Welcome Everyone,

Get ready for an amazing conference—the lineup is impressive and the topics are critical. I, personally, believe in the power of communities and am thrilled to be a Gold Sponsor of a conference that is focused on strengthening them. I’m Ryan Comfort, known for “The Big Pink Bus”. It’s hard to believe that it’s been three years since traveling the country promoting The Surgeon General’s Call to Action to Support Breastfeeding. My tour on the pink bus was eye-opening, to say the least, and the journey ever since has been even more incredible.

As a single man with no children, many—well most...actually everyone—curiously questioned why I joined the breastfeeding community. At that time, I only had an appreciation for the complexity of the issue and some personal inspiration from my sister, a mother of three, and my own mother, a Labor & Delivery Nurse who is now also an IBCLC. Then two years ago, I gained a much greater perspective when I moved to Indiana so that my sister and my three nephews could live with me. The youngest was just two weeks old at the time, so I was able to see my sister’s breastfeeding experience firsthand.

Moving to Indiana had other benefits. With strong state leadership and an extensive grassroots network, it was the ideal state to work “in the trenches”. I have been very fortunate to learn from and work with Tina Cardarelli, the authority on mobilizing breastfeeding communities. She helped me realize that my role was not to create a new community, like Milk for Thought. Instead it is to support the existing community by providing technology and tools that would help them work together to become more effective—or Collective. You can read more about the journey from Milk for Thought to Collective on page 43.

While working in communities I learned that big ideas had to evolve into practical, concrete strategies in order to make the wide spread change we all want and seek. It became clear that the lessons learned across the country had to be aligned and packaged into tools that streamline processes and catalyze community coordination. It’s taken three years, and I’m excited to say that we have shifted from theory to having a comprehensive strategy with tools and resources.

The journey has been amazing. I couldn’t be more grateful to this community, which has inspired, mentored, supported and encouraged me. I truly appreciate that I didn’t have to stand on the shoulders of giants, because you let me walk beside you. If you can’t tell already, I’m very excited for this next phase where I believe Collective can contribute to and support the important work that you all do each and every day.

With Gratitude,

Ryan Comfort

Catalyzing Communities  
coffective.com
Welcome Conference Attendees!

The United States Breastfeeding Committee (USBC) warmly welcomes you to the Washington, DC metropolitan area for the Fifth National Breastfeeding Coalitions Conference. We are thrilled to convene this unique conference once again, with a continued focus on implementation of The Surgeon General’s Call to Action to Support Breastfeeding through enhancement of breastfeeding coalitions’ capacity to impact policy, systems, and environmental change. A new focus has also been placed this year on developing capacity and commitment to racial equity in breastfeeding support, as reflected in the theme: Transforming Barriers into Bridges: Cultivate Your Community Leadership.

With engaging presenters, informative educational sessions, and unparalleled networking opportunities, this conference is sure to be a valuable learning experience for all. Although the conference has historically focused on state-level coalitions, the event name has been changed this year to reflect that its purpose and content are truly relevant to all types of breastfeeding coalitions, including community-level coalitions, "cultural coalitions," and the national organizations that are members of USBC as the national breastfeeding coalition.

Saturday evening will kick off the conference with the opening plenary session presented by Clifton Kenon from the U.S. Agency for International Development, reflecting on the power of partnerships and engaging non-traditional stakeholders to create a strong circle of breastfeeding support. On Sunday morning, three powerful women will make a compelling case for equity and inclusion in breastfeeding support; then Lori Feldman-Winter and Jennifer Ustianov will bring the learnings of the Best Fed Beginnings initiative to life in the Sunday afternoon session on “Quality Improvement for Coalitions.” In Monday’s closing keynote address, Acting Surgeon General Rear Admiral (RADM) Boris Lushniak has been invited to share the federal government’s perspective on supporting breastfeeding families.

To complement the plenary sessions, coalition leaders and others will present breakout sessions, breakfast table topics, and poster presentations to share best practices, lessons learned, and the latest on implementation strategies for The Surgeon General’s Call to Action to Support Breastfeeding. This year’s breakout sessions have been placed into six tracks:

- G&L – Governance & Leadership
- IP – Innovative Partnerships
- ADV – Advocacy
- G&S – Growth and Sustainability
- CP – Coalition Projects
- R&I – Regeneration and Inspiration

To remind you during the conference:
- Please be courteous to other attendees—silence your cell phone and/or pager during conference sessions.
- Please visit the Exhibit Hall and Poster Presentations during scheduled breaks, and be sure to complete your Exhibitor Bingo card to have your chance to win a very special prize…
- Milk expression accommodations are available: go to the registration desk for access to the comfortable facilities.
- Babies in arms are warmly welcomed at the conference. Please be respectful of other attendees’ ability to hear the sessions and use your best judgment if you need to temporarily step out of the room.

We are so glad you are here with us to kick off the celebration of National Breastfeeding Month 2014. We sincerely hope you enjoy this opportunity to learn from and with your fellow coalition leaders and meet the USBC leadership and members. Most importantly, we look forward to our continued partnership and sincerely thank you for the outstanding work you do on behalf of our nation’s women, children, and families.

Warmest regards,

The USBC Conference Program Committee
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Conference Program

Key to Track Abbreviations:
- G&L – Governance & Leadership
- IP – Innovative Partnerships
- ADV – Advocacy
- G&S – Growth and Sustainability
- CP – Coalition Projects
- R&I – Regeneration and Inspiration

Saturday, August 2, 2014

Pre-Conference Workshops (optional events: separate registration required) 9:00am – 5:00pm
- Community Engagement: Salon K
- Racial Equity: Madison & Jackson
- Maternity Care Practices: Salon J

Registration Open 2:00pm – 7:00pm
Grand Ballroom Foyer

Exhibit Setup 2:00pm – 5:00pm
Grand Ballroom Foyer

Poster Presentation Setup 4:00pm – 7:00pm
Grand Ballroom Foyer

Exhibits Open 5:00pm – 7:00pm
Grand Ballroom Foyer

Conference Opening: Welcome & Introductions 7:00pm – 7:20pm
Salon ABJK

Plenary Session A: On the Pulse of This Fine Day 7:20pm – 7:50pm
Clifton Kenon, U.S. Agency for International Development
Salon ABJK
Coalitions Regional Meetings

Coalitions Regional Representatives, Facilitators
Mid-Atlantic: Kathleen Logan & Jane Balkam (Salon ABJK)
Midwest: Christine Lundberg & Helen Dimas (Jackson)
Mountain Plains: Brenda Bandy (Salon ABJK)
Northeast: Lorraine Boyd & Christine Bracken (Jefferson)
Southeast: Heidi Agostinho & Kimberly Scott (Lee)
Southwest: Linda Jackson & Cindy Chavez (Madison)
West Pacific: Marion Rice & Karen Peters (Salon ABJK)
Tribal: Rani Patel (Salon ABJK)

Exhibits Open
8:30pm – 10:30pm
Grand Ballroom Foyer

Dessert Reception
9:00pm – 10:30pm
Sky View

Sunday, August 3, 2014

Registration Open
7:00am – 6:00pm
Grand Ballroom Foyer

Exhibits Open
7:00am – 6:00pm
Grand Ballroom Foyer

Poster Presentations Open
7:00am – 6:00pm
Grand Ballroom Foyer
(see list of poster presentations in program book)

Continental Breakfast & Table Topics
7:00am – 8:00am
Salon BCJH
(see list of topics in program book)

Opening Addresses
8:00am – 8:15am
Larry Grummer-Strawn, Centers for Disease Control & Prevention, DHHS
Salon BCJH

Plenary Session B: Equity Matters
8:15am – 9:30am
Mona Liza Hamlin, National Perinatal Association
Brenda Reyes, HealthConnect One
Camie Jae Goldhammer, Native American Breastfeeding Coalition of Washington
Salon BCJH
Morning Refreshment Break
9:30am – 10:00am
Grand Ballroom Foyer

Breakout Sessions A
10:00am – 11:15am

**A-G&L:** Panel: **Leadership/Collaborative Governance/Equity**
**Moderator: K. Marinelli; Salon A**
- Growing Our Own Leaders with Intention and Attention (California Breastfeeding Coalition)
- Who Invited the Dentist? An innovative Approach to Fostering Leaders to Establish Partners (JhaZhamora Publishing)

**A-G&S:** Panel: **Building Relationships Towards Funding & Sustainability**
**Moderator: L. Brooks; Salon K**
- The Best “No” Ever: The Story of Building Relationships with Funders (Kansas Breastfeeding Coalition)
- Strengthening Connections Between Coalitions and State Departments of Health (Texas Department of State Health Services)

**A-IP:** Panel: **Community Engagement**
**Moderator: M. Hamlin; Salon BJ**
- Circle UP: Creating Collaborative Circles to Support & Improve Breastfeeding Practices in Urban African American Women (University of Maryland Baltimore, Baltimore for Healthy Babies)
- An Innovative Partnership: Promoting Breastfeeding through Centering (Centering Healthcare Institute)
- Well Babies at Walgreens: A Collaborative Community Partnership (Indiana Breastfeeding Coalition)

**A-CP:** Panel: **Provider Connections and Education**
**Moderator: L. Feldman-Winter; Salon DE**
- Bringing Everyone to the Table: Developing a Community-Wide Message for Breastfeeding (Nebraska Breastfeeding Coalition)
- Cultivating Continuity and Leadership Among Community Providers: The Breastfeeding-Friendly Out-Patient Clinic and Breastfeeding-Friendly Provider Programs (North Carolina Breastfeeding Coalition)
A-ADV: Panel: **Statewide Initiatives**  
**Moderator: C. Sullivan; Salon CH**  
- Breastfeeding-Friendly Health Departments: Leading the Way to Reducing Barriers in the Community (Dakota County Breastfeeding Coalition, Minnesota)  
- How Tennessee Is Leveraging Change through Statewide and Regional Partnerships across Silos (Tennessee Breastfeeding Coalition)  
- State Initiatives to Improve Breastfeeding in Maternity Hospitals, Workplaces and Beyond (Association of State and Territorial Health Officials)

A-R&I: Panel: **Communication/Shared Vision/Consistent Messaging**  
**Moderator: C. Carothers; Salon FG**  
- Breastfeeding Welcomed Here: Beyond the Sticker (Nashville Breastfeeding Coalition)  
- Wake up Your Boring Presentations! Innovative Ways to Reach Mothers and Health Providers (Every Mother, Inc.)  
- Welcome to Mobile Milk: Breastfeeding Support is a TEXT message away (New York City Department of Health and Mental Hygiene)

**Exhibit Viewing & Poster Viewing/Judging**  
*Grand Ballroom Foyer*  
11:15am – 12:00pm

**Awards Luncheon**  
*Salon BCJH*  
12:00pm – 12:45pm

**Plenary Session C: Quality Improvement for Coalitions**  
Lori Feldman-Winter & Jennifer Ustianov, Best Fed Beginnings Initiative  
*Salon BCJH*  
12:45pm – 1:45pm

**Transition Break**  
1:45pm – 2:15pm

**Breakout Sessions B**  
2:15pm – 3:30pm

B-G&L: Panel: **Equity/Cultural Competency**  
**Moderator: K. Marinelli; Salon DE**  
- CRASH Model of Cultural Competency (ROSE: Reaching our Sisters Everywhere)

B-G&S: Panel: **Coalition Capacity/Infrastructure Building**  
**Moderator: L. Jackson; Salon CH**  
- The Birth of a Coalition, The Right Time at the Right Place (American Samoa Breastfeeding Coalition)  
- Building Local Breastfeeding Coalitions: The Kansas Model (Kansas Breastfeeding Coalition)
B-IP: Panel: **Community Engagement**

**Moderator: H. Dimas; Salon A**
- Unique Collaborations to Promote Breastfeeding Support in Urban Communities through Collective Impact (Lehigh Valley Breastfeeding Coalition, Pennsylvania)
- Working Together in the Maryland Community for Improved Breastfeeding Outcomes (Maryland Breastfeeding Coalition)

B-CP: Panel: **Reducing Inequities by Creating a Circle of Peer and Professional Support**

**Moderator: A. Psmythe & K. Broomfield-Massey; Salon K**
- IBCLCs Making a Difference with Innovative Community Programs (United States Lactation Consultant Association)
- Diversifying Breastfeeding Support for Culturally Congruent Care (Uzazi Village)

B-ADV: Panel: **Workplace Lactation Accommodation**

**Moderator: K. Peters; Salon BJ**
- Supporting Nursing Moms at Work: New National Tools (Office on Women’s Health; Every Mother, Inc.)
- Lactating Employees: The Business Case for Supporting Breastfeeding Mothers in the Workplace (Latha Srinivasan)
- Realizing the Surgeon General’s Call to Action: A Model Employee Program (Diane Spatz)

B-R&I: Innovative Models

**Moderator: E. Taylor; Salon FG**
- Working within Insurance Constraints (National Breastfeeding Center)
- Affordable Care Act Opportunities for Women’s Preventive Services (Trust for America’s Health)
- The Affordable Care Act: Its Impact on Sustainability for a Community Breastfeeding Center (Nebraska Breastfeeding Coalition)

**Afternoon Refreshment Break**
3:30pm – 4:00pm
*Grand Ballroom Foyer*

**Breakout Sessions C**
4:00pm – 5:15pm

C-G&L: Panel: **Leveraging Community Assets/Cultural Competency**

**Moderator: R. Stanton; Salon FG**
- Breastfeeding Advocacy: Empowering and Developing Cultural Coalitions (African American Breastfeeding Coalition of Oregon)
- Breastfeeding Support in Indian Country (Native American Breastfeeding Coalition of Washington)
C-G&S: Panel: Strategic Planning for Coalitions

Moderator: K. Banerjee; Salon A

- A New Strategic Framework (United States Breastfeeding Committee)
- Setting True North Metrics (Michigan Breastfeeding Network)
- A New Day, A New Way (Georgia Breastfeeding Coalition)

C-IP: Panel: Workplace Lactation Programs

Moderator: B. Bandy; Salon K

- Partnership and Systems Building for Breastfeeding Support: Lessons Learned from the Texas Mother-Friendly Worksite Policy Initiative (Texas Department of State Health Services)
- Healthy Maternity Policies in the Workplace: Measuring the Impact of the Bring Your Infant to Work Program on Breastfeeding Rates (Nevada Statewide Breastfeeding Program)
- Baby Wearing in a Man's Profession: Building Bridges to Breastfeeding in the Workplace (Institute for Patient-Centered Design, Inc.)

