The A.C.T.I.O.N. Model: an innovative strategy toward evidence-based advocacy

Michele K. Griswold, MPH, RN, IBCLC
Chair Connecticut Breastfeeding Coalition

Acknowledgements & Disclosures

- CDC
- U.S. Breastfeeding Committee
- U.S. Office of the Surgeon General
- Office on Women's Health
- Other state/territory/tribal coalitions
- Partners and volunteers
  - CBC Board and members
  - Southern CT State University Public Health interns
  - Middlesex Hospital, Middletown, CT
  - CT Department of Public Health
  - CT Department of Labor
  - CT Commission on Human Rights and Opportunities
For Today:

Michele Griswold:
• Relationships → Knowledge → Change!
• Evidence-based advocacy (EBA)
• A.C.T.I.O.N. model: A framework for state coalitions

Michele Vancour:
• One example of the Model in “Action”

Connecticut

• Population: ~ 3.6 million
• Births: ~ 37,281
• % Births occurring in BFHI facility: 24.99
• Breastfeeding:
  • 77.9% initiation
  • 45.6% 6 mos
  • 20% 12 mos
  • 35.8% EBF 3 mos
  • 15.5% EBF 6 mos

1www.quikfacts.census.gov
2CDC FastStats
3CDC Breastfeeding Report Card 2013
The mission of the CBC is to improve Connecticut’s health by working collaboratively to protect, promote and support breastfeeding.

The Connecticut Breastfeeding Coalition

**A.C.T.I.O.N Model:** An Innovative Strategy Toward Evidence-Based Advocacy
“Initiating and sustaining coalitions is no simple task…it is a complex, dynamic process …”


How do we get there from here?

Photo: www.collabcubed.com (24.Oct)
“…distal community changes are achieved indirectly through the realization of proximal or intermediary goals…” (p. 15).

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Proximal Goals</th>
<th>Distal Community Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coalition Formation &amp; Development</td>
<td>Relationships</td>
<td>Breastfeeding Outcomes</td>
</tr>
<tr>
<td>Knowledge</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


“…at the core, coalition building is about relationships…” (p. 14).

“Engaging in collaboration can allow for accessing and building a collective knowledge base…” (p.14)

There is a subtle yet distinct difference between what we know and how we know it.

Knowledge = What we know

Evidence = How we know it
KEY POINTS:
Relationships → Knowledge → Change!

- Coalition work is extremely complex!
- Coalitions create changes in the community but it is difficult to measure direct impact on health outcomes
- It may be useful for coalitions to focus on indirect or proximal goals toward community wide changes in health rather than the ultimate goal of changing health.

Evidence Based

- Public health:

  “Evidence based public health can be defined as a public health endeavor in which there is an informed, explicit, and judicious use of evidence that has been derived from any of a variety of science and social science research and evaluation methods” (p. 538).

Evidence and Advocacy

- **Evidence**:  
  - “Facts or testimony in support of a conclusion, statement or belief.”¹

- **Advocacy**:  
  - Public support for or recommendation of a particular cause or policy.²


Evidence based advocacy: Breastfeeding

- **Proposed definition**:  
  
  “Any collaborative action resulting from the skillful interpretation of available evidence and intended to promote, protect and support breastfeeding at the local, state, national and international levels.”
Evidence based advocacy: Breastfeeding

- Published and peer reviewed research
  - *Coalition-specific theories of change
- Local, state, national, international data
- CDC breastfeeding-specific data
- Surgeon General’s Call to Action to Support Breastfeeding
- CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
- Local cultural norms, connection between breastfeeding and other important to the community
- Policies in community
- Current events in community
- Strategic planning by coalition members

KEY POINTS:
Evidence-based advocacy (EBA)

- There is a difference between knowledge and evidence
- The concept of evidence based advocacy is not well-defined.
- It seems reasonable to consider what types of evidence are acceptable to guide breastfeeding advocacy efforts.
Connecticut Breastfeeding Coalition

- Focus on 6 distinct SECTORS of society
  - Mothers & Families
  - Communities
  - Health Care
  - Employment
  - Research & Surveillance
  - Public Health Infrastructure

- Focus on SUPPORT
- Focus on ACTION
- EVIDENCE-BASED implementation strategies

http://www.surgeongeneral.gov

A.C.T.I.O.N. Model for State Breastfeeding Coalitions
(Accelerating Coalitions Toward Improved Outcomes Now)

The Connecticut Breastfeeding Coalition's
A.C.T.I.O.N Model: An Innovative Strategy
Toward Evidence-Based Advocacy
“…distal community changes are achieved indirectly through the realization of proximal or intermediary goals…” (p. 15).


Example 1. Coalition Formation & Development

A.C.T.I.O.N. Model

Example 2. Relationships and Knowledge
A.C.T.I.O.N. Model

Officers
- Chair
  - Nursing, RA, IBCLC
- Secretary
  - RN, IBCLC, Peer Counselor Supervisor, IBCLC
- Treasurer
  - Nursing, Nurse and Actuary's Council, Health Care

Directors
- Board Liaison
  - Nursing, Nurse and Human Rights
- Board Liaison
  - RN, IBCLC, Peer Counselor Supervisor, IBCLC
- Board Liaison
  - Corporate, IBCLC, Business Case Training
- Board Liaison
  - CT, IBCLC, Program
- Board Liaison
  - Professor, Public Health

Committees
- Mothers & Families
- Communities
- Healthcare
- Employment
- Public Health
- Infrastructure
- Research & Surveillance

The Connecticut Breastfeeding Coalition's
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Example 3. Writing the A.C.T.I.O.N. plan

KEY POINTS:

A.C.T.I.O.N. model: A framework for state coalitions

- Inspired by the SGCTA (2011)
- CBC formally adopted SGCTA as a framework to organize and select activities in an effort to weave evidence into each fiber of the coalition’s work.
- The A.C.T.I.O.N. model is a work in progress.