State of the USBC: Collaboration for National Breastfeeding Advocacy

Bi-Monthly Breastfeeding Coalitions
Teleconference: February 14, 2012

Jeanne Blankenship and Megan Renner

Vision & Mission

**Vision:** Advancing breastfeeding on our Nation’s agenda through collaboration, leadership, and advocacy

**Mission:** To improve the Nation's health by working collaboratively to protect, promote and support breastfeeding

**USBC Strategic Plan: 2009-2013**
Strategic Goal A

- Ensure that quality breastfeeding services are an essential component of health care for all families.

Accomplishments

- Continuing to promote toolkit: *The Joint Commission Core Measure on Exclusive Breast Milk Feeding*
  - Received 6,000+ clicks on website (since Dec. 13, 2010 publication of Part 2)
  - Responding to inquiries

- Partnered with The Joint Commission on Speak Up campaign, *What You Need to Know About Breastfeeding*
Accomplishments

- **Core Competencies in Breastfeeding Care and Services for All Health Professionals**
  - Received 7,500+ clicks on website (since Dec. 6, 2010 publication of revision)
  - Several national member and partner organizations have endorsed (14 as of 2/13/2012)
  - Continuing to promote to members and other national organizations for endorsement

Moving Forward...

- Discussions with:
  - [National Initiative for Children’s Healthcare Quality](http://www.nichq.org) (NICHQ)
  - [National Database of Nursing Quality Indicators](http://www.ndnqi.org) (NDNQI)
  - [Partnership for a Healthier America](http://www.partnershipusa.org)

- Continued membership in [Joint Commission Liaison Network](http://www.jointcommission.org)

- Joining [National Quality Forum](http://www.qualityforum.org)
Strategic Goal B

- Reduce marketing that undermines optimal breastfeeding.

Accomplishments

- Published: *Statement on Marketing of Human Milk Substitutes*
- Survey of member organizations and state coalitions on current policies, practices, and experiences for relationships with corporations, including compliance w/ Code
- Hosted focus group on this topic Jan. 19, 2012; summary report to be shared
Moving Forward…

- Consultation with Public Citizen about campaign with goal to “End the distribution of commercial infant formula sample distribution to new mothers in hospitals. Curb marketing of infant formula in other healthcare settings…”
- Stay tuned for sign-on letter, other advocacy tools for coalitions!

Strategic Goal C

- Ensure that women and their families in the workforce are supported in optimal breastfeeding.
Accomplishments

- Partnerships for implementation of federal “Nursing Breaks” law
  - Co-hosted “Listening Sessions” with DOL and NPWF about workplace support
  - Submitted comments to the Request for Info
- Published *Statement on Lactation Accommodations in the Workplace*
- Continued [web page on law](#) w/ FAQ

---

Accomplishments

- Representation at the DHHS OWH expert panels addressing breastfeeding support in hospitals and universities/schools
- Representation at Business Case for Breastfeeding Summit
- Review and response to the Corporate Voices for Working Families workplace lactation toolkit
Moving Forward...

- Collaboration to celebrate ACA anniversary
- OWH contract: to enhance the coordination and reach of effective messaging to mothers on the “Break Time for Nursing Mothers” provision of the Affordable Care Act
  - Outreach via consumer websites
  - Outreach via blogs
  - Microblogging and engagement on Facebook and the community groups of Cafemom.com

Strategic Goal D

- Ensure that USBC is a sustainable and effective organization, funded, structured, and aligned to do its work.
Secure / Maintain Funding

- Growing reserves
- Expanded fundraising initiatives
  - Targeted corporate/foundation outreach
  - Integrated action alerts/solicitations
- Friends donations are critical to allow expanded lobbying/advocacy activity!
- Sponsor & exhibit opportunities for 2012 Conference

USBC is Growing!

- Staffing structure to support goals
  - Megan Renner, Executive Director
  - Cheryl Lebedevitch, Media/PR & Development Coordinator
  - Monique Dickerson, Conference Planner
  - Project sub-contractors
- Building membership; new members in 2011:
  - American Association of Birth Centers
  - MomsRising
  - Breastfeeding Center of Pittsburgh (advisory)
- Membership invitations pending for voting and governmental members
Strategic Partnerships

- Breastfeeding workshop hosted in partnership with the Association of State & Territorial Public Health Nutrition Directors (ASTPHND): Building Effective Collaborations: Implementation of the SGCTA
  - Participants included USBC members, ASTPHND members, & state breastfeeding coalition members
  - Materials available on website

Communication

- E-newsletter transitioning to blog: similar content, more timely/user-friendly format
- [www.usbreastfeeding.org](http://www.usbreastfeeding.org) website:
  - Alignment of sections with SGCTA
  - Updates to make content easier to find
  - Upgrade pending; new modules
- Facebook Page has 4,400+ fans
  - “Likes” all member and coalition Facebook Pages (reciprocal promotion of content)
  - Submit coalition highlights for Facebook
Coalitions and USBC