C-CP: Panel: Best Fed Beginnings – Continuity of Care Connections

Moderator: T. MacEnroe; Salon DE

- Assisting Hospitals To Achieve Baby-Friendly Designation (Baby-Friendly USA)
- Stepping Up Your Baby-Friendly Game: Building Momentum Through Community Partnerships (Parkland Health & Hospital System; Methodist Dallas Medical Center; Methodist Charlton Medical Center of Dallas; City of Dallas WIC)
- Continuity of Care Connections: Examples of Success (Tennessee Breastfeeding Coalition)

C-ADV: Panel: How-To’s of State-level Legislation

Moderator: P. Sakamoto; Salon CH

- Breastfeeding Legislation 101 (Debrah Trankel)
- Multi-Strategy Plan for Statewide Baby-Friendly Implementation (California Breastfeeding Coalition)

C-R&I: Communication Plan/Breastfeeding Messaging Research

Moderator: M. Labbok; Salon BJ

- Let’s Talk Breastfeeding: WKKF First Food Message Guide (Pyramid Communications)

Special Interest Meetings (optional events) 5:30pm – 6:30pm

- Advocacy Day of Action Briefing; Salon BJ
- Tribal Coalitions; Jackson
- State Breastfeeding Coordinators; Madison
- National Collaborative for Advancing the Ten Steps (NCATS); Lee
- National Collaborative for Advancing Breastfeeding in Child Care (NCABC); Jefferson
Monday, August 4, 2014  
8:00am – 12:00pm

Registration Open  
7:00am – 12:00pm  
Grand Ballroom Foyer

Exhibits Open  
7:00am – 10:30am  
Grand Ballroom Foyer

Poster Presentations Open  
7:00am – 10:30am  
Grand Ballroom Foyer  
(see list of poster presentations in program book)

Continental Breakfast & Table Topics  
7:00am – 8:00am  
Salons CH & BJ  
(see list of topics in program book)

Transition Break  
8:00am – 8:15am

Breakout Sessions D  
8:15am – 9:30am

**D-G&L: Best Practices for Collaborative Governance**  
**Moderator: J. Meek; Salon A**  
- Getting to Results and Impact with Strategic Engagement, Common Agenda and Trust Building  
  (Tamarack Institute)

**D-G&S: Panel: Cultural Perspectives in Breastfeeding Support**  
**Moderator: B. Reyes; Salon BJ**  
- Latinas and Breastfeeding (Urban Strategies)  
- The Border Experience (Binational Breastfeeding Coalition)

**D-IP: Panel: Building Momentum for Change**  
**Moderator: L. Smith; Salon CH**  
- Collaboration Between NC Breastfeeding Coalition, NC State University, and UNC Chapel Hill:  
  Organizations with Common Goals (North Carolina Breastfeeding Coalition)  
- Listening and Learning: What Men Know, Think and Feel About Breastfeeding (Connecticut  
  Breastfeeding Coalition)
D-CP: Panel: Pursuing Systems Change
Moderator: M. Renner; Salon K
- Building and Sustaining Coalitions and Why They Matter (Indiana Breastfeeding Coalition @ Indiana Perinatal Network)
- A Business Model That Works: Income for Impact in Los Angeles (BreastfeedLA)
- Helping New Mexico Breastfeed (New Mexico Breastfeeding Taskforce)

D-ADV: Panel: Policy & Advocacy/Strategic Relationships
Moderator: A. Boyd; Salon DE
- Expanding the Vision in New York State (New York State Breastfeeding Coalition)
- Roadmap to a Bag-Free State: North Carolina’s Strategy for Eliminating Formula Discharge Bags from Maternity Care Facilities (North Carolina Breastfeeding Coalition)
- Airport Advocacy: Research, Evidence and Legislative Advocacy to Support Breastfeeding/Pumping Mothers Utilizing Airports (BreastfeedLA)

D-R&I: Becoming a Data-Informed Coalition
Moderator: B. Bandy; Salon FG
- Using CDC Reports and Data for Coalitions to Prioritize Action and Scale Outcomes in Breastfeeding Support (Centers for Disease Control & Prevention)

Morning Refreshment Break
9:30am – 10:00am
Grand Ballroom Foyer

Special World Breastfeeding Week Announcement
10:00am – 10:15am
Salon BCJH

Interaction/Planning Team Time
10:15am – 11:00am
Salon BCJH

Plenary Session D: Special Guest
Acting Surgeon General Rear Admiral (RADM) Boris Lushniak
11:00am – 11:45am
Salon BCJH

Closing Addresses
11:45am – 12:00pm
Salon BCJH

Advocacy Day of Action (optional offsite event: separate registration required)
12:30pm – 5:00pm

Partial funding for this conference was provided by the Centers for Disease Control and Prevention, via subcontract with the National Institute for Children’s Health Quality.
W.K. Kellogg Foundation salutes United States Breastfeeding Committee member organizations and coalition partners for your pivotal role in creating a breastfeeding-supportive society.

Let’s make breastfeeding possible together.

EVERY MOTHER, EVERY CHILD, EVERY ONE OF US

WWW.WKKF.ORG
Breakout Session Descriptions

A-G&L: Growing Our Own Leaders with Intention and Attention  
Robbie Gonzalez Dow and Erelyn Navarro, California Breastfeeding Coalition  
This session offers insights and lessons learned from CBC’s intentional transformation to increase engagement of board leaders and improve organizational effectiveness. CBC team members will share tactics and tools used to focus attention on supporting leaders at the state level and local coalitions (our backbone structure) to promote waves of changes to remove barriers to breastfeeding in California. Planned mutually reinforcing activities, such as annual statewide summits and creating a shared vision (common agenda) aim to promote a movement and sustain the collective momentum to make breastfeeding the new normal in California.

A-G&L: Who Invited the Dentist? An innovative Approach to Fostering Leaders to Establish Partners  
Vincent Patrick, JhaZamoraS Publishing  
Who Invited the Dentist? An Innovative Approach to Fostering Leaders to Establish Partners- is an interactive workshop where attendees will (a) learn how to use community leaders as a progressive Think Tank to generate innovative collaborations, (b) evaluate goals as part of a needs analysis to determine the role of the desired partnership. (c) develop strategic and sustainable plans for partners, (d) acquire the skills and knowledge essential to establishing and maintaining non-traditional partnerships, and (e) apply the tools from the presentation by working, in groups, through different case scenarios. This presentation is ideal for attendees who are interested in growing their organization, seeking new ways to achieve their program goals, connecting with the community beyond breastfeeding mothers, maintaining valuable partnerships and increasing advocacy.

A-G&S: The Best “No” Ever: The Story of Building Relationships with Funders  
Brenda Bandy and Virginia Elliott, Kansas Breastfeeding Coalition  
Hear the story of how the Kansas Breastfeeding Coalition turn a “no” into a “yes” and successfully built a long term funding relationship with a private foundation. Hear the foundation’s side of the story and how they view breastfeeding’s role in public health initiatives. This session will provide practical tools to state coalitions for finding the most fertile ground for funding, planting the seeds for the funding relationship and cultivating those relationships as they grow.

A-G&S: Strengthening Connections Between Coalitions and State Departments of Health  
Julie Stagg, Texas Department of State Health Services  
Hear perspectives from a state agency about why partnerships between breastfeeding coalitions and their state health public health departments are vital. Julie Stagg will share some of the paradigms/frames that could be used to ensure that a coalition is fully leveraging opportunities to partner with the state agency a state agency representative. Learn the importance of leveraged partnerships to advance the breastfeeding objectives of the state agencies and of the state, and how to link these activities together so that your coalition will be present and involved in these efforts.
A-IP: Circle UP: Creating Collaborative Circles to Support and Improve Breastfeeding Practices in Urban African American Women
Stacey Stephens and Shasha Satchell, University of Maryland Baltimore, Baltimore for Healthy Babies
Program Director and community health worker will highlight the individual, interpersonal, institutional challenges facing urban African American women and their families who desire to breastfeed. Special emphasis will be placed on services that include assessment of food insecurity, educational efforts towards expectant fathers and other supportive members (family, friends), and interventions in systems to assist in overcoming barriers. Participants will leave with a better understanding of how to impact change across systems on behalf of African American women who desire to breastfeed.

A-IP: An Innovative Partnership: Promoting Breastfeeding through Centering
Lisa Summers and Maria Jaramillo Diaz, Centering Healthcare Institute
This session will describe an innovative model of care, CenteringPregnancy, and explore how breastfeeding advocates can work with providers and healthcare systems to promote breastfeeding through system-level changes. Centering is an outcome-driven, cost-effective, patient-centered model of care that integrates patient education into the prenatal course of care, is effective in addressing Step 3 of the Ten Steps to Successful Breastfeeding and has been shown to reduce health disparities among African American. Centering allows for a two-hour session dedicated to discussing patient questions and concerns about breastfeeding. CenteringPregnancy™ brings patients out of the individual exam room into a group setting, and provides adequate provider/patient time to bundle all elements of care that women need into one package, which includes health assessment, interactive learning and community building. We will explore how one hospital has found Centering prepares patients for breastfeeding success through the educational component of group care.

A-IP: Well Babies at Walgreens: A Collaborative Community Partnership
Amy Lenell and Tina Cardarelli, Indiana Breastfeeding Coalition
Well Babies at Walgreens is a partnership between Walgreens and Indiana Perinatal Network to provide a breastfeeding drop-in staffed by an IBCLC in a private consultation room at Walgreens. There is an infant scale available for baby weight checks and the pharmacist on duty can also answer questions on medication use in breastfeeding. All services at Well Babies are free. Walgreens also offers breast pump rental at a competitive rate. Additionally, Well Babies is an educational initiative for pharmacists and pharmacy students. Through on-campus lecture, continuing education and access to better references, pharmacy students and pharmacists are learning about the importance of breastfeeding and how to best support and counsel all mothers.

A-CP: Bringing Everyone to the Table: Developing a Community Wide Message for Breastfeeding
Danielle Herbert and Ann Seacrest, Nebraska Breastfeeding Coalition
Lincoln, Nebraska, a mid-size Midwest community, chose to listen to our mothers. We heard they were frustrated with a lack of consistent breastfeeding information and continuity of support, which made it hard for them to breastfeed. Key players came to the table: OBs, FPS, Pediatricians, hospitals, IBCLCs, La Leche League, obesity prevention groups, and WIC. They developed common goals and actions to address the message we heard from families. Two members of the Lincoln Community Breastfeeding Initiative will share their process, documents, strategies, and funding sources to help other communities develop a similar community discussion.
**A-CP: Cultivating Continuity and Leadership Among Community Providers: The Breastfeeding-Friendly Out-Patient Clinic and Breastfeeding-Friendly Provider Programs**

Emily Taylor, North Carolina Breastfeeding Coalition

North Carolina Breastfeeding Coalition plans to launch "The Breastfeeding-Friendly Out-Patient Clinic Program" in National Breastfeeding Month, 2014. In this presentation, we will describe the assessment process that inspired the program, the innovative partnerships and cross-sector collaborations employed to develop the program, and the specific program components such that other coalitions could replicate and/or adapt in their own communities.

**A-ADV: State Initiatives to Improve Breastfeeding in Maternity Hospitals, Workplaces and Beyond**

Ellen Pliska and Becky Mannel, Association of State and Territorial Health Officials

Programs and policies supporting breastfeeding in hospitals and workplaces are critical to the success of breastfeeding mothers and babies. This session highlights how the Association of State and Territorial Health Officials (ASTHO) and state health agencies (SHAs) like Oklahoma promote breastfeeding at the state level. In 2012, ASTHO conducted an environmental scan of workplace wellness activities in all 50 SHAs including questions about SHA policies and programs to increase lactation support and breastfeeding. To serve as an example for membership, ASTHO developed its own breastfeeding support policy with the guidance of the Virginia Department of Health and houses two lactation support rooms. The collaborative Oklahoma Breastfeeding Hotline received 3,100 calls in 2011-2012, with 45% considered urgent.

**A-ADV: How Tennessee Is Leveraging Change through Statewide and Regional Partnerships across Silos**

Julie Ware, Tennessee Breastfeeding Coalition

Tennessee has much room for improvement in breastfeeding rates, as well as room for improvement in many adverse health outcomes positively affected by breastfeeding. By creating working multi-level working partnerships across the state, breastfeeding advocates have been able to share state resources in many diverse areas for: education of physicians and other health care providers, creating a Hotline for breastfeeding mothers and families, developing and spreading a quality improvement initiative in birth hospitals across the state, improving care in the WIC clinics across the state, and sharing various advocacy ideas across the regional breastfeeding coalitions. Panelists will learn how these partnerships have been formed in Tennessee, and learn how they can take some of the lessons learned back to their own communities.

**A-ADV: Breastfeeding-Friendly Health Departments: Leading the Way to Reducing Barriers in the Community**

Debra Thingstad Boe, Dakota County Breastfeeding Coalition, Minnesota

The Breastfeeding-Friendly Health Departments (BFHD) Project was designed to increase capacity of health departments to promote breastfeeding in the community and to pilot the process of the Ten Steps for BFHDs. Local public health departments were recruited to participate in a BFHD pilot. Each site identified a “BFHD champion” who received training and resources. Project evaluation was based on pre/post-program appraisal. All sites reported progress in building capacity to support breastfeeding within their agency and the community. Evaluation demonstrated statistically significant improvement on seven of ten steps. Identifying a BFHD
champion and training and resource materials were considered the most helpful components. Participating sites reported that the project complemented efforts to support breastfeeding, including WIC and collaborative efforts with health care organizations. The BFHD project increased the capacity of agencies to support and promote breastfeeding. The BFHD process can help provide the momentum needed to increase breastfeeding promotion and support.

**A-R&I: Wake up Your Boring Presentations! Innovative Ways to Reach Mothers and Health Providers**
Cathy Carothers and Tricia Cassi, *Every Mother, Inc.*

When is the last time you attended a conference presentation and dozed? Your eyes blurred trying to read the tiny, detailed text on the slides, and you checked your watch frequently, wondering how you could graciously slip out unnoticed. Snooze no more! Presentations CAN be engaging and lively! This session uses humor and compelling images to showcase innovative presentation techniques designed for both group and one-on-one education. The session provides research on visual, interactive presentation design for presentations, ways to use stories effectively in an education setting encouraging discussion in group settings, and ways to use photos effectively to capture attention and arouse emotion. The session showcases examples of breastfeeding presentation visual platforms for educating parents, health care providers, and employers.

**A-R&I: Breastfeeding Welcomed Here: Beyond the Sticker**
Julie Hamilton, *Nashville Breastfeeding Coalition*

Interested in a Breastfeeding Welcomed Here campaign for your local businesses? The Breastfeeding Welcomed Here Campaign - Beyond the Sticker presentation will lead attendees through the process of campaign idea creation, how to choose the elements to include and how to chose the media to utilize. Attendees will review all the final artwork of the Nashville Breastfeeding Coalition's campaign and learn how to easily adapt it to your coalition. We will also discuss how we chose the internal coalition committees and how we incorporated even those members who couldn’t help canvass. BONUS: Anyone interested in taking the already-created and tested campaign by The Nashville Breastfeeding Coalition needs to attend. We will share the art files so your coalition doesn't have to start from scratch. We'll also reveal a surprising side benefit of a Breastfeeding Welcomed Here campaign that you'll love.

**A-R&I: Welcome to Mobile Milk: Breastfeeding Support is a TEXT message away...**
Marta Kowalska and Lorraine Boyd, *New York City Department of Health and Mental Hygiene*

Texting has become an innovative way to communicate important health messages to populations that would typically not receive the information through other channels of communication. The Mobile Milk campaign was promoted to maternity hospitals in NYC, as well to community-based organizations to reach pregnant and new mothers. Participants who sign up received a series of DOHMH-developed breastfeeding text messages, starting at 28 weeks prenatally through 16 weeks postpartum; texts include health education messages, helpful tips, words of encouragement and links to resources. Unlike other texting campaigns, Mobile Milk has the capacity to ask users for responses in real-time, so the project included survey questions to the participants about breastfeeding initiation, exclusivity and duration. Response data from the campaign will be presented.
B-G&L: CRASH Model of Cultural Competency
Betty Neal and Andrea Serano, ROSE: Reaching Our Sisters Everywhere Inc.
This presentation will explore the CRASH Model in cultural competency. CRASH, standing for Culture, Respect, Assess/Affirm, Sensitivity/Self-Awareness, and Humility. Throughout our presentation we will first define culture then delve into the meaning of cultural competency, its implementation, and its outcomes. The presentation will encourage introspective thoughts on how we are leading our efforts, and whether it is reflective of the families we wish to serve. Then furthering the dialogue on re-evaluating cross-cultural interactions, and formulate strategies for enhancing collaborative efforts.

