COALITIONS: HOW TO BUILD THEM, SUSTAIN THEM, AND WHY THEY MATTER
BUILDING OUT THE NATIONAL COALITION INFRASTRUCTURE

Indiana Breastfeeding Coalition
Coalitions: How to Build Them, Sustain Them, and Why They Matter
OUTSIDE FACILITATION
INDIANA EXAMPLE

Simple Keys to Success
FIGURING OUT THE “LANDSCAPE OF BREASTFEEDING”

- Inventory state
- ASK QUESTIONS
- LISTEN
- Build relationships
- Find “connector” people
- Build on existing ideas & efforts
COALITIONS MATTER

19th century sociologist Durkheim calls group energy “collective effervescence”

“One of the best reasons coalitions exist is because the provide a dynamic, innovative, experimental experience”

Frances Butterfoss PHD

Many Hands Make Light Work
WHAT COALITIONS TEACH US

• Create workforce at the ready
• Identify trends/emerging issues
• Show us what works/what doesn’t (Original Pilot Study)
• Learn how to customize initiatives
• Discover & build on talent & ideas
• Teach/inspire our work
“Be the change you want to see in the world” *Gandhi*