- **Regional rep elections** coming up in spring 2012 for:
  - Mid-Atlantic
  - Midwest
  - Mountain Plains
- Proposed bylaws change: coalitions region membership category

2012 Conference

- Save the date: August 4-6, 2012!
- Location: [Sheraton National Hotel](http://www.sheraton.com) in Arlington, Virginia
- Theme: *Answering the Call: Coalitions Moving Into Action*
- Keynote: Surgeon General invited
- Call for Presentation Proposals and all information available at: [www.usbreastfeeding.org/2012NCSBC](http://www.usbreastfeeding.org/2012NCSBC)
**Governance**

- Implemented regular assessment of board
- Refined leadership orientation
- Board Conflict of Interest disclosures
- Further definition of committee/task force roles
- Adopted Diversity Values Statement
- Adopted Leadership Code of Conduct
- Policies & Procedures Library: several revisions and new policies pending
- New: Position Statement Review Committee

**Organizational Chart**

---

**National Expert Voice**

- Emergency Preparedness
  - Published: *Statement on Infant/Young Child Feeding in Emergencies*
  - Member of new Coalition on Children and Disasters
  - Moving Forward: operational guidance document
- Declared August National Breastfeeding Month
- Presented at APHA Annual Conference
- Representation at Bipartisan Policy Center Roundtable for Nutrition and Physical Activity Initiative: *Health in Early Childhood: the First Thousand Days*
National Expert Voice

- Representation at HRSA-MCHB, Div. of Healthy Start & Perinatal Services, Stakeholders Meeting on Perinatal Health
- CDC Weight of the Nation Conference, May 2012
  - WON Planning Committee
  - WON Awards Advisory Committee
- Signatory to Letter to the Editor of Pediatrics: “Regulatory Monitoring of Feeding During the Birth Hospitalization”

Advocacy: Ensuring Supportive Federal Policy

- Met with Surgeon General on Jan. 23, 2012 (follow her on Twitter: @SGRegina)
- Signed onto National Women’s Law Center letter about inclusion of Preventive Services in Essential Health Benefits
- See archive of letters & public comments
- Position statements are a resource:
  - USBC statements
  - Members’ statements and policies
Rapid Response

- Piloting new policy/procedure that governs:
  - News releases and media alerts
  - Talking points; quotes provided to the media
  - Letters to the editor
  - New website pages
  - Blog postings, or similar external website postings
  - Public comments or testimony
  - Letters to policymakers or other governmental entities
  - Action campaigns
  - Newsletters and other e-mail blasts
  - Other materials requiring rapid response, as identified by
    Board (not position statements or issue papers)

Rapid Response

The draft is circulated to an “ad hoc group” comprised of:

- Board Chair
- Board Chair Elect
- Advocacy Committee Chair or Media/PR Committee Chair (depending on the type of item)
- Chair of relevant task force (if no task force is active on the topic, Board Past Chair will fill this role)
- Board liaison of relevant task force (if no task force is active on the topic, Board Secretary will fill this role)

This ad hoc group reviews and make comments by e-mail. Alternatively, a conference call may be held.
Advocacy: Federal Appropriations

- 2011 joint letter to Congressional Appropriations Committees, with accompanying briefing document
  - 38 national & 98 regional/state/local org sign-ons
  - Ask: $15 million appropriation FY 2012 from Prevention & Public Health Fund
  - Webinar briefing held for coalitions and stakeholders
- Signatory to Trust for America’s Health letter as supporter of the Prevention and Public Health Fund
- Action alerts to come, both re: Prevention Fund and 2012 appropriations!

Advocacy: BPA

- Breastfeeding Promotion Act of 2011 would:
  - Amend Civil Rights Act of 1964 to protect women from being fired or discriminated against in the workplace
  - Expand coverage of “Nursing Breaks” law to executive, administrative, and professional employees, including teachers
- Co-sponsored Congressional briefing in August 2011 with the American Dietetic Association
- Needs co-sponsors, especially Republicans! Please share BPA Action Page...
Advocacy: Women’s Preventive Services

- Women’s preventive services that must be provided without cost sharing will now include “breastfeeding support, supplies, and counseling”
- Goes into effect for “new private health plans” with plan years beginning after 8/1/2012
- Accepts recommendations of IoM report
- Further guidance not planned at this time; USBC reaching out to CMS Center for Consumer Information and Insurance Oversight (CCIIO)

Advocacy: Other

- Working with MomsRising to confirm details/definitions of IRS ruling
- Consultation with FDA on web pages with information on breast pumps
- Planning Advocacy Day after conference on Monday, Aug. 6
- Election year legislative opportunities may be limited...positioning for next Congress!
For More Info

- Visit the Breastfeeding Advocacy HQ: www.usbreastfeeding.org/advocacy
- Sign up for News & Action Alerts: www.usbreastfeeding.org/signup
- Governance, Membership, Recent Activities and Accomplishments: http://www.usbreastfeeding.org/about-us

Thank you for all you do!

“Everyone can help make breastfeeding easier!”