B-G&S: Building Local Breastfeeding Coalitions: The Kansas Model
Brenda Bandy, Kansas Breastfeeding Coalition
Explore the unique role state breastfeeding coalitions play in supporting local breastfeeding coalitions. What can a state coalition do to foster the growth and development of local coalitions? Learn specific methods to identify potential local breastfeeding advocates and how to supporting local coalitions after their formation.

B-G&S: The Birth of a Coalition, The Right Time at the Right Place
Debra Trankel and Josie LamYuen, American Samoa Breastfeeding Coalition
Would you like assistance on how to build, develop and sustain your coalition? Enjoy the beauty of American Samoa, as we share the birth of a breastfeeding coalition, how the partners were identified, and where to go from this point! For those of you with coalitions who are moving forward, tips on strengthening and sustaining will be shared. Tools and handouts will be utilized, to take home and share!

B-IP: Unique Collaborations to Promote Breastfeeding Support in Urban Communities through Collective Impact
Sue Madeja and Samantha Patterson, Lehigh Valley Breastfeeding Coalition, Pennsylvania
Breastfeeding is important to all members of a community for many reasons. Healthy mothers and babies are indicators of a community’s overall health. Utilizing unique partnerships allows Coalitions to expand its reach to increase awareness and education, and provide shared resources to generate change and improve health. Breastfeeding infants for twelve months provides the perfect nutritional source to thrive, increases emotional connectedness between mom and baby and decreases illness and disease in infants and their mothers. Partnerships are critical strategies in public health to accomplish more as resources dwindle and time restraints permit. Breastfeeding provides the opportunity to provide community partners the ability to be successful in their accomplishments, inclusive of healthier mothers, babies, employees, students or families. Greater diversity among the collective members provides the opportunity to expand the reach and go beyond each community. Few if any “real” barriers to successful breastfeeding exist that cannot be conquered collectively.

B-IP: Working Together in the Maryland Community for Improved Breastfeeding Outcomes
Amy Resnik, Maryland Breastfeeding Coalition
In 2010, the Maryland Department of Health and Mental Hygiene (DHMH) began work toward having all maternity hospitals in the state commit to provide better breastfeeding support. See how the unfunded Maryland Breastfeeding Coalition (MBC) grasped the opportunity to collaborate and assist in moving this initiative forward. By spring 2012, all Maryland hospitals with maternity care have agreed to implement steps to
better support breastfeeding mothers and babies. This session will highlight the Maryland Hospital Breastfeeding Policies Best Practice initiatives and include the collaboration between DHMH, MBC, and breastfeeding advocates in achieving this goal. This session will also highlight the materials developed to assist with this project, MBC initiatives to support this endeavor, and how MBC maximized its impact despite limited funds.

B-CP: IBCLCs Making a Difference with Innovative Community Programs
Laurie Beck and Marsha Walker, United States Lactation Consultant Association
The United States Lactation Consultant Association (USLCA) will share innovative programs developed by International Board Certified Lactation Consultants to promote and support breastfeeding in the United States. Several successful projects and model programs that address racial and socioeconomic equity will be presented to bring awareness to the creative partnerships and collaborations taking place throughout the United States to make a difference in the national breastfeeding rates for all families. Every baby deserves to receive human breast milk and IBCLCs are doing their part to make a positive change.

B-CP: Diversifying Breastfeeding Support for Culturally Congruent Care
Sherry Payne, Uzazi Village

B-ADV: Realizing the Surgeon General's Call to Action: A Model Employee Program
Diane Spatz
Model employee breastfeeding support and outcomes

B-ADV: Lactating Employees: The Business Case for Supporting Breastfeeding Mothers in the Workplace
Latha Srinivasan
Pumping It Up In the Workplace: The Business Case For Supporting Lactating Employees: Why should employers support breastfeeding mothers in the workplace? Learn why and how to develop workplace policies and a corporate culture that encourage and support breastfeeding mothers in the workplace and create a stronger, more loyal and productive workforce as a result.

B-ADV: Supporting Nursing Moms at Work: New National Tools
Cathy Carothers and Ursuline Singleton, Office on Women's Health; Every Mother, Inc.
There HAS to be an easier way! Many breastfeeding women returning to work after maternity leave in the U.S. find that the challenges are great. Despite increasing breastfeeding initiation rates, many women stop breastfeeding or begin formula supplementation when they return to work. The Affordable Care Act passed in 2010 provides protection for working women who are breastfeeding; however, the business community has been slow to respond, citing the need for creative space solutions to make it work in difficult work environments such as retail stores, restaurants, manufacturing plants, schools, and other settings. To address the challenges of hourly workers covered under the ACA, the HHS Office on Women’s Health has created a comprehensive array of innovative new resources for employers and local advocates to showcase creative solutions. This session will introduce these new resources and provide strategies for using them to build partnerships with the business community.
B-R&I: Working within Insurance Constraints
Beverly Curtis, National Breastfeeding Center

B-R&I: Affordable Care Act Opportunities for Women’s Preventive Services
Anne DiBiasi, Trust for America’s Health

B-R&I: The Affordable Care Act: Its Impact on Sustainability for a Community Breastfeeding Center
Kaye Lidolph and Ann Seacrest, Nebraska Breastfeeding Coalition
The Affordable Care Act is impacting how IBCLCs deliver care to mothers in the outpatient setting and how mothers are accessing breast pumps for problem solving or returning to work. MilkWorks, a non-profit community breastfeeding center, has developed new strategies for sustainability based upon the relationships they have developed with insurance plans following the implementation of the ACA. These strategies may be of assistance to other organizations and programs who provide breastfeeding services to families outside the hospital setting.

C-G&L: Breastfeeding Support in Indian Country
Camie Jae Goldhammer, Native American Breastfeeding Coalition of Washington

C-G&L: Breastfeeding Advocacy: Empowering and Developing Cultural Coalitions
Shantae Johnson, African American Breastfeeding Coalition of Oregon
Come gain perspectives on the development of the African American Breastfeeding Coalition in Oregon, a personal journey as told by Shantae Johnson, a WIC breastfeeding peer counselor, advocate and Breastfeeding Coalition of Oregon Board Member. The session will engage participants in Interactive movement, exercises and tools to use to build a strong cultural coalitions. Group Discussion and brainstorm focused on how to identify local partners in coalition building to further reach and impact to improve breastfeeding rates and duration.

C-G&S: A New Strategic Framework
Amelia Psmythe, United States Breastfeeding Committee

C-G&S: Setting True North Metrics
Shannon Polk, Michigan Breastfeeding Network

C-G&S: A New Day, A New Way
Claire Eden, Georgia Breastfeeding Coalition

C-IP: Partnership and Systems Building for Breastfeeding Support: Lessons Learned from the Texas Mother-Friendly Worksite Policy Initiative
Julie Stagg, Texas Department of State Health Services
Insufficient workplace lactation support poses the leading barrier to breastfeeding for working mothers, who have lower rates of breastfeeding initiation, duration and exclusivity and are less likely to meet their own breastfeeding goals than non-employed mothers. Low-income women are most likely to face workplace barriers and to return to work early. The Fair Labor Standards Act now includes employer requirements for worksite
lactation. Infrastructure for dissemination and implementation of the requirements is lacking. This presentation will discuss how social marketing principles can be used to develop strategic partnerships and build sustainable systems to implement structural changes that increase breastfeeding support. The Texas Mother-Friendly Worksite Policy Initiative, a nationally recognized practice-tested initiative, will provide an illustrative model for applying these principles in action.

C-IP: Baby Wearing in a Man’s Profession: Building Bridges to Breastfeeding in the Workplace
Tammy Thompson and Qena McCarty, Institute for Patient-Centered Design, Inc.
Although patients in the Neonatal Intensive Care Unit can receive life sustaining benefits from breast milk, it can be a difficult place to establish breastfeeding. Numerous factors present barriers, including the infant’s medical condition, lack of sufficient breastfeeding support and separation of the mother-baby couplet, to name a few. While “rooming-in” of the mother and baby is advised in the steps to achieve Baby Friendly Hospital status, many families are separated from their infants due to the design of the unit. This session presents the results of a simulation lab research project that examined strategies for facilitating breastfeeding through the design of NICU spaces. Participants will see photographs and video clips of simulation activities; and learn about the evidence that enables design accommodations to support breastfeeding. Attendees will learn how to communicate the needs of NICU patients and their mothers to effectively work for better breastfeeding accommodations in the hospital.

C-IP: Healthy Maternity Policies in the Workplace: Measuring the Impact of the Bring Your Infant to Work Program on Breastfeeding Rates
Lindsey Dermid-Gray, Nevada Statewide Breastfeeding Program
Returning to work poses a large barrier to continued breastfeeding, making it difficult for many women to meet their breastfeeding goals. Breastfeeding Coalitions can help bridge the gap between work and home by promoting and supporting healthy maternity workplace policies. Members can serve as mentors for businesses who are considering implementing such policies which range from lactation rooms to a Bring Your Infant to Work Policy.

C-CP: Assisting Hospitals To Achieve Baby-Friendly Designation
Trish MacEnroe and Jennifer Matranga, Baby-Friendly USA
If you or your organization is working to assist hospitals with adopting evidence based practices that support improving maternity care practices and achieves Baby-Friendly designation this is the workshop for you. “Helper Groups” or “Technical Assistance Organizations” are vital to generating interest in the BFHI among key hospital personnel and encouraging/supporting the hospital through the change process. This workshop will focus on the role of helper organizations and the many ways they may assist facilities. It will also include a discussion of what is and is NOT required for Baby-Friendly designation, use of the term ‘Baby-Friendly’ and how to work with Baby-Friendly USA.

C-CP: Continuity of Care Connections: Examples of Success
Julie Hamilton, Tennessee Breastfeeding Coalition
Have you wished you had tools to evaluate your community and all who reach moms prenatally? Wished there was a checklist or rating system to help you and your team know what’s most important and then help you
evaluate opportunities to improve? You've probably heard about the Continuity of Care Connections projects - now you can review ideas for possible adaptation into your coalition. From events that pulled in new advocates for moms and babies to a newly formed coalition you will hear ideas that will help you increase the connections where moms can receive information and get help. Examples include cross-marketing breastfeeding classes, breastfeeding resources brochures (info gathered and produced) and much more. Attendees will see how to do this project in phases from the initial research phase to the first ideas presentations, how to work with what the facilities choose and the final work.

**C-CP: Stepping Up Your Baby Friendly Game: Building Momentum Through Community Partnerships**
Janice Ballou and Christine Wiseman, Reba Godfrey & Linda Jackson, Parkland Health & Hospital System; Methodist Dallas Medical Center; Methodist Charlton Medical Center of Dallas; City of Dallas WIC
Step up your baby friendly game. On the Baby Friendly journey, hospitals may find it challenging to provide the hands-on portion of the mandatory education. Three hospitals in Dallas, Texas collaborated with the City of Dallas WIC program to provide a unique training experience for their staff. Learn how to develop a innovative and interactive practicum that satisfies the clinical supervised experience of Baby Friendly Hospital Designation.

**C-ADV: Multi-Strategy Plan for Statewide Baby-Friendly Implementation**
Robbie Gonzalez-Dow and Karen Peters, California Breastfeeding Coalition
This workshop will provide participants with information and tools on specific strategies utilized in California to create a wave of change for statewide support for the implementation of the Baby-Friendly Hospital Initiative. Practical tips for implementation will address: 1) fostering coalitions, consortia and networks, 2) promoting community education through media advocacy 3) changing organizational practices, and 4) influencing policy and legislation).

**C-ADV: Breastfeeding Legislation 101**
Debrah Trankel, Debrah Trankel
Tools of the Trade for Advocacy, Policy and Legislation. Overview of advocacy, policy, and legislation. Our roles at an organizational, local, state, and national...global level! Practice your law-making skills!

**C-R&I: Let’s Talk Breastfeeding: WKKF First Food Message Guide**
Kara Palmer, Pyramid Communications

**D-G&L: Getting to Results and Impact with Strategic Engagement, Common Agenda and Trust Building**
Liz Weaver, Tamarack Institute

**D-G&S: The Border Experience**
Rosalba Ruiz- Holguin, Binational Breastfeeding Coalition
Come learn the initial stages of a binational effort to improve breastfeeding practices along the United States Mexico Border
D-G&S: Latinas and Breastfeeding
Lorena Gonzalez, Urban Strategies

D-IP: Collaboration between NC Breastfeeding Coalition, NC State University, and UNC Chapel Hill: Organizations with Common Goals
April Fogleman and Catherine Sullivan, North Carolina Breastfeeding Coalition
Collaboration between the North Carolina Breastfeeding Coalition (NCBC), North Carolina State University (NCSU), the University of North Carolina at Chapel-Hill (UNC), and the Human Milk Banking Association of North America (HMBANA) has helped to increase the mission of NCBC, which is to protect and promote breastfeeding in the state of North Carolina. The presentation will focus on how the collaborations were established and how they have successfully worked together, as well as the opportunities for improvement and lessons learned.

D-IP: Listening and Learning: What Men Know, Think and Feel About Breastfeeding
Michele Vancour, Connecticut Breastfeeding Coalition
Responding to the SGCTA, the Connecticut Breastfeeding Coalition conducted six focus groups with approximately 60 men to examine their perceptions of breastfeeding. Focus group items were created around the key barriers to breastfeeding outlined in the SGCTA: lack of knowledge, lactation problems, poor family and social support, social norms, embarrassment, employment and child care, and health services. The results demonstrate areas around which a targeted social marketing campaign can be designed to promote breastfeeding in Connecticut.

D-CP: Building and Sustaining Coalitions and Why They Matter
Tina Cardarelli, Indiana Breastfeeding Coalition @ Indiana Perinatal Network
In this session we will discuss why breastfeeding coalitions matter and how to develop coalitions that matter and make a difference. We will review both the evolution of growing a new coalition as well as what to do to once you have built them to keep them vibrant and productive. A variety of topics will be discussed, such as: techniques for running effective meetings, mentoring and developing strong leaders, how to harness the group’s passion and interest into your projects and ideas for recruiting and retaining members. The goal of this session is to learn new ways to keep your groups on track, avoiding common pitfalls all while getting things done and having fun.

Karen Peters, BreastfeedLA

D-CP: Helping New Mexico Breastfeed
Cindy Chavez, New Mexico Breastfeeding Taskforce

D-ADV: Roadmap to a Bag-Free State: North Carolina’s Strategy for Eliminating Formula Discharge Bags from Maternity Care Facilities
Kathy Parry and Emily Tayor, North Carolina Breastfeeding Coalition
Currently, there are 2 states that have achieved 100% formula discharge bag-free status among birthing facilities in the state. North Carolina is making considerable progress toward becoming the third, with 84% of live births in
the state taking place at bag-free maternity care facilities. In this presentation, the presenters will describe in detail the North Carolina Coalition’s approach, including initial conceptualizing of the broad plan, creation of the Golden Bow Award, provision of a toolkit to state birthing facilities, and the utilization of students to ensure continuity of support and accuracy of records over time. The toolkit will be made available to participants. Our goal is to enable other coalitions to embark on similar journeys to assist hospitals in their states to ban the bags.

