Looking Back, Looking Forward: USBC Supports for Breastfeeding Coalitions

Highlights 2006-2009

- Following 2006 Conference, created online directory and registration system
- Built Coalitions Electronic Forum (2007)
- “2/2/2” series audio-only calls
- Key presentations:
  - Forming and funding a coalition
  - “Ban the Bags”
  - HRSA Business Case for Breastfeeding Toolkit
  - How to use data to make change
2006 & 2008 Conferences

- 2006: first event of its kind, focused on state-level coalitions
- Theme: *Building Community Capacity to Advance Child Health through Breastfeeding*
- 2008: added “territorial” to name
- Theme: *Strength Through Diversity: Advancing Breastfeeding Advocacy*

Highlights 2009-2012

- USBC’s first Strategic Plan (2008-9)
- Built regional structure, w/ calls & list servs
- Coalitions Regions member category (2011)
- “2-2-2” series shifted to webinar format (2010)
- Key presentations:
  - Real Mother’s Experiences Returning to Work
  - Marketing Breast Milk Substitutes in the U.S.
  - Baby-Friendly USA & the UNICEF Ten Steps
  - Using Legislation & Policy to Change Breastfeeding
Affordable Care Act

In 2010, President Obama signed the Affordable Care Act.

- Requires employers to provide break time and a non-bathroom location for hourly paid workers to express breast milk at work
- Requires private health plans to cover “breastfeeding support, supplies, and counseling”

Surgeon General’s Call

In 2011, *The Surgeon General’s Call to Action to Support Breastfeeding* (SGCTA) identified the USBC and state coalitions as leaders in the implementation of the 20 actions.

**Action 20**

(Public Health Infrastructure): Improve national leadership on the promotion and support of breastfeeding.
2010 & 2012 Conferences

• Added “tribal” to name in 2010
• Held first Advocacy Day in 2010
• USBC declared August to be National Breastfeeding Month in 2011

Power & Potential of Breastfeeding Coalitions

- Reach beyond the scope of a single organization & expand the field
- Advocate for coordinated solutions to complex problems
- Increase visibility & credibility
- Steward resources
- Build momentum for social change
- Independent “friends of public health”
Highlights 2013

- Supported by new WKKF grant funds, hired Coalitions Relations Manager
- Needs Assessment conducted and data utilized to identify and map measures of coalition development along four stages of a growth continuum
- “Matrix of Effective Coalitions” tool built to provide both a dashboard “snapshot” and an ongoing self-assessment and planning tool

Highlights 2014

- Power Tools” webinar series launched, dedicated to coalition capacity building
- Supported by new CDC funding, hired Coalitions Relations Coordinator
- State coalitions being organized into learning cohorts based on developmental stages, aligned with customized TA plans and enhanced training offerings
- Planning for regional Learning Collaboratives to support continued capacity building
2014 Vision, Mission, Values, & Strategic Framework

MISSION
To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

VISION
Thriving families & communities

VALUES
Leadership Integrity Inclusion

2014 Conference

- Fifth National Breastfeeding Coalitions Conference
- Removed “state/territorial/tribal” from name
- Racial equity objective added to series
Highlights 2015 and beyond

- New USBC website platform will include enhanced Coalitions Connection networking/sharing space, as well as individual workspaces for state coalitions
- Coalitions can have profiles in new “Breastfeeding Action Directory,” sorting and displaying actions on same topic area at all levels, across the country
- State coalition measure to be added to CDC Breastfeeding Report Card

The USBC Team!