Learning Objectives: Participating Coalitions will be better able to:

1. Consider ways to increase effectiveness by creating leadership and meeting structures that are organized, transparent, inviting and aligned with community needs.
2. Imagine ways that population and breastfeeding data, organizational and community assessments and other measures could help develop broader stakeholders support and buy-in.
3. Take small steps to try new tools to strengthen your coalition’s leadership and resources.

**Topic**

- **Data sources:**
  - In-Hospital Breastfeeding Initiation Data from Newborn Screening Data
  - Maternal Infant Health Assessment (similar to PRAMS) for intention, duration and other socio-economic data
  - County Public Health Department Vital Statistics (demographics, first time mothers, foreign born mothers, insurance type, etc.)
  - Public Health Department Community Health Assessments (every 3-5 years) can be sources of and/or opportunities to highlight breastfeeding data

- **Mission statements** should reflect your coalition’s unique purpose but also be repeatable and understandable by everyone

- **Organizational assessments** (i.e. survey membership and facilitated results sharing) can help identify important information about what is working and what needs to change
  - Reasons active members participate (what they value about meetings and work)
  - If inactive, why members are not participating (barriers and dislikes)
  - How do members want to grow and change? (leadership qualities, meeting structure, activities to do, etc.)

- **Results-based agendas** include objectives of meetings, time schedule, process by which the different objectives will be accomplished (i.e. presentation by who; small group discussion; etc.), and the intended outcome of each activity (see example).

- Celebrate successes and honor the work people do.
Community Assessments can build relationships, gather information, and help prioritize action areas (although what is most popular of needed might not be the first thing a coalition may address because of the need to align with available volunteers, funding and other resources). Sample community assessment questions might include:

- What is your definition of a healthy breastfeeding community? What would you like to see?
- What major concerns, problems or conditions do people in your community face in regard to breastfeeding? Why do these issues exist?
- What is already in place that is working to address your visions, concerns issues and to improve breastfeeding health in your community?
- What visions, concerns and issues discussed are most important for the public health department and community partners to address to improve breastfeeding health in your community?

Staggered Co-Chair leadership (2-year terms alternating years) with flexibility and understanding can keep doors open for new ideas, fresh energy and leadership development.

Steering Committee leadership that intentional represents different perspectives, geographic areas, professional domains and cultural groups enables inclusive leadership and Coalition representation (see attached ACBC Steering Committee Job Description).

Transparency and organization is important to engage participation. Outline subcommittee purpose, participation, expected commitment, meeting frequency and leadership contact or point person.

Encourage sub-committee development as needed to meet the unique needs of the group (culturally, professionally, etc.). As long as connected to larger coalition, they important thing is to facilitate a structure of safety and effectiveness to help get the work done (i.e. African American Taskforce, Asian Taskforce, Hospital Taskforce, etc.)

Resources

- Alameda County Breastfeeding Coalition [http://californiabreastfeeding.org/coalition-information/communitycoalitions/members/alameda/](http://californiabreastfeeding.org/coalition-information/communitycoalitions/members/alameda/)
- AC Breastfeeds [http://www.acphd.org/acbreastfeeds.aspx](http://www.acphd.org/acbreastfeeds.aspx)
ALAMEDA COUNTY BREASTFEEDING COALITION  
LOCATION: 1100 San Leandro Blvd. San Leandro Creekside Conference Center – Redwood Room  
DATE, TIME: February 6, 2019; 9am-11am

MEETING AGENDA  
REMINDER: PLEASE WEAR RED FOR OUR GROUP PICTURE

Objective(s) of the meeting:
1. Increase knowledge of how breastfeeding supports maternal heart health  
2. Brainstorm and focus in four action areas of subcommittee work (Breastfeeding Friendly Birth Control;  
   Breastfeeding Friendly Child Care; Community Health Center Lactation Accommodation Initiative; Coalition  
   Communications and Outreach)  
3. Learn current news from the California Breastfeeding Summit and legislative policy updates