D-ADV: Airport Advocacy: Research, Evidence and Legislative Advocacy to Support Breastfeeding/Pumping Mothers Utilizing Airports

Joan Ortiz and Genevieve Colvin, Breastfeed LA: the Breastfeeding Task Force of Greater Los Angeles
Breastfeeding women who travel, whether for work or personal business, often find that airports do not provide appropriate accommodations in which to express breast milk. Travel delays and TSA requirements to arrive early, increase the likelihood that a breastfeeding mother separated from her baby will require reasonable accommodations in which to express milk while at an airport. This presentation will highlight research regarding availability and accessibility of lactation accommodations in 100 US airports, provide information on laws that support a mandate for lactation accommodations in airports and provide an example of state legislative advocacy.

D-ADV: Expanding the Vision in New York State

Susan Vierczhalek and Theresa Landau, & Karen Hylton-McGuire, New York State Breastfeeding Coalition
Expanding the vision in NY has required flexibility and creativity in responding to the changing needs of our diverse cities, regions and state. Among the highlights, The New York City Leadership Council (NYCBLC), the largest regional coalition in the state conducts an annual Provider Forum and WBW Subway Caravan which celebrates families and advocates and has attracted politicians and press. The NYSBC, a coalition of coalitions modified to work most effectively in NY, partners with the NYSDOH on a variety of projects including Hospital BF Quality Improvement and the NYS Prevention Agenda. Committees have been formed in order to invite more participation from individual members. NYSBC partnered with NYSDOH and the State University School of Public Health to create an online course targeted to hospital based providers in response to the needs of rural hospitals. Programs to reduce the high rate of formula supplementation in hospitals have been developed. Plans include a statewide celebration of the 20th anniversary of the NY civil rights law protecting the right to BF in public.

D-R&I: Using CDC Reports and Data for Coalitions to Prioritize Action and Scale Outcomes in Breastfeeding Support

Kelley Scanlon and Katherine Shealy, Centers for Disease Control & Prevention
How is your coalition poised to manage to outcomes and move the needle on breastfeeding rates in your state? Learn ways you can use data to make the case, support your cause and fulfill your mission! In this engaging and interactive session, you will partner with CDC data mavens and get hands-on experience working on real life scenarios utilizing data from various sources. Learn how to hear the needs of your communities in new ways, explore new opportunities, and transform data into actionable ideas.
Conference Objectives

- Develop leaders with knowledge and skills in coalition building and the formation and management of public health collaborations and partnerships, to address state/local contexts and build the necessary infrastructure for success, including:
  - Refine the skills of experienced coalition leaders and develop the skills of new (or emerging) coalition leaders;
  - Emphasize innovative partnerships and cross-sector collaborations, guided by the framework and five conditions of Collective Impact; and
  - Provide a community platform for intentional practice, including collective seeing, learning, and doing, to maximize effectiveness.
- Provide a forum for the sharing and exploration of best practices and lessons learned to enhance impact of coalitions’ work to implement the strategies of The Surgeon General’s Call to Action to Support Breastfeeding, especially in the sections on Communities, Health Care, Employment, and Public Health Infrastructure.
- Develop capacity and commitment to achieve racial equity in breastfeeding support, including skills to identify and support policy strategies to transform structural inequity and exclusion into structural fairness and inclusion.

Conference Attendee List

Breastfeeding is “green,” and so is the USBC conference! The conference attendee list is provided electronically. Visit the link below to look up other attendees from your state, search by name, or to view and update your own information. Please be assured that your information is being pulled dynamically from our secure database each time you search: it is not accessible to search engines or able to be “mined” by spammers.

www.usbreastfeeding.org/2014-NBCC-attendees

Conference Presentations and Handouts

All presentations and handouts will be posted on the conference website after the conference. We will also send a notification e-mail to conference attendees when the archive is available.

www.usbreastfeeding.org/2014-NBCC

Online Attendee Message Board

This online tool can be used to connect with other attendees: be sure to include your name and contact info for how others can reach you. Please note: Inclusion of an item on the Attendee Message Board does not imply endorsement or support of such item by USBC, unless specifically noted.

http://www.usbreastfeeding.org/nbcc-msg-board
2014 Conference Program Committee

Kimarie Bugg (Co-Chair)
Reaching Our Sisters Everywhere (ROSE)
USBC Board member

Emily Taylor
USBC Board liaison to Coalitions Committee

Carol MacGowan
Centers for Disease Control and Prevention

Ruth Wilf
Coalition for Improving Maternity Services

Karen Peters
BreastfeedLA
West Pacific Alternate Regional Rep

Marsha Walker
National Alliance for Breastfeeding Advocacy: REAL

Helen Dimas
HealthConnect One
Midwest Alternate Regional Rep

Brenda Bandy (Co-Chair)
La Leche League International
Mountain Plains Alternate Regional Rep

Sahira Long
DC Breastfeeding Coalition

Rani Madhavapeddi Patel
Tribal Regional Rep

Katherine Shealy
Centers for Disease Control and Prevention

Jennifer Matranga
Baby Friendly USA

Linda Jackson (Coalitions Committee Chair)
Southwest Regional Rep

Christine Lundberg
Midwest Regional Rep
Breakfast Table Topics

Breakfast table topics (BTTs) will be presented on both Sunday and Monday from 7:00 – 8:00 a.m. BTTs are intended to be informal presentations with group discussion/interaction. Please review the list of topics below: the number next to each topic will correspond to a sign on the table where that topic will be held. You may want to choose two or three topics that interest you each day, in case your first choice is full. All topics are repeated both days unless otherwise noted. Grab your breakfast from the buffet and join a table!

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**Topic # 1: South Dakota Strengthening Connections**  
Molly Meehan-Rasby, South Dakota Breastfeeding Coalition  
Listening to South Dakota Breastfeeding Coalition’s presentation on how partnerships move the common agenda forward (i.e., increasing breastfeeding initiation and duration in your state,) will start you thinking of your local/regional/ and state partners. What are the best ways to develop relationships and use different groups? Hopefully South Dakota will give you new ideas for those critical partnerships.

**Topic # 2: “Black Women Do Breastfeed: Overcoming the Obstacles”**  
Nia Williams-Myles, Tannyka Coleman, and Saundra Jackson, SMILE (Start More Infants Living Equally Healthy)  
The African American Health Program Department of Health and Human Services Montgomery County, Maryland  
The African American Health Program of Montgomery County, Maryland, through its SMILE program for pregnant and post-partum African American women and women of African descent, has achieved significant success in encouraging its clients to breastfeed. Nurses from the program will describe their approach to breastfeeding education, present case histories demonstrating both resistance to and acceptance of breastfeeding by their clients, and discuss how they successfully overcame obstacles. Participants will have the opportunity to present challenges they have encountered and discuss approaches that are particularly appropriate for African American women and women of African and Caribbean descent.

Holly Dingman, Nebraska Breastfeeding Coalition, in partnership with Nebraska Department of Health and Human Service, Nutrition & Activity for Health Program, and the Gretchen Swanson Center for Nutrition  
Following the Surgeon General’s Call to Action, a multicomponent evaluation was designed to assess professional lactation support across Nebraska. The evaluation included an assessment of training needs and policy implementation that support breastfeeding initiation and duration. Primary data was collected from Maternity Care Nurses, Lactation Consultants, and Primary Care Providers. Secondary data analysis included analysis of the mPINC data set, comparing urban and rural settings. Results are being utilized to address the gaps in professional lactation support in rural Nebraska and are driving the Nebraska Breastfeeding Coalition training activities.
Topic # 4: Infant Massage Promotes Breastfeeding
Cynthia Anne-Richey Vella and Elizabeth Sullivan, New England Mothers First
Mothers and babies challenged by lactation problems or NB feeding difficulties often are observed to have delayed or difficult bonding. When infant massage education is presented as a therapeutic option, bonding with baby becomes more enhanced. When bonding is more enhanced, breastfeeding problems resolve more easily and less postpartum depression symptoms are experienced. Thereby, better breastfeeding, better bonding, better growth for a better family is perceived by all. "Touch can change the world one baby at a time."

Ellen Tolan and Melissa Bartick, Massachusetts Breastfeeding Coalition and The Department of Public Health
The Massachusetts Breastfeeding Coalition and the Massachusetts Department of Public Health have a strong history in promoting and supporting Breastfeeding. Our recent collaborative efforts have increased visibility and show a potential for growth on the national level. We are excited to share two recent projects, “The Massachusetts Baby-Friendly Collaborative” and “ZipMilk”. These two projects have helped us energize partners in our state to promote and support breastfeeding.

Topic # 6: State Public Health Nutritionists can assist your State Breastfeeding Coalition with policy, strategies and programs
Suzanne Haydu and Robin Stanton, Association of State Public Health Nutritionists (ASPHN)
Public health nutritionists are the professionals trained to facilitate change around healthy eating. State Public Health Nutritionists are perfect partners for State Breastfeeding Coalition Campaigns. Many state Public Health Nutritionists are members of the Association of State Public Health Nutritionists (ASPHN). ASPHN develops leaders in public health nutrition who strengthen policy, programs and environments making it possible for everyone to make healthy food choices and achieve healthy, active lifestyles. ASPHN members have access to multiple tools to support community development of services, such as: The Role of Nutrition in Infant Mortality Cornerstones of a Healthy Lifestyle: Blueprint for Nutrition & Physical Activity, 2nd Ed Improving the Nutritional Well-Being of Women, Children and Families Role of the Public Health Nutritionist in Obesity Prevention

Topic # 7: Building Up Businesses That Support Breastfeeding: Why It Is Important and How To Do It
Jennifer Pitkin, Elisabeth Neighbors, and Jonathan Goldfinger, Family Friendly Business Initiative
Family Friendly Business Initiative is committed to working with businesses of all sizes to provide a welcoming attitude and environment for nursing families. In order to do this effectively, all employees must be trained and policies and education regarding breastfeeding must be in place. When a business has an issue with a nursing mother, Family Friendly Business has consultants available to work with these businesses to rectify the situation, and update or reinforce the policy and education of staff at all levels. Furthermore, they help them to re-market and advertise themselves as family friendly to be seen in a more positive light with families and employees. Family Friendly Business uses advanced technology, through latchME, to locate and support businesses and mothers, and connect them to one another.
Topic # 8: Reaching moms prenatally: Best Baby Shower and Breastfeeding Presentation (Sunday only)
Julie Hamilton, Nashville (Tennessee) Breastfeeding Coalition and Julie's Village
Health agencies, research, and our guts tell us we have to reach moms prenatally with breastfeeding education. The challenge is determining how much education is needed, what is the best point in time for the education and what is the best delivery. The Best Baby Shower is one prenatal intervention example of bringing moms and support organizations together in an exciting event using theories of human behavior change such as role-play, training the support persons, honoring the dads-to-be, telling stories and a mental/visual field trip. Come to this presentation to learn how we attract all moms to attend and how we make sure attendees leave the event feeling more prepared and with increased confidence to meet their breastfeeding goals. The Best Baby Shower is an excellent companion to a community's Baby Friendly efforts.

Topic # 9: The Sip and See: Connecting all who serve moms prenatally (Monday only)
Julie Hamilton, Nashville (Tennessee) Breastfeeding Coalition
If you've tried to think of how to encourage not just OBs but also maternity boutique managers, prenatal yoga instructors, and baby gift retail store owners to learn about skin-to-skin and rooming in and be a distribution point for breastfeeding resources information then you'll be excited to learn about the Sip and See events you can do back home. Attendees at this breakfast table topic will gain insight on how to produce events to bring together all who serve moms prenatally. Ideas and guidance will include venue selection, catering selection, partnerships, timing, speakers and options for different budget levels. Attendees will receive a copy of the Nashville Breastfeeding Coalition's messaging and resources event presentation to use and improve upon. Bonus: Attendees can also expect guidance and encouragement on producing (and when not to print 5,000 copies!) a community breastfeeding resources brochure (includes a special calendar feature).

Topic # 10: Not the Usual Suspects
Julie Ware, Shelby County Breastfeeding Coalition
Shelby County, Tennessee, has very low breastfeeding rates, as well as a large disparity in breastfeeding among African Americans, along with extremely increased adverse health outcomes of obesity, infant mortality, diabetes, and poverty. Through an active and vibrant breastfeeding coalition, many community partners working toward improving the health of the community have been engaged to help spread the importance of breastfeeding beyond the usual breastfeeding promotion and advocacy groups. Through these innovative partnerships and collaborations, breastfeeding initiation rates in Shelby County have doubled in 8 years, in the African American population, and the importance of breastfeeding has penetrated the community at all levels: government, faith-based groups, physicians, training programs, obesity programs, early intervention programs, infant mortality initiatives, and more.

Topic # 11: Breastfeeding in the Neonatal Intensive Care Unit: Baby Friendly by Design
Tammy Thompson and Qena McCarty, Institute for Patient-Centered Design, Inc.
Although patients in the NICU can receive life sustaining benefits from breast milk, the Neonatal Intensive Care Unit (NICU) can be a difficult place to establish breastfeeding. Numerous factors present barriers to breastfeeding, including the infant’s medical condition, lack of sufficient breastfeeding support and separation of
the mother-baby couplet, to name a few. While “rooming-in” of the mother and baby is advised in the steps to achieve Baby Friendly Hospital status, many families are separated from their infants due to the design of the unit. This session presents the results of a simulation lab research project that examined strategies for facilitating breastfeeding through the design of NICU spaces. Participants will see photographs and video clips of simulation activities; and learn about the evidence that enables design accommodations to support breastfeeding. Attendees will learn how to communicate the needs of NICU patients and their mothers to effectively work for better breastfeeding accommodations in the hospital.

**Topic # 12: Creating a Baby-Friendly District of Columbia**
Mudiwah Kadeshe and Carol Ryan, DC Breastfeeding Coalition
CTG-funded project designed to increase the number of facilities in Washington, DC working toward Baby-Friendly Designation in areas of the city with the highest rates of poverty and minorities.

**Topic # 13: Developing a Sustainable Clinical Skills Training Model**
Carol Ryan and Mudiwah Kadeshe, DC Breastfeeding Coalition
Review a model of teaching clinical lactation skills for perinatal staff from multiple and/or individual birthing facilities in a sustainable fashion.

**Topic # 14: Build the Bridge: Support the Sleep and Breastfeeding Goals of a Family**
Teresa Stewart, Infant/Toddler Sleep Consultant
There are two common concerns of every new mother: "Is my baby eating enough?" and "How can I get my baby to sleep more?" These questions often come with a lot of pressure, emotions and expectations. Trusted breastfeeding support is critical to a new mother to help the family achieve their breastfeeding goals. Just as important to provide to the family is trusted sleep support. Many families perceive sleep and breastfeeding as barriers to one another. This session will educate breastfeeding professionals on the basics of infant sleep, review different sleep methods, and focus on strategies that can help a family achieve both their sleep and breastfeeding goals. Forming partnerships between breastfeeding counselors/ advocates/ lactation consultants and sleep consultants and educators will help advance the Surgeon General's call to action in the communities and help strengthen families.

**Topic # 15: The Breastfeeding Police - Who To Turn To When You're the Target of Breastfeeding Discrimination**
Kate Devon-Abra Frederick, The Rustik Baby Project
There isn't just one applicable breastfeeding law to enforce or just one central enforcement agency to call, such as the fictional "Breastfeeding Discrimination Police." Participate in this roundtable discussion with Kate Frederick of the Rustik Baby Project, who filed an employment discrimination complaint with the EEOC and the Human Rights Commission. This presentation will explain how the Rustik Baby Project is countering discrimination and helping families, by highlighting the multiple federal and state level agencies that one would need to contact for recourse. Most importantly, several organizations that offer emotional support and lactation counseling such as Breastfeeding USA, will be represented.
Poster Presentations

Poster # 1: Just in Time: Breaking Barriers to Breastfeeding
Tala Hooban, Administration for Children & Families / Office of Human Services Emergency Preparedness & Response
The purpose of this poster is to disseminate just in time information about safe infant feeding practices and support during and post disaster.

