified by Friday, June 15, 2018.

Important Note
- All listed presenters must be registered and in attendance at the conference.
- Due to budgetary considerations, it is not possible to offer travel, lodging subsidies or waivers of registration fees to presenters, except to those separately designated as a Subsidized Attendee by their coalition.
- Presenters are responsible for printing handouts for their sessions, should they need them.