Breastfeeding Coalition of Oregon: Rebuilding for Collective Impact

Goals for this Presentation:

• Discuss the New Direction for a Seasoned Coalition;
• Gain a deeper understanding of the big issues BCO is working on—“Big Rocks”;

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Coalitions as Vehicles of Change. New Directions for a Seasoned Coalition
The Context in Which We Work

— The Breastfeeding Coalition of Oregon is the statewide entity that serves to build and link families, coalitions, community partners and policy makers to support, promote and protect breastfeeding in Oregon:

- Over the last 9 years, BCO has incubated with Oregon Public Health Institute. We are in the process of clarifying how we work with them moving forward;
- BCO had funding ending September 30, 2013 from Oregon State WIC that has provided for a total of .20 FTE
- We need to become more sustainable and build capacity for our collective work, we currently have no funding.
- BCO has had an Executive Board of advisors, we have just elected 7 new board members and have moved our Executive Board into an advisory capacity.
- There are 18 Coalitions in Oregon, 16 regionally based coalitions and 2 emerging cultural coalitions;

Look At Us-18 Coalitions and More Coming!!!!
The Context in Which We Work

• BCO provides coordination and technical assistance to the 18 coalitions across Oregon (and more coming)
• At the urging of the United States Breastfeeding Committee BCO is moving towards filing for Non-profit status.
• BCO has a number of proposals for funding pending. Our work is at a crossroads, but we have a head of steam!
• With funding from WIC we just held a Collective Impact Summit with 15 coalitions;
• We hope to secure funding to continue our work to build a common agenda for collective impact, build bridges between culturally specific coalitions and geographically based coalitions and cross-pollinate ideas around short, medium and long term goals.

“Some of BCO’s Collective-Big Rocks”

– Pay Equity for women with children who still earn only 77 cents to the dollar of men and women without children;
– Paid Family Leave to help extend the mother/infant bond and increase breastfeeding duration;
– Baby Friendly Hospitals to help Mamas and babies get the best start to successful breastfeeding;
– Helping the general public and professionals in the maternal/child health field to understand cultural and environmental barriers to breastfeeding through a social justice framework.
– Convening and opening discussions and action to address racial inequity in breastfeeding support and ethnic disparities in breastfeeding initiation rates and duration.
Some of Our Collective-Big Rocks

- Working with Employers to Understand and Support Employees Workplace Lactation Needs as part of Wellness@Work strategies and as an expression of their business ethos in the new economy;

- Media engagement, presentations, individual and group advocacy and public policy initiatives and social media to drive breastfeeding as the norm for infant feeding;

Some of Our Collective-Big Rocks

- Working with child care providers and centers to understand the specific and important role in caring for breastfed babies (and their parents) and helping to extend breastfeeding duration;
  
  • We are working to improve understanding among child care providers how to care for breastfed babies.

  • We are also working to improve parents understanding of breastfed babies needs in childcare and how to combine working, breastfeeding, parenting.
“Some of Our Collective-Big Rocks”

— We also work on public policy issues. Our work in this area right now includes being at the very beginning of seeking to change Oregon law so that employees with nurseries can travel in state cars. More on this later.

“Some of Our Collective-Big Rocks”

— Building scaffolds of support and understanding of maternal/ child health and the importance of first food to overall population health through connections with:

• Healthy Community Planning efforts that supports the needs of pregnant and breastfeeding families;

• The inclusion of first food in healthy food access and food justice forums