Poster # 2: Leveraging the ACA and Title V to Build Innovative Collaborations in Breastfeeding Promotion
Piia Hanson and Leah Broadhurst, Association of Maternal & Child Health Programs
This poster will provide an overview of the innovative efforts of five states to implement the ACA’s breastfeeding promotion provisions including the Maternal, Infant, and Early Childhood Home Visiting Program with an emphasis on the innovative partnerships that were formed among public health departments, breastfeeding coalitions and other state agencies that are not normally involved in implementation of public health programs and support those most in need.

Poster # 3: Creating a Baby-Friendly District of Columbia
Mudiwah Kadeshe and Carol Ryan, DC Breastfeeding Coalition
CTG-funded project designed to increase the number of facilities in Washington, DC working toward Baby-Friendly Designation in areas of the city with the highest rates of poverty and minorities.

Poster # 4: The New York City Breastfeeding Hospital Collaborative: Building a Baby-Friendly City
Marta Kowalska and Lorraine Boyd, New York City Department of Health and Mental Hygiene
Employing the Institute for Healthcare Improvement (IHI) Breakthrough Series Collaborative model and the Baby-Friendly 4-D Pathway, The New York City Breastfeeding Hospital Collaborative initiative seeks to build partnerships and facilitate peer-to-peer learning among 16 hospitals and one birthing center, through technical assistance and outreach via in-person meetings, conference calls, webinars and an online data Extranet, with the aim of assisting at least 10 NYC maternity facilities to become designated as WHO/UNICEF Baby-Friendly by September 2016.

Poster # 5: Building Up Businesses That Support Breastfeeding: Why It Is Important and How To Do It
Jennifer Pitkin, Elisabeth Neighbors, and Jonathan Goldfinger, Family Friendly Business Initiative
Family Friendly Business Initiative is committed to working with businesses of all sizes to provide a welcoming attitude and environment for nursing families. In order to do this effectively, all employees must be trained and policies and education regarding breastfeeding must be in place. When a business has an issue with a nursing mother, Family Friendly Business has consultants available to work with these businesses to rectify the situation, and update or reinforce the policy and education of staff at all levels. Furthermore, they help them to re-market and advertise themselves as family friendly to be seen in a more positive light with families and employees.
Family Friendly Business uses advanced technology, through latchME, to locate and support businesses and mothers, and connect them to one another.

Poster # 6: Text Messaging: An Intervention to Increase Breastfeeding Post Hospital Discharge
Brea Loewit, Robinson Memorial Hospital
This project explores how text messaging can be used as an innovative tool for education and support for breastfeeding women post hospital discharge. Timed push messages are sent to participants based on their infant’s age. Push messages contain content identified by the United States Breastfeeding Committee as common concerns and barriers to continued breastfeeding. Project participants may text with an IBCLC at any time for additional breastfeeding help. This project is applicable to hospitals as well as community agencies like WIC who want to increase education and support for breastfeeding women in their communities.

Poster # 7: Bridging the Gap Transforming NICU pumping moms into breastfeeding moms
Donna Warr, none
Bridging the gap—transforming NICU pumping moms into breastfeeding moms. The goal of a NICU mom achieving exclusive breastfeeding is a process that requires support and empowerment throughout the NICU stay. This would require development and planning using the latest evidence base practice and research. Promote growth in the breastfeeding program by encouraging a systemic approach. Continuing education for staff should increase knowledge to the level of providing consistent information to breastfeeding families. In a diverse practice setting cultural sensitivity is necessary to implement care in an acceptable manner. The availability of a Lactation Consultant would assist in the collaboration of the health care team. An IBCLC can provide strategies to support the mother in reaching her breastfeeding goal.

Poster # 8: Not the Usual Suspects
Julie Ware, Shelby County Breastfeeding Coalition
Shelby County, Tennessee, has very low breastfeeding rates, as well as a large disparity in breastfeeding among African Americans, along with extremely increased adverse health outcomes of obesity, infant mortality, diabetes, and poverty. Through an active and vibrant breastfeeding coalition, many community partners working toward improving the health of the community have been engaged to help spread the importance of breastfeeding beyond the usual breastfeeding promotion and advocacy groups. Through these innovative partnerships and collaborations, breastfeeding initiation rates in Shelby County have doubled in 8 years, in the African American population, and the importance of breastfeeding has penetrated the community at all levels: government, faith-based groups, physicians, training programs, obesity programs, early intervention programs, infant mortality initiatives, and more.

Poster # 9: A Proposal to Increase Breastfeeding Duration of Low-Wage Working Women
Marti Copleman and Jay L.A. Bastien, Worksites for Wellness
While images of lactation rooms on the web often portray women who work in modern offices, in fact many women work in non-traditional venues: construction sites, on public transportation, in motor vehicles, and in tiny bodegas, commercial, residential or industrial areas where few facilities exist that provide realistic places to express breast milk safely and hygienically. The presenters propose an innovative strategy to encourage community-based organizations (CBOs), alone or by partnering with a variety of other CBOs (plus, e.g.,
politicians' district offices and public buildings, such as parks department buildings) to establish public lactation rooms for working women in the broader community (not just for their own employees, the prevailing paradigm), and to encourage pregnant and postpartum women who work in low-wage jobs where they have little leverage to make demands for such spaces, to breastfeed and not wean when they start or return to work, by using such facilities.

Poster # 10: Development and Implementation of a Medical Student Breastfeeding Curriculum to Improve Skills and Confidence in Supporting Breastfeeding
Candice Dawes, Children's National Medical Center
With the Surgeon General's call to action to support breastfeeding, the Healthy People 2020 objectives call for an increase in breastfeeding rates. A significant impact can occur if health care providers are supportive in this endeavor. With the paucity of breastfeeding education in medical school as well as residency, the AAP developed a breastfeeding curriculum to help fill this gap. With the hopes of improving confidence and skills to help promote breastfeeding, this can be extended to medical students as well.

Poster # 11: Reaching moms prenatally: Best Baby Shower and Breastfeeding Presentation
Julie Hamilton, Nashville (Tennessee) Breastfeeding Coalition and Julie's Village
Health agencies, research, and our guts tell us we have to reach moms prenatally with breastfeeding education. The challenge is determining how much education is needed, what is the best point in time for the education and what is the best delivery. The Best Baby Shower is one prenatal intervention example of bringing moms and support organizations together in an exciting event using theories of human behavior change such as role-play, training the support persons, honoring the dads-to-be, telling stories and a mental/visual field trip. Come to this presentation to learn how we attract all moms to attend and how we make sure attendees leave the event feeling more prepared and with increased confidence to meet their breastfeeding goals. The Best Baby Shower is an excellent companion to a community's Baby Friendly efforts.

Poster # 12: The Sip and See: Connecting all who serve moms prenatally
Julie Hamilton, Nashville (Tennessee) Breastfeeding Coalition
If you've tried to think of how to encourage not just OBs but also maternity boutique managers, prenatal yoga instructors, and baby gift retail store owners to learn about skin-to-skin and rooming in and be a distribution point for breastfeeding resources information then you'll be excited to learn about the Sip and See events you can do back home. Attendees at this breakfast table topic will gain insight on how to produce events to bring together all who serve moms prenatally. Ideas and guidance will include venue selection, catering selection, partnerships, timing, speakers and options for different budget levels. Attendees will receive a copy of the Nashville Breastfeeding Coalition's messaging and resources event presentation to use and improve upon. Bonus: Attendees can also expect guidance and encouragement on producing (and when not to print 5,000 copies!) a community breastfeeding resources brochure (includes a special calendar feature).

Poster # 13: Baby Wearing in a Man's Profession: Building Bridges to Breastfeeding in the Workplace
Tammy Thompson and Qena McCarty, Institute for Patient-Centered Design, Inc.
The Neonatal Intensive Care Unit (NICU) can be a difficult place to establish breastfeeding. Numerous factors present barriers to breastfeeding, including the infant’s medical condition, lack of sufficient breastfeeding support and separation of the mother-baby couplet, to name a few. While “rooming-in” is advised in the steps to achieve Baby Friendly Hospital status, many families are separated from their infants due to the design of the NICU. Institute for Patient-Centered Design, a nonprofit organization that provides education and advocacy for patients in the design of healthcare facilities, is in the midst of an eye-opening project that raises awareness on the importance of breastfeeding in the NICU. This project, entitled the Patient & Family Centered NICU commenced in 2013 by working with a team of neonatologists, nurses, researchers, designers, and NICU families in order to identify the needs of NICU patients and families and find solutions for addressing their needs through design. A full scale model of a NICU space was constructed in order to test the design strategies and allow real NICU mothers, NICU nurses, neonatologists and lactation consultants to demonstrate their needs within the space, inspiring better design to ultimately improve breastfeeding outcomes. This poster will review the NICU project, including the evidence gathered by the research team, and the lessons learned to improve facility accommodations in the NICU, providing a supportive space for breastfeeding. The goal of this session is to empower lactation professionals to seek necessary accommodations for providing breast milk to NICU patients and the support that mothers need to continue breastfeeding well after discharge.

Poster # 14: Breastfeeding in the Neonatal Intensive Care Unit: Baby Friendly by Design
Tammy Thompson and Qena McCarty, Institute for Patient-Centered Design, Inc.

Although patients in the NICU can receive life sustaining benefits from breast milk, the Neonatal Intensive Care Unit (NICU) can be a difficult place to establish breastfeeding. Numerous factors present barriers to breastfeeding, including the infant’s medical condition, lack of sufficient breastfeeding support and separation of the mother-baby couplet, to name a few. This poster presents the results of a simulation lab research project that examined strategies for facilitating breastfeeding through the design of NICU spaces. Participants will see photographs and video clips of simulation activities; and learn about the evidence that enables design accommodations to support breastfeeding. Attendees will learn how to communicate the needs of NICU patients and their mothers to effectively work for better breastfeeding accommodations in the hospital.

Poster # 15: Build the Bridge: Support the Sleep and Breastfeeding Goals of a Family
Teresa Stewart, Infant/Toddler Sleep Consultant

There are two common concerns of every new mother: “Is my baby eating enough?” and “How can I get my baby to sleep more?” These questions often come with a lot of pressure, emotions and expectations. Trusted breastfeeding support is critical to a new mother to help the family achieve their breastfeeding goals. Just as important to provide to the family is trusted sleep support. Many families perceive sleep and breastfeeding as barriers to one another. This session will educate breastfeeding professionals on the basics of infant sleep, review different sleep methods, and focus on strategies that can help a family achieve both their sleep and breastfeeding goals. Forming partnerships between breastfeeding counselors/advocates/lactation consultants and sleep consultants and educators will help advance the Surgeon General’s call to action in the communities and help strengthen families.

Poster # 16: Developing a Sustainable Clinical Skills Training Model
Carol Ryan and Mudiwah Kadeshe, DC Breastfeeding Coalition
Review a model of teaching clinical lactation skills for perinatal staff from multiple and/or individual birthing facilities in a sustainable fashion.

**Poster # 17: Centralized Online Training of Volunteer Breastfeeding Counselors: A Model for Innovative Partnerships.**
Genevieve Colvin and Rebecca Ruhlen, Breastfeeding USA
Breastfeeding USA’s centralized, online, mostly asynchronous, yet highly interactive training course for volunteer breastfeeding counselors is unique in the lactation world, offering a flexible and effective way to learn the basics of breastfeeding management, solutions for common breastfeeding problems, and strong mother-to-mother counseling skills. Breastfeeding USA seeks to form collaborative partnerships with organizations or agencies who want help developing and delivering their own breastfeeding-support training programs, particularly those that target underserved populations with skilled breastfeeding support.

**Poster # 18: The Breastfeeding Police - Who To Turn To When You’re the Target of Breastfeeding Discrimination**
Kate Devon-Abra Frederick, The Rustik Baby Project
There isn’t just one applicable breastfeeding law to enforce or just one central enforcement agency to call, such as the fictional “Breastfeeding Discrimination Police.” Participate in this roundtable discussion with Kate Frederick of the Rustik Baby Project, who filed an employment discrimination complaint with the EEOC and the Human Rights Commission. This poster presentation will explain how the Rustik Baby Project is countering discrimination and helping families, by highlighting the multiple federal and state level agencies that one would need to contact for recourse. Most importantly, several organizations that offer emotional support and lactation counseling such as Breastfeeding USA, will be represented.

**Poster # 19: Really? Really. Know the facts about breastfeeding.**
Diane Roberts, Nebraska Breastfeeding Coalition, in partnership with Live Well Omaha Kids and Alegent Creighton Health
Really? Really. is a social marketing campaign driven to educate mothers-to-be, their immediate support network as well as health care providers about 1)The Sacred Hour, 2)skin-to-skin and 3) the benefits of breastfeeding.

**Poster # 20: Prenatal Breastfeeding Education - Consistent Evidenced Based Practice**
Jill Martin, Luzerne County Breastfeeding Coalition
The Academy of Breastfeeding Medicine recommends that healthcare providers discuss breastfeeding at each prenatal visit. Luzerne County Breastfeeding Coalition identified vast inconsistencies regarding prenatal breastfeeding education after reviewing results from a community health assessment of 11 Luzerne County OB/GYN offices. This assessment was based on the Academy of Breastfeeding Medicine’s Clinical Protocol #19 “Breastfeeding Promotion in the Prenatal Setting.” While all offices noted that breastfeeding education was discussed at the first prenatal visit, none could provide specifics. Based on these results, the Luzerne County Breastfeeding Coalition planned and developed seven written prenatal handouts. These handouts are to be given out at specific prenatal visits, starting with the initial visit. The goal is to provide consistent, evidence based education and anticipatory guidance that will help promote, protect, and support breastfeeding.
Poster # 21: Professional Lactation Services and Breastfeeding Rates in North Carolina: A GIS Case for Medicaid Reimbursement of IBCLCs
Kathryn Houk, Catherine Sullivan, Ellen Chetwynd, and April Fogleman, North Carolina Breastfeeding Coalition Committee on Reimbursement and Licensure
IBCLCs are certified to evaluate and treat lactation problems, and they have been described as the “only health care professionals certified in lactation care” by the Surgeon General’s “Call to Action to Support Breastfeeding.” IBCLC services have been shown to improve breastfeeding duration and intensity, though IBCLCs are neither available in many settings serving low-income mothers nor financially accessible to those without private insurance. With the unrolling of the ACA, which mandates “comprehensive lactation support and counseling, by a trained provider during pregnancy and/or in the postpartum period” be covered by insurers, the opportunity exists to increase access to IBCLC services for low-income mothers by reimbursing for lactation support services. This poster will present maps created in ArcGIS illustrating the distribution of IBCLCs and other lactation support services across North Carolina to highlight the importance of Medicaid reimbursement for IBCLC services to improve access in underserved areas.

Poster # 22: Case Study: Breastfeeding Coalition Collaboration and Building a Hospital-Affiliated Breastfeeding Center
Cynthia Sears, North Central Florida Breastfeeding Coalition
Breastfeeding coalitions can effect policy-level change in their community through collaborative efforts. The primary mission of the University of Florida (UF) Center for Breastfeeding and Newborns (CBN) is to provide support for breastfeeding families, or families that may be interested in breastfeeding, by offering evidence-based, family-centered, culturally sensitive specialty care in collaboration with existing lactation programs in hospitals and physician’s offices. Established in 2009 to improve family access to outpatient breastfeeding support and support for NICU families, the model was developed by Sandra Sullivan, MD, IBCLC and Mary Ryngaert, ARNP, IBCLC, and funded through grants from the W. K. Kellogg Foundation and The Children’s Miracle Network. Collaboration with the North Central Florida Breastfeeding Coalition allowed the CBN to garner community support and extended influence, bridging the gap between community-based, grassroots breastfeeding promotion, support, and advocacy to the institutional policy-level, allowing broader scope of influence and increased potential for beneficial impact.

Poster # 23: Stepping Up Your Baby Friendly Game: Building Momentum Through Community Partnerships
Janice Ballou, Reba Godfrey, Linda Jackson and Christine Wiseman, Parkland Health & Hospital System/Methodist Dallas Medical Center/Methodist Charlton Medical Center of Dallas/ City of Dallas WIC.
The Baby Friendly Hospital Initiative (BFHI) is an evidence-based program that recognizes the powerful role that hospitals and health care workers play in successful breastfeeding practices. The BFHI path is challenging for hospitals that serve poorer and often less educated families where medical resources are strained. Three hospitals in Dallas, Texas who serve racially and culturally diverse populations are pursuing the Baby Friendly designation. Step ten of BFHI encourages hospitals to partner with community agencies to support women upon hospital discharge. These three facilities have had an established partnership with City of Dallas WIC program.
Step two requires that staff participate in 15 hours of didactic education and 5 hours of clinical education in the area of lactation. The hospitals used an online education program to satisfy the didactic portion of the training. Because a large number of staff needed the clinical training in a short time the WIC Lactation Care Center manager suggested that these hospitals collaborate to provide a supervised clinical workshop. This collaborative effort was supported by leadership at WIC and the three hospitals. More than 850 nurses, WIC peer counselors, lactation consultants, dieticians/nutritionists, midwives, nurse practitioners and physicians have participated in this innovative endeavor. This collaboration has helped achieve the education and community partnership goals of BFHI (Step Ten) and also serves as a model for sharing and conserving health care resources to build healthy communities.

Poster #24: Oregon Inter-tribal Breastfeeding Coalition
Roberta Eaglehorse, OITBC
The Oregon Inter-tribal Breastfeeding Coalition’s mission is to redefine unity to promote, educate, support & respect the diverse Native American community in Oregon; reclaiming breastfeeding and infant first foods.
National Breastfeeding Month 2014

In Six Words...what does breastfeeding mean to you and how can every one of us play a role in supporting breastfeeding?

Stop by the Selfie Station in Sky View to participate in the National Breastfeeding Month campaign launch and receive a BINGO stamp!

In celebration of National Breastfeeding Month, USBC is hosting Breastfeeding in Six Words: A Social Media Campaign. Visit the Selfie Station to make a sign of your Six Words and post a “selfie” photograph on Facebook and/or Twitter. Use the hashtags #NBM14 and #SixWords to connect to the campaign!

Learn more at www.usbreastfeeding.org/nbm

Find USBC on Facebook at www.facebook.com/usbreastfeeding and on Twitter at @usbreastfeeding
Thank you to our Sponsors!

Coffective
www.coffective.com
Coffective is taking a community based approach to help mothers reach their breastfeeding goals. They have a FREE app that prepares families for Baby Friendly Practices.

American College of Obstetricians and Gynecologists
www.acog.org
Founded in 1951 in Chicago, Illinois, ACOG has over 57,000 members and is the nation's leading group of professionals providing health care for women.

Thank you to our Exhibitors!

Baby Friendly USA, Inc.
www.babyfriendlyusa.org
Baby-Friendly USA, Inc. (BFUSA) is the accrediting body and the national authority for the Baby-Friendly Hospital Initiative in the United States.

BIA Marantha

Breastfeeding Outlook
www.breastfeedingoutlook.com
Breastfeeding Outlook is a continuing education provider with a staff dedicated to breastfeeding promotion.

Carolina Global Breastfeeding Institute, University of North Carolina at Chapel Hill
www.cgbi.sph.unc.edu
The Carolina Global Breastfeeding Institute at UNC offers a comprehensive program of research, service to the greater community, and education. Our approach prioritizes the “Three B’s” (Breastfeeding, Birthspacing, Birth).

Coffective, LLC
www.coffective.com
Coffective is taking a community based approach to help mothers reach their breastfeeding goals. They have a FREE app that prepares families for Baby Friendly Practices.
iLactation
www.iLactation.com

Institute for Patient Centered Design, Inc. (IPCD)
www.MomFriendly.org
Institute for Patient-Centered Design and Aqena, Inc. are partners in design development of optimal breastfeeding and milk expression accommodations for the built environment.

International Board of Lactation Consultant Examiners (IBLCE)
www.iblce.org
IBLCE is a non-profit association, dedicated to the highest standards in lactation and breastfeeding care by certifying lactation consultants worldwide. There are close to 27,000 International Board Certified Lactation Consultant (IBCLC) certificants in 96 countries.

JhaZamoraS Publishing, LLC
http://jhazamoraspub.tripod.com/merchandise.html
JhaZamoraS Publishing offers products and services that support health education. Best known for breastfeeding, they also provide resources for nutrition, parenting and community building.

La Leche League USA
www.llusa.org
Mother-to-mother support via group meetings, telephone, email, social media, and conferences. To find an LLL group or Leader near you, to go www.llli.org/webus.html

Lactation Education Resources
www.lactationtraining.com
Lactation Education Resources provides training in breastfeeding and lactation from novice to expert. We are dedicated to providing high quality online lactation management training and educational materials online and onsite.

Lamaze International
www.lamazeinternational.org
Lamaze International is a nonprofit organization that promotes a natural, healthy and safe approach to pregnancy, childbirth and early parenting.

LEAARC
www.leaarc.org
LEAARC grants Approval to courses is also a review committee for academic lactation programs with the Commission on Accreditation of Allied Health Education Programs (CAAHEP).
Limerick, Inc.
www.limerickinc.com
Limerick, Inc. operates the leading national Workplace Lactation Program, and manufactures the patented PJ’s Comfort® breast pump that goes from hospital to home to work.

MomsRising
www.momsrising.org
MomsRising is a nonpartisan, multicultural organization that is building a grassroots movement of people who wish to create a more family-friendly America.

Platypus Media
www.platypusmedia.com
Platypus Media provides materials for healthcare providers, WIC staff, lactation professionals and parents. Our books/booklets and CDs/DVDs promote attachment parenting, breastfeeding and safe infant sleep.

Praeclarus Press
www.praeclaruspress.com
Praeclarus Press publishes books on Women’s Health. Our mission is to change people lives with books that are engaging, beautiful, smart and compassionate. info@praeclaruspress.com

Step2Education
www.step2education.com
Step2 Education delivers affordable, WHO/UNICEF guideline compliant, online Baby Friendly Staff Education to hospitals and health organizations striving for or maintaining their Baby Friendly Accreditation.

The Milk Mob
www.themilkmob.com
The Milk Mob is a nonprofit organization for teachers of breastfeeding. We are dedicated to teaching breastfeeding triage and management skills to other health professionals.

Thermo Fisher Scientific
www.snappiescontainers.com
Snappies Breastmilk Containers: Snappies are ideal for collection, storage and feeding of expressed breastmilk in a single innovative flip-top container. Certified BPA free and compliant with Consumer Product Safety Improvement Act.

U.S. Lactation Consultant Association
www.uslca.org
The United States Lactation Consultant Associations: the professional association for International Board Certified Lactation Consultants, with tools for their practice and for career development.
USBC thanks the following organizations and corporations for their support of the Friends of USBC in 2013:

**Platinum (Annual support $5,000 and up)**
* The Faretheewell Foundation

**Gold (Annual support $1,000-$4,999)**
* American Academy of Nursing
* American College of Osteopathic Pediatricians
* Breastfeeding Center of Pittsburgh
* Fairhaven Health
* International Board of Lactation Consultant Examiners
* National Breastfeeding Center
* National WIC Association

**Silver (Annual support $250-$999)**
* Academy of Nutrition and Dietetics
* American College of Nurse-Midwives
* American College of Obstetricians and Gynecologists
* Association of Maternal & Child Health Programs
* Association of Women’s Health, Obstetric and Neonatal Nurses
* Healthy Children Project
* Human Milk Banking Association of North America
* La Leche League USA
* Maine State Breastfeeding Coalition
* New Jersey Breastfeeding Coalition
* Wellstart International

**Bronze (Annual support up to $249)**
* American Association of Birth Centers
* American Public Health Association
* Coalition for Improving Maternity Services
* Cynthia A. Vella NP LLC
* InJoy Birth & Parenting Education
* International Childbirth Education Association
* Lactation Education Resources, Inc.
* MomsRising
* National Perinatal Association
* Northstar Integrated Health
* Worksites for Wellness
USBC thanks the following organizations and corporations for their support of the Friends of USBC in 2012:

**Platinum (Annual support $5,000 and up)**
- The Faretheewell Foundation

**Gold (Annual support $1,000-$4,999)**
- American Academy of Nursing
- American Academy of Pediatrics
- American College of Osteopathic Pediatricians
- Breastfeeding Center of Pittsburgh
- International Board of Lactation Consultant Examiners
- La Leche League of Manhattan East
- Lamaze International
- National Breastfeeding Center
- National WIC Association
- U.S. Lactation Consultant Association

**Silver (Annual support $250-$999)**
- Academy of Nutrition and Dietetics
- American Academy of Family Physicians
- American College of Nurse-Midwives
- American College of Obstetricians and Gynecologists
- Association of Maternal & Child Health Programs
- Association of Women's Health, Obstetric and Neonatal Nurses
- Brooklyn Birthing Center
- Carolina Global Breastfeeding Institute
- Human Milk Banking Association of North America
- La Leche League International
- Maine State Breastfeeding Coalition
- MomsRising
- National Association of Pediatric Nurse Practitioners

**Bronze (Annual support up to $249)**
- American Association of Birth Centers
- American Public Health Association
- Bright Future Lactation Resource Centre, Ltd.
- Cynthia A. Vella NP LLC
- Every Mother, Inc.
- Healthy Children Project
- International Childbirth Education Association
- Lactation Education Resources, Inc.
- Light Computation, Inc.
- Milkalicious
- The Mother’s Milk Company
- Snugabell Mom & Baby Gear
Become a Friend of USBC Today!

Our advocacy efforts are entirely supported by contributions from the Friends of USBC, so your gift goes a long way to support the national breastfeeding agenda. Help us ensure that all moms have the support they need and deserve to reach their personal breastfeeding goals: please join the Friends (or renew for 2014) at: www.usbreastfeeding.org/donate.

Thank you in advance for your support!

The United States Breastfeeding Committee is a 501(c)3 nonprofit organization, so your contribution is tax deductible to the extent allowed by law.

The Milk Mob Wants You!

Partner with Us to Train Office Staff in the Primary Care Medical Homes in Your Community

Our 16 Hour Office Nurse Breastfeeding Champion Program:
- Teaches evidence-based breastfeeding triage with tools designed for either the written or electronic medical record
- Trains how to manage common breastfeeding issues that arise during all stages of infant and toddler development
- Guides medical homes in how to collaborate with breastfeeding specialists in their community
- Appropriate for non-office based supporters of breastfeeding mothers and babies

Who Are We?
- A nonprofit gang of breastfeeding and human lactation educators
- Train-the-Trainer Model
- A supportive community for Office Nurse Breastfeeding Champions & Trainers to share breastfeeding ideas, news, and questions

Check us out at www.themilkmob.org
National Nonprofit Members (voting)
Academy of Breastfeeding Medicine
Academy of Nutrition and Dietetics
American Academy of Family Physicians
American Academy of Nursing
American Academy of Pediatrics
American Association of Birth Centers
American Breastfeeding Institute
American College of Nurse-Midwives
American College of Obstetricians and Gynecologists
American College of Osteopathic Pediatricians
American Nurses Association
American Public Health Association
Association of Maternal & Child Health Programs
Association of Military Surgeons of the U.S.
Association of State Public Health Nutritionists
Association of Teachers of Maternal and Child Health
Association of Women’s Health, Obstetric and Neonatal Nurses
Baby Café USA
Baby-Friendly USA
Best for Babes Foundation
Black Mothers’ Breastfeeding Association
Breastfeeding USA
Carolina Global Breastfeeding Institute
Centering Healthcare Institute
Coalition For Improving Maternity Services
Every Mother
FHI 360
HealthConnect One
Healthy Children Project
Human Milk Banking Association of North America
International Board of Lactation Consultant Examiners
International Childbirth Education Association
La Leche League International
Lactation Education Accreditation and Approval Review Committee
Lamaze International
MomsRising
National Alliance for Breastfeeding Advocacy: REAL
National Association of Pediatric Nurse Practitioners
National Black Nurses Association
National Healthy Mothers, Healthy Babies Coalition
National Perinatal Association
National WIC Association
Public Citizen
Reaching Our Sisters Everywhere
United States Lactation Consultant Association
Wellstart International

Governmental Members (non-voting)
Agency for Healthcare Research and Quality, DHHS
Centers for Disease Control and Prevention, DHHS
Food and Drug Administration, DHHS
Health Resources and Services Administration, Maternal and Child Health Bureau, DHHS
Indian Health Service, DHHS
Office on Women’s Health, DHHS
USDA Food and Nutrition Service, Women, Infants and Children Program

About USBC
The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than 40 nationally influential organizations representing over a million concerned professionals and the families they serve. USBC member organizations include government agencies, non-governmental organizations, and health professional associations that share a common interest in its mission to “improve the Nation’s health by working collaboratively to protect, promote, and support breastfeeding.” USBC has identified four goals in its strategic plan for 2009-2013:

A. Ensure that quality breastfeeding services are an essential component of health care for all families.
B. Reduce marketing that undermines optimal breastfeeding.
C. Ensure that women and their families in the workforce are supported in optimal breastfeeding.
D. Ensure that USBC is a sustainable and effective organization, funded, structured, and aligned to do its work.

History
1996—Breastfeeding advocates meet to discuss the need for coordination of breastfeeding activities in the U.S., and the National Alliance for Breastfeeding Advocacy (NABA) is formed. NABA and the Healthy Children Project convene the first National Breastfeeding Leadership Roundtable (NBLR) to determine how best to develop a national committee to satisfy one of the four operational targets set forth by the Innocenti Declaration.
1998—National Breastfeeding Policy Conference is held in Washington, DC. The policy recommendations emanating from the conference provide a blueprint for setting a national policy agenda to protect, promote, and support breastfeeding in the U.S.
1998—The NBLR becomes the United States Breastfeeding Committee.
2006—USBC holds the 1st National Conference of State Breastfeeding Coalitions.
2008—USBC holds the 2nd National Conference of State/Territorial Breastfeeding Coalitions.
2010—USBC holds the 3rd National Conference of State/Territorial/Tribal Breastfeeding Coalitions.
2011—USBC identified as a key partner in leading implementation of The Surgeon General’s Call to Action to Support Breastfeeding.
2012—USBC holds the 4th National Conference of State/Territorial/Tribal Breastfeeding Coalitions.
Breastfeeding—something that should come naturally is actually quite difficult. But why? Naively, I thought this problem could be solved by simply delivering moms evidence-based information and then connecting them to resources. Then, when the Surgeon General’s Call to Action to Support Breastfeeding was announced, it became clear that the problem requires a much more comprehensive solution.

Fortunately, there are national leaders and best-practice solutions already out there. There are passionate change makers at the grassroots level. There are champions within hospitals, WIC clinics and communities. You all have made tremendous progress in your own back yard and are willing to share your lessons learned. You also welcome suggestions and ideas on how to make your own efforts more successful.