<table>
<thead>
<tr>
<th>Topic (Who)</th>
<th>Time</th>
<th>Process</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome/Review meeting objectives (Jeanne &amp; Tonya)</td>
<td>2 min</td>
<td></td>
<td>Members welcome; Objectives clarified</td>
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</table>
| Community Education Forum: Facilitated discussion on  
  breastfeeding and maternal heart health (Ruth)       | 25 min| 10 minute group discussion 15 minute          | Members are aware of key messages to promote breastfeeding and maternal  
  health                                                               | presentation                                                             |
| TEDMED Video— E.Bimla Schwartz: “How mothers can nurse themselves healthy” |      |                                               |                                                                         |
| Heart song work                                       | 5 min| Unstructured                                  | Transition to Coalition meeting Group picture                           |
| Brainstorming action (Tonya and Jeanne)               | 45 min| Small group discussion and large group         | Members brainstorm on action areas:                                    |
|                                                      |      | share back                                    | • Breastfeeding Friendly Birth Control                                  |
|                                                      |      |                                               | • Breastfeeding Friendly Child Care                                    |
|                                                      |      |                                               | • CHC Lactation Accommodation Initiative                                |
|                                                      |      |                                               | • Communications and Outreach                                          |
| News from the 2019 California Breastfeeding Summit    | 20 min| Discussion                                   | Members learn current news, updates and on-line resources to support    |
| (Jeanne & Ifeyinwa)                                   |      |                                               | efforts                                                                 |
| Community Updates                                     | 20 min| Reports Announcements                         | Members updated on local, state and national news                      |
| • ASAP!                                               |      |                                               | Share upcoming meetings and community education topics                  |
| • BCOT                                                 |      |                                               |                                                                         |
| • WIC Regional                                        |      |                                               |                                                                         |
| • State and National BF News                          |      |                                               |                                                                         |
| • Wrap-up                                              | 3 min| Discussion                                   | Closure to meeting and next steps                                      |
| • Next meeting: May 1, 2019                           |      |                                               | Discharge Care Coordination Meet your hospital IBCLC                   |

For information contact Jeanne.Kettles@acgov.org or Tonya.Lang@gmail.com
Alameda County Breastfeeding Coalition Steering Committee

The Steering Committee plays an important leadership role for the Alameda County Breastfeeding Coalition. The Steering Committee consists of 6 members plus the Co-Chairs for a total of 8 members. Together the Steering Committee:

- Takes primary responsibility for planning and implementing Coalition activities including, but not limited to, quarterly meetings, education forums and subcommittee projects
- Represents the Coalition at public forums and events
- Identifies and organizes subcommittee areas of work. Each Steering Committee member serves as a Co-Chair with another community member on at least one subcommittee
- Is available for Coalition decision-making in between quarterly meetings

The Coalition should make reasonable efforts to ensure the Steering Committee represents the diversity of the Coalition membership, including, but not limited to:

1. Representation by profession/perspective:
   - WIC
   - Hospitals
   - Clinics
   - Public Health (MPACH)
   - Private practice IBCLC
   - Black Infant Health
   - First 5
   - Non-profit lactation support
   - Clinical lactation experts
   - Moms

2. Representation by geographic area

3. Representation by ethnicity

Members will be selected through a three-part process:

1. The Co-Chairs release a call for nominations to the entire Coalition membership each November or as needed. All Coalition members must be sent (by e-mail) the call for nominations and receive prior notice of the vote.
2. Members can nominate themselves or their colleagues. Of the nominees, those interested will complete a brief statement of interest to be considered as a candidate. (The Steering Committee may recruit candidates to ensure the breadth of representation.)
3. Coalition members will vote for Candidates by private ballot at a regularly scheduled Coalition meeting.

Terms
Steering Committee term of service would last 2 years.

Meeting Frequency
The Steering Committee would meet quarterly and as needed.