Advocating for Reduced Breastfeeding Disparities: The Los Angeles Experience

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Disclosures

• No disclosures

• This presentation does not constitute legal advice.
Objectives

• Participants will be able to create their own advocacy toolkit for their area.

• Participants will have a model of how to plan a local advocacy training in their local community.

How the advocacy toolkit and training came to be…

• Because of stories like this:
Purpose

- Many breastfeeding advocates are unaware of the legal protections for pregnant and breastfeeding Californians.
- Knowledge of legal protections is critical to addressing breastfeeding disparities.
- When advocates are aware of breastfeeding laws they can better support new parents in meeting their breastfeeding goals.

How the Advocacy Toolkit and training came to be…
Months 1 and 2…

- Created a committee of volunteers to discuss potential topics
- Two MPH interns combed through the laws and created an outline of topics
- Chose topics for training based on outline
- Speakers chosen based on expertise in given topic
- Booked free space via California Endowment
- Committee met weekly, often via phone

Month 3…

- Created a sponsorship form and began asking for sponsors and exhibitors
- Created a fb event
- Opened registration via Eventbrite
- Began writing the toolkit
Months 4-8: Creating the toolkit...

- Volunteers wrote initial draft (8 people)
- Attorneys from BFLA BOD, DASC BOD, California Women’s Law Center, Center for Worklife Law, and ACLU of Southern California reviewed sections and provided edits.
- 20 additional volunteers read through for edits and clarity.
- 3 volunteers worked on Spanish translation
- Graphic designer created design for toolkit
- Hired videographer for advocacy stories
- Created postcards to send to Assembly Members

Organizing for Advocacy Day 101
Organizing for Advocacy Day

- Recruited 30 people to facilitate a skills training
- Created program and agenda
- Collected advertisements for program
- Printed programs
- Ordered bags
- Stuffed bags
- Collected speaker presentations
- Created evaluation
- Created prompting questions for videos
- Ordered food
- Added sponsors to website and flyer
- Lots of last minute details...

Costs for Advocacy Day and Toolkit

- Food - $1450 (additional $250 donated)
- Graphic Designer - $1200
- Videographer - $1500
- Printing – $1250 ($1000 donated)
- Translation – $1800 (donated)
- Bags – $500 (donated)
- Giveaways and materials – (donated)
- Speaker honorariums and travel – (donated)
- Total OOP Cost - $4,400.00
Sponsors for Advocacy Day

- First 5 California
- California Women’s Law Center
- Center for Worklife Law
- ACLU SoCal
- California Breastfeeding Coalition
- Hillary Gray, RN, IBCLC
- Mom’s Rising
- Mom’s Orange County
- SLAHP WIC
- PHFE WIC
- NEVHC WIC
- Cover My Heart
- California EDD

Recap of the day
Thank you to our partners, volunteers, and community!

Our greatest thank you goes to YOU!

- Thank you to our partners, volunteers, and community!
- Thank you so much to Andree Devine-Feind, Marciel Cervantes, and Delia Cervantes for translating the entire toolkit into Spanish.
- A special thank you to our Breastfeeding Advocates: Thelma & Virginia, California Women’s Law Center, ROJ Solar in California, Mariposa, Alina Orange County, Milady Day, South Los Angeles Health Projects, Emancipate Inc., California Breastfeeding Coalition, Employee Development Department, Center for WorkLife Law, Count My Heart, NorthEast Valley Health Corporation, and HPF WC.

Results from toolkit

- 3448 unique users searched the website for advocacy assistance in the past year (10 people per day)
- Most popular advocacy search on the site was jury duty and breastfeeding
- Toolkit viewed from 35 states, and 9 countries
Results from Advocacy Day

- 300 registered to attend the event
- 265 were in attendance
- 16 advocacy videos created
- Each video had over 1,000 views on Facebook

Lessons Learned

- This was a response to a need in the community, and b/c it was needed, people showed up.
- We needed more speakers and planning members who were WOC.
- Needed more time to create the toolkit.
- Cover the cost of food or don’t serve food
- Better effort on social marketing for videos and dissemination of the toolkit.
Next Steps

- Planning for 2018 Summit is under way!
- Taking Action to Reduce Breastfeeding Inequities in Los Angeles County: Our Collective Responsibility
- Translate the toolkit into other languages.
- Send out a post-evaluation to find out how people are using the information from the toolkit and training.
- Share findings with other coalitions!

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Download the toolkit

- Download the toolkit in English and Spanish here:
  - http://breastfeedla.org/advocacy/

- Watch our advocacy videos here:
  - https://www.youtube.com/user/breastfeedla/videos

“Everyone can help make breastfeeding easier.
- Former US Surgeon General, Dr. Regina Benjamin

www.BreastfeedLA.org

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