There is a now a strengthened synergy between the national leaders and the front line advocates. Significant funds are being allocated to the cause as breastfeeding becomes a greater public health priority. Not only is there more support from government agencies, but breastfeeding is also being woven into additional services like home visiting programs and Medicaid coverage. The W.K. Kellogg Foundation has shown an unprecedented commitment to breastfeeding and has helped us understand the need to tackle our challenges through the lens of racial equity and community and civic engagement.

While the challenges are great, momentum is now on our side, and the resources are there.

I’ve realized that breastfeeding doesn’t need a new community or a new initiative—we need our existing initiatives aligned. We need more effective ways to share resources and to replicate successes from other parts of the country. Milk for Thought, ‘a community for new moms’ was not what was needed. So we shifted.

We realized the community would be better served with custom-built technology, printed tools, and actionable strategies that address the individual needs of a range of stakeholders—moms, fathers, physicians, nurses, WIC staff, coalition leaders, and professional and peer support. Tools that would align goals, enhance coordination and increase the collective impact. This is the goal of Cofficecive.

Ultimately, it’s not our job to support moms. Instead, we want to support the communities that support moms and their families. Cofficecive has an interdisciplinary team of experts—from systems and behavior design, branding, technology, and social marketing. We will continue to work with you, the breastfeeding experts, to develop tools that can help your communities become even more effective. By working together we can help nearly four million moms and babies get a happy and healthy start every year.

Breastfeeding is natural, and it shouldn’t be as challenging as it is today for so many moms and families. Through collaboration we can make a collective impact. We can do this. We will do this—with you.

Come to the Cofficecive exhibitor booth to get a free set of tools. Download and try out our FREE app. Learn more about what we’re creating, and please, give us feedback.
Presenter Biographies

**Janice Ballou**

Janice has worked for Parkland for 23 years. Most of her 30 year career in nursing has been in with women and children and helping families meet their breastfeeding goals. She is pursuing her Doctorate in Nursing Practice. Her current passion is placing mothers and babies skin to skin after delivery; both vaginal and cesarean.

**Brenda Bandy**

Brenda Bandy is a founding member and past president (2008) of the Kansas Breastfeeding Coalition (KBC), where she currently coordinates the “Building Local Breastfeeding Coalitions” project involving 34 communities in Kansas. Brenda has helped the KBC obtain several grants and contracts addressing child care provider education, coalition building employer solutions for workplace lactation support and continuity of breastfeeding care. Brenda is the Program Director for the Kansas Business Case for Breastfeeding, through the Kansas Breastfeeding Coalition, Inc. (KBC). She speaks to a variety of groups in Kansas showing individuals how they can make breastfeeding easier, using the Surgeon General’s Call to Action to Support Breastfeeding as a framework. She was instrumental in passing the Kansas public breastfeeding law in 2005. Brenda is an International Board Certified Lactation Consultant (IBCLC) and is an active member of the “High 5 for Mom & Baby” advisory committee, a new statewide maternity care improvement program. Brenda continues to help mothers and babies as a local La Leche League Leader, since being accredited in 1998. She is the chair of the LLL of Kansas Continuing Education program committee. Brenda is also a regular contributor to LLL USA’s NEW BEGINNINGS magazine for families authoring articles on national breastfeeding topics. She is the La Leche League representative to the USBC where she serves as a co-chair of the 2012 National Breastfeeding Coalitions Conference and the chair of the Advocacy Committee. Brenda lives in Manhattan, Kansas with her husband and four children.

**Melissa Bartick**

Melissa Bartick, MD, MSc is an internist and an Assistant Professor in Medicine at Harvard Medical School and Cambridge Health Alliance and engages in breastfeeding research. She has served as the chair of the Massachusetts Breastfeeding Coalition since 2002 and has served on the Board of Directors of the United States Breastfeeding Committee since 2009. She also serves as the chair of the Breastfeeding Forum of the American Public Health Association (APHA). She works as a hospitalist and is the mother of two children.
Jay L.A. Bastien

Jay L.A. Bastien was born in a community where breastfeeding was considered the norm. After migrating to New York City, Jay L.A. quickly became accustomed to a new cultural norm – deviation from breastfeeding. As the Design Consultant for Worksites for Wellness, Inc. (WfW), Jay L.A. has become more aware of the ethnic and class disparities in breastfeeding. Subsequently, she has taken a personal pledge to do her part in building public awareness of these disparities through WfW. Every video, design project and social media campaign spearheaded by Jay L.A., is meant to be a building block in the normalization of breastfeeding in New York City and eventually across the United States.

Laurie Beck

Laurie Beck, RN, MSN, IBCLC has been a Maternal Child Health Nurse since 1984. Employment has consisted of staff nursing at local hospitals in the nursery, NICU, and postpartum areas, is an adjunct professor for the Texas A&M University in Corpus Christi for the Maternal Child Health Nursing courses and full-time position is with Driscoll Children’s Hospital in Corpus Christi, Texas as their Lactation Program Coordinator. Provides private lactation consulting in her community. Loves working with families, especially the educational aspects. The accomplishment she is most proud of is obtaining her IBCLC credentials and served on the United States Lactation Consultant Association (USLCA) Board of Directors for 6 years, served as Past President for 3 years, and has recently returned to the USLCA Board of Directors to oversee the Professional Development Committee. Presently the USLCA’s Representative to USBC.

Lorraine Boyd

Dr. Lorraine Boyd is the Medical Director for the Bureau of Maternal, Infant and Reproductive Health in the NYC Department of Health and Mental Hygiene’s (DOHMH), Division of Health Promotion, Disease Prevention. She holds a medical degree from the State University of New York at Buffalo and has received her MPH from the Mailman School of Public Health, Columbia University in 1995. Dr. Boyd practiced academic/clinical neonatology for 22 years after completion of a pediatric residency at Case Western Reserve-Cuyahoga County/Rainbow Babies and Children’s Hospitals and a Neonatal-Perinatal fellowship at NY Presbyterian Medical Center. Shifting to a career in public health at the NYC DOHMH in 2003, Dr. Boyd directs the breastfeeding initiatives to promote breastfeeding as the “normative way of feeding infants in NYC” through a number of activities. These activities include working with hospitals to promote Baby Friendly practices though grants, provider education and technical assistance, the development and dissemination of consumer educational materials for providers and families in the
community, lactation peer counseling support to NYC mothers via 311, as well as collaboration with the New York City Breastfeeding Leadership Committee, New York State, the American College of Obstetrics and Gynecology (ACOG), the American Academy of Pediatrics (AAP), and others to promote legislative policies that will encourage and support women’s right to receive education and training to breastfeeding successfully and to increase breastfeeding initiation and duration especially among low-income families where breastfeeding rates are the lowest. Dr. Boyd also directs the Bureau of Maternal, Infant and Reproductive Health’s safe sleep initiative and participates in other projects to reduce infant and maternal mortality, and to improve the overall health of infants, Women, and Families in New York City.

**Leah Broadhurst**

Leah Broadhurst is a second year medical student at Georgetown University School of Medicine who plans to train in medicine-pediatrics. Leah received her Bachelor of Science degree in Biology from the University of North Carolina-Chapel Hill and completed a Master of Science in Public Health at the University of North Carolina-Charlotte. She is currently an intern for the Women’s and Infant Health team of the Association of Maternal and Child Health Programs.

**Tina Cardarelli**

Tina Cardarelli, BS, IBCLC, has a primary interest in engaging community partnerships and leveraging local talent to build dynamic community environments for breastfeeding. Tina has spent over two decades of working in community breastfeeding in Massachusetts, Michigan and Indiana. Tina came to Indiana to become the first State Breastfeeding Coordinator when the role was created in 2008. She has a passion for working in the communities to create successful, sustained coalitions and identify partners and collaborators. During her tenor the number of coalitions in Indiana has grown by over 500%. What Tina finds so appealing about coalitions is that the knowledge and know-how already exists in the community, they just need a little help to organize their human capital to create a powerful, comprehensive initiative for change. Tina loves to share her experiences and lessons learned about how fun community work can be and how efficient it is in multiplying the impact of your breastfeeding resources.

**Cathy Carothers**

Cathy Carothers is co-director of EVERY MOTHER, INC., a nonprofit organization providing counseling and lactation training for health professionals across the United States. She is the immediate past Chair of the United States Breastfeeding Committee, and past president of the International Lactation Consultant Association. She is a Fellow of ILCA, and has been an International Board Certified Lactation Consultant since 1996. Cathy is the author of the national HHS Maternal and Child Health Bureau
project, The Business Case for Breastfeeding, and served as lead trainer and technical assistance consultant for the national training initiative in 36 U.S. states. She currently serves as project director for the national HHS Office on Women’s Health initiative, “Supporting Nursing Moms at Work: Employer Solutions,” to assist employers of hourly workers with worksite lactation accommodations as part of the Affordable Care Act. She also worked with New York State Department of Health to develop a statewide worksite initiative, including the toolkit, “Making it Work.” Cathy works extensively with business organizations and labor unions to provide education and support for accommodating breastfeeding women at work.

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**Ellen Chetwynd**

Ellen Chetwynd, MPH, IBCLC is a Ph.D. candidate at the University of North Carolina at Chapel Hill. She has been a lactation consultant for almost fifteen years working with breastfeeding women and as an advocate for the profession. She has worked as a researcher for the past 4 hours in the area of maternal and child health, specifically clinical care in lactation management and also in defining the field of lactation counseling.

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**Tannyka Coleman**

Tannyka Coleman RN, BSN, CM/DN. Ms. Coleman is a Nurse Case Manager with the SMILE Program, a position she has held since 2012. She became dedicated to breastfeeding education and advocacy as a Human Service Worker for the Maryland WIC program, prior to her becoming a nurse. She has worked as a Community Health Nurse for the Baltimore City Health Department in the areas of School Based Health and Maternal and Infant Nursing. Ms. Coleman began her nursing career within the medical/surgical unit at Maryland General Hospital in Baltimore, MD. She holds a bachelors degree in Home Economics from Morgan State University in Baltimore, MD and her BSN degree from Coppin State University in Baltimore, MD. Ms. Coleman is a certified case managing/delegating nurse and recognized as a certified breastfeeding specialist through Lactation Education Resources and is IBCLE eligible.

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**Genevieve Colvin**

Genevieve Thomas Colvin Genevieve is the program manager for Worksite Lactation Accommodations for the BreastfeedLA, where she provides technical assistance to employers and employees on strategies for combining work and breastfeeding through policy implementation. Prior to working for the BreastfeedLA, Genevieve worked in the film industry as a music consultant on over twenty major motion pictures. She also produced a feature length documentary, which focuses on America’s cultural obsession with breasts. She is currently working towards her degree in Music Therapy from California
State University, Northridge and is an Internationally Board Certified Lactation Consultant. Genevieve is the mother of three breastfed children, Tyler, Cora and Sadie.

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**Marti Copleman**

While working as deputy general counsel for tobacco issues at the NYC Dept. of Health & Mental Hygiene, Ms. Copleman was also an M.P.H. candidate. Her friend (and later co-founder of WfW) was director of the same department's occupational health bureau and was tasked by the commissioner of health to open a lactation room in DoHMH's HQ. Shortly thereafter, Marti retired from the Health Department and co-founded Worksites for Wellness. Since then, she has served and continues to serve on the boards of the New York Statewide Breastfeeding Coalition and the NYC Breastfeeding Leadership Council, and is informal (pro bono) counsel to both organizations. She works with colleagues and co-workers to promote workplace solutions for working women and to train pregnant and postpartum women, plus their clinicians and other providers, in working women's breastfeeding rights.

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**Candice Dawes**

Dr. Candice Dawes is a board certified community-based primary care pediatrician practicing in Southeast Washington, DC, as part of the Ambulatory and Community Pediatrics Division at Children’s National Medical Center. Dr. Dawes completed her pediatric training at Children’s National Medical Center in Washington, DC in 2012. She is also an assistant professor of Pediatrics at The George Washington University School of Medicine. She is a member of the American Academy of Pediatrics, the Academic Pediatric Association, as well as the D.C. Breastfeeding Coalition. Her interests include racial and ethnic child health disparities, childhood obesity, breastfeeding, and asthma.

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**Lindsey Dermid-Gray**

Lindsey is the Statewide Breastfeeding Coordinator of Nevada and is an active member of both the Northern and Southern Nevada Breastfeeding Coalitions. She received her MPH from University of Nevada, Reno in 2009 with an emphasis in Maternal and Child Health. After giving birth to her first daughter two years ago and beginning their breastfeeding relationship, her true passion for breastfeeding was also born.
Holly Dingman

Holly Dingman is the Nutrition Coordinator for the Nebraska Nutrition and Activity for Health (NAFH) Program in the Department of Health and Human Services. She is a Registered Dietitian and a Certified Lactation Counselor. The NAFH program receives funding from the Centers for Disease Control and Prevention (CDC) to target breastfeeding support across Nebraska. To accomplish this, Ms. Dingman collaborates with various partners to develop and implement strategic plans that address maternity care practices, professional lactation support and workplace support. She has served on the Nebraska Breastfeeding Coalition leadership team since its inception in 2006.

Robbie Gonzalez Dow

Robbie Gonzalez-Dow, a registered dietitian and certified lactation educator, has been supporting and working with the California Breastfeeding Coalition since the beginning. Robbie is a seasoned public health advocate with many years of experience in grass-roots engagement, community organizing and media advocacy around nutrition and breastfeeding issues. Her work experience ranges from providing direct nutrition and breastfeeding services to writing and advocating for breastfeeding policy and legislation. She is extremely passionate in forwarding action to remove barriers to breastfeeding so that mothers can fulfill their breastfeeding goals. Robbie received her Bachelor of Science from California State University, Fresno and her Master's in Public Health from UC Berkeley. Robbie lives in Pacific Grove with her husband, two dogs and one cat where they own and operate a fitness studio.

Virginia Elliott

Virginia joined the United Methodist Health Ministry Fund—a philanthropy established to advance health, healing, and wholeness throughout Kansas—in 1997. She manages a portfolio of more than 150 grants each year representing approximately $6 million. In her role with the Health Fund, she is also responsible for researching and developing strategic direction in health issue areas identified for focused funding. She has played a key role in recent years in the transition of the Health Fund into more strategic grantmaking. Before entering the field of philanthropy, Virginia was a teacher, school administrator, and marketing consultant. She was engaged in public relations and marketing for more than 20 years including serving as a principal in an advertising agency. She has been involved in the development of a number of award-winning communications campaigns including two public information campaigns with the United Methodist Health Ministry Fund that received national recognition from the Council on Foundations. Virginia is frequently invited to lead workshops on marketing and grantmaking topics. Nationally, she has presented at a health conference sponsored by the United Methodist Church and at an international conference on behavioral health. Virginia
currently serves as chairperson of the Kansas Governor’s Council on Fitness and holds memberships in numerous state and national organizations related to health philanthropy.

**April Fogleman**

April Fogleman, PhD, RD, IBCLC is an assistant professor of Nutrition at North Carolina State University. She earned her PhD from NC State, her RD from University of Northern Colorado, and her IBCLC from UNC-Chapel Hill. She teaches several classes related to nutrition, public health, maternal and infant nutrition, and human lactation. Her research interests are related to improving maternal and infant health care by providing evidence based research to inform health care protocols and policies. She is chair of the North Carolina Breastfeeding Coalition and a proud breastfeeding mother of her almost two-year-old daughter Ella.

**Kate Devon-Abra Frederick**

Kate Frederick became a national spokesperson, advocating for breastfeeding rights after she was fired due to lactation discrimination. She had been employed as a Child Support Officer and lost her income, health insurance and life savings when Devon was 2.5 months old. This experience motivated her to create The Rustik Baby website to share her volunteer work. She is a Certified Breastfeeding Counselor Candidate with Breastfeeding USA and is enjoying the irony of breastfeeding while studying her textbook. Devon is now over 2 years old and is a Co-Founder of The Rustik Baby Project. Kate became involved in NH's Breastfeeding Legislation and drafted, Devon's Bill - Live Free and Breastfeed, testifying in the NH House and Senate. The Rustik Baby Project is currently promoting the movie, The Milky Way, Every Mother Has a Story, made by two Lactation Consultants and featuring real breastfeeding mothers and is producing and directing a series of breastfeeding PSA's. Kate is also a member of Attachment Parenting International and an honorary member of the Massachusetts Breastfeeding Coalition. A fellow MBC member calls Kate, "An Advocacy Force of Nature." Kate has been a client of Best for Babes.org as well as, holds a Master’s degree in Psychology from Regis University. She lives in the White Mountains of NH with her husband Brad, son Devon, and their rescue animals, Malachy, Minxy and Storm.

**Reba Godfrey**

Reba has been a RN for 18 years and has cared for new moms and babies in the following areas: Special Care Nursery, Admission Nursery, Mother/Baby, Inpatient Lactation and Outpatient Call Backs. She currently serves as the Perinatal Education & Lactation Services Coordinator for Methodist Charlton
Medical Center in Dallas. Reba has a special interest in promoting safe skin to skin practices to support infants in their transition to extra-uterine life.

Jonathan Goldfinger

Jonathan Goldfinger is a pediatrician with a passion for public health, who is finishing up a policy fellow at Children’s Hospital Los Angeles. He champions breastfeeding support services for underserved families in Los Angeles, and most recently created latchME to help all women connect with evidence-based breastfeeding supports in their community. Jon is a member of AAP, USLCA and ILCA and advises many organizations on the development of innovative, effective, breastfeeding-support services. He is married to the love of his life Pam and they are soon expecting their first child!

Robbie Gonzalez-Dow

Robbie Gonzalez-Dow, MPH, RD, CLE Executive Director Robbie Gonzalez-Dow, a registered dietitian and certified lactation educator, has been supporting and working with the California Breastfeeding Coalition since its beginning. Robbie is a seasoned public health advocate with many years of experience in grassroots engagement, community organizing and media advocacy around nutrition and breastfeeding issues. Her work experience ranges from providing direct nutrition and breastfeeding services to writing and advocating for breastfeeding policy and legislation. She is extremely passionate in forwarding action to remove barriers to breastfeeding so that mothers can fulfill their breastfeeding goals. Robbie received her Bachelor of Science from California State University, Fresno and her Master’s in Public Health from UC Berkeley. Robbie lives in Pacific Grove with her husband, two dogs and one cat where they own and operate a fitness studio.

Julie Hamilton

Julie Hamilton is CEO of Julie’s Village, an organization that helps moms-to-be map their individual breastfeeding pathways. As a speaker and author on breastfeeding preparedness, she presented at the 2010 USBC conference; collaborated on the Joint Commission’s breastfeeding brochure; led national phone calls and Twitter parties for breastfeeding moms and judged national awards for the professional lactation community. On the state level, Julie serves as Key Contact for the Tennessee Breastfeeding Coalition, the parent advocate on initiatives to promote breastfeeding, parent involvement and donor milk in NICUs, worked with two Tennessee facilities to increase community connections helpful for Baby Friendly Steps 3 and 10 and speaks at events. Locally, Julie is president of the Nashville Breastfeeding Coalition and helped write Nashville’s “Mom’s Guide to Breastfeeding,” which led to a Board of Health resolution supporting breastfeeding. Julie has written breastfeeding articles for regional parenting magazines and also developed the “Birth Preferences Sheet” to reduce communication frustration
experienced by hospital staff and refugee and immigrant families. Most recently, Julie managed the development of a Breastfeeding Welcomed Here advertising and media campaign. Each year, Julie produces large events for moms-to-be called the “Best Baby Shower and Breastfeeding Presentation,” which includes preparedness education, role-play, large giveaways and exhibits. Most importantly, Julie is the mother of 8-year-old Ansley and 6-year-old twins Brycen and Olivia. After experiencing difficulties in breastfeeding her twins, Julie has worked to prepare moms-to-be about their choices and voice in breastfeeding. She is a Certified Lactation Counselor and earned her master’s degree in civic leadership with a research emphasis on human behavior change.

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**Piia Hanson**

Piia Hanson is a Senior Program Manager for Women’s and Infant Health. In this role, she manages various projects on both federal and private cooperative agreements, contributes to efforts in strategic planning and grant writing and assists in the development and implementation of work plans and project deliverables related to women’s and infant health, and data and assessment. Additionally, she serves as HHS Region IX liaison and also represents AMCHP on various Boards and member workgroups. Prior to AMCHP, Ms. Hanson served as a Preconception Peer Educator Program Specialist in the Bureau of Family, Youth and Infant Health at the Metro Nashville/Davidson County Public Health Department. Her work included policy and program evaluation, management of preconception peer educator related activities, strategic planning, resource development, and information dissemination towards advancing preconception health issues. Ms. Hanson received a MSPH from Meharry Medical College, a Certificate in Health Policy from the Robert Wood Johnson Foundation Center for Health Policy at Meharry, and a baccalaureate degree in Biology from Xavier University of Louisiana.

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**Suzanne Haydu**

Suzanne Haydu, MPH, RD is the Nutrition and Physical Activity Coordinator for the Maternal, Child and Adolescent Health Program of the California Department of Public Health (CDPH). She is the 2013-2014 President of the Association of State Public Health Nutritionists. She was the first chair of the Maternal Child Health Nutrition Council and is the alternate representative on ASPHN on the United States Breastfeeding Committee. Areas that she is passionate about are collaboration, breastfeeding promotion, and maternal, child and adolescent nutrition and physical activity. She enjoys her free time as an abstract water color painter and doing “hot” yoga.
Danielle Herbert

Danielle Herbert started her academic studies in nutrition at the University of Nebraska and continued her education at the University of Texas School of Public Health. While in graduate school, she discovered her passion for breastfeeding. She completed her degree in Community health with a concentration in Maternal and Child Health and is currently the coordinator for the Lincoln Community Breastfeeding Initiative in Lincoln, Nebraska.

Tala Hooban

Lieutenant Tala Hooban is the Preparedness and Community Resilience Team Lead in the Office of Human Services Emergency Preparedness and Response at the U.S. Department of Health and Human Services’ Administration for Children and Families. She is a Commissioned Officer in the U.S. Public Health Service. She holds a MPH in Maternal and Child Health from the George Washington University, and is Certified in Public Health (CPH) by the National Board of Public Health Examiners. She has over a decade of public health experience, including at the local, nongovernmental and federal levels.

Kathryn Houk

Kathryn Houk is a Ph. D. candidate in the Maternal and Child Health Department at University of North Carolina’s Gillings School of Global Public Health. She holds an M.S. in Nutrition Science and Policy from Tufts University’s Friedman School and continues to work part-time as a research assistant for a Tufts sustainability study of USAID Title II Food Aid Programs in Bolivia, Honduras, Kenya, and India. Her current research interests include breastfeeding, birth outcomes, and health disparities, especially among Hispanic populations and incarcerated women. She serves as a volunteer doula at UNC Hospital, as the Secretary Elect of the American Public Health Association’s Breastfeeding Forum, and as the administrator of the online portal for the National Collaborative for Advancing the Ten Steps (NCATS) and the National Collaborative for Advancing Breastfeeding in Child Care (NCABCC). She is a Returned Peace Corps Volunteer from Bolivia and has worked as a bilingual nutritionist and breastfeeding counselor at a community health center in the Bronx, NY.
Karen Hylton-McGuire

Karen Hylton-McGuire has been a Neonatal Intensive Care (NICU) nurse for over 35 years. She received her BSN from Carlow University in Pittsburgh and her MS in nursing education from Adelphi University on Long Island. She is currently pursuing her PhD at Molloy College on Long Island. Ms. Hylton-McGuire is certified in Neonatal Nursing and is an Internationally Board Certified Lactation Consultant. She has held several positions in the NICU, as a Patient Care Health Manager and as the NICU Clinical Educator. She initiated the lactation program at the Brooklyn Hospital Center, and is currently the Lactation Educator at Winthrop University Hospital. Ms. Hylton-McGuire is the recipients of the 2010 Nurse of Excellence Nassau-Suffolk Hospital Council, Healthcare Heroes Nurse Educator, and Tribute to Nurses The New York Times Salutes honorable mention in innovation. Ms. Hylton-McGuire has presented varies poster and podium presentations at neonatal conferences on breastfeeding.

Linda Jackson

Presenting with Janice is Linda Jackson, MA, IBCLC, LCCE. Linda's master's degree is in Health and Wellness with a focus in Human Lactation. Linda is a lactation consultant at Parkland and with 11,000 births a year, Linda has ample opportunity to help mothers and babies get off to a good start with breastfeeding. Linda currently serves as the USBC southwest regional representative for state breastfeeding coalitions.

Saundra Jackson

Saundra Jackson, RN, BS, CBE. Ms. Jackson is a Nurse Case Manager with the SMILE program, a position she has held since 2003, with an intermission for 2 years serving as a nurse case manager at the HSC Pediatric Center, returning in 2008 because she loved serving the community. She also served as regional director for Nurses for Newborns in the Washington, DC., and has many years of experience working in the NICU and L&D. She received her AA in Nursing from Prince George’s Community College in Largo, MD, and a BS in Hospital Administration from Columbia Union College, Takoma Park, MD. Ms. Jackson is a certified breastfeeding specialist through Lactation Education Resources and is IBCLE eligible, LaLeche breastfeeding peer counselor and certified childbirth educator.
Maria Jaramillo Diaz

Maria Diaz serves as the Community Health Educator at the Center for Life at Providence Hospital in Washington, DC. Maria facilitates the practice’s CenteringPregnancy® groups for English-speaking patients and oversees participant enrollment with the National Capital Strong Start project. Maria is a member of the Best Fed Beginnings team at Providence which is currently working towards achieving Baby Friendly designation. Prior to working with the Center for Life, Maria coordinated best practice programs and community partnerships for the Center for Perinatal Advocacy at Providence that focused on decreasing infant mortality. Maria provided prenatal and birth support services as a birth doula and childbirth educator for women and teens. Maria also worked with survivors of domestic violence by providing shelter residents with services focused on building self-sufficiency, counseling, and case management services. Maria has also served as a Senior Community Health Worker and provided home visits, prenatal and postpartum education, and advocacy to low-income women and teens. Her major professional interests include women’s health, particularly maternal and infant health, and health policy. Maria enjoys contributing her time to causes that promote awareness of violence against women and women’s health issues. Maria holds a Bachelor of Science in Development Sociology with dual concentrations in Inequality Studies and Latino Studies from Cornell University, where she completed an independent study on legal issues related to regulation of the midwifery care model, and outcomes of midwifery care in the United States.

Shantae Johnson

Shantae Johnson—Shantae is a Co-founder of the African American Breastfeeding Coalition of Oregon and a Board Member of the Breastfeeding Coalition of Oregon and adviser to the Oregon Inter-Tribal Breastfeeding Coalition. She currently works at Multnomah County WIC as a Breastfeeding Peer Counselor. She is also a Doula and has been involved with Oregon Health Authority Traditional Health Worker steering committee.

Mudiwah Kadeshe

Mudiwah A. Kadeshe has spent her nursing career dedicated to the health and wellness of women and infants. She has over 25 years of combined clinical experience as an labor/delivery nurse, childbirth educator, and international board certified lactation consultant (IBCLC). She is also certified in her specialty, in-patient obstetrics and as a legal nurse consultant. Mudiwah obtained her undergraduate degree of the University of the District of Columbia and her advanced degree in nursing administration from George Mason University. She has experience as the director of Parent Services/Lactation Resource Center and the Obstetrics and Gynecology Clinic. She has functioned as the interim director of labor and delivery at a tertiary care hospital. Currently she is an Assistant Program Manager for the DC
Breastfeeding Coalition. Mrs. Kadeshe has presented posters at Association Women's Health Obstetrical and Neonatal Nurses (AWHONN) in 2007, 2009 and 2012. She received an honorable mention with a red ribbon from the Children's National Medical Center research day poster presentation. She provided a podium presentation for the Campaign for Nursing Future at the D.C. Convention Center, WDC.

Mudiwah was the recipient of the top 100 African-American Nurses Award from the District of Columbia Nurses association in 1997 and 2006. Additionally she was accepted as a 2012 MedStar Health Teaching scholar. Mudiwah is a wife and a mother who has breastfed four children. She loves reading and photography.

Marta Kowalska

Marta Kowalska has been with the New York City Department of Health and Mental Hygiene since 2000 and served in the role of the Breastfeeding Initiative Manager at the Bureau of Maternal, Infant and Reproductive Health since 2008. She has a Masters of Public Health in Community Health Education from Hunter College (CUNY), a BS is Biology from City College (CUNY) and is a Certified Lactation Counselor (CLC). Ms. Kowalska gained the experience in working with hospitals through her work with the New York City Department of Health and Mental Hygiene’s Citywide Immunization Registry, Office of Vital Statistics and Bureau of Maternal, Infant and Reproductive Health. She participated in the development and rolled out the Electronic Birth Certificate System to all birth facilities in New York City. Ms. Kowalska’s current responsibilities include but are not limited to, the coordination and oversight of all breastfeeding-related activities for the Bureau of Maternal, Infant and Reproductive Health (BMIRH). Some of the current projects managed and coordinated by Ms. Kowalska are development of breastfeeding education, community outreach and coordination of breastfeeding education courses for providers and community based organizations such as the Infant Mortality Reduction Initiative (IMRI) and Faith Based Organizations Initiative (FBO). Ms. Kowalska is a member of the New York City Breastfeeding Leadership Council and provides content expertise for the Bureau’s Workplace Employee Lactation Program, hospital and community based initiatives, including Latch On NYC, surveys and maternal/child health materials development.

Josie LamYuen

Josephine Lam Yuen is the Director of Patient Care Quality at LBJ Tropical Medical Center in American Samoa, with responsibilities of assuring patient safety, quality and compliance hospital-wide. She also serves as the Chair of the Quality and Safety Committees and a member of many Medical Staff Committees. She was instrumental in spearheading the breastfeeding taskforce at her hospital, pushed for the designation of the breast feeding room opened July 2013. She assisted in establishing the American Samoa Breastfeeding coalition, and helped translate the breastfeeding pamphlets and posters into the Samoan language.
Her other healthcare involvements include being a Board member for the Community Health Centers in American Samoa where she also does consultant work for Pacific Island Health Officer’s Association (PIHOA). She is the Health Ministries leader for her church, and has a walking group for prevention of NCDs. She is the President of the American Samoa Nurse’s Association and is currently heading the committee for the passing of the American Samoa Nurse Practice Act. She teaches part-time at the Community College as a clinical Nursing Instructor.

Theresa Landau

Theresa Landau, M.S., RD, CDN has worked at the Morrisania WIC Program for 35 years and has been the Director of the Program for over 33 years. She received her Masters of Science in Public Health Nutrition from Columbia University. She has vast experience in the management and leadership arenas and is well versed and knowledgeable in funding and budgetary areas and its impact at the federal, state and local levels. Ms. Landau has an excellent global perspective, as well as realistic program implementation expectations. She has experience in all levels of local agency policy implementation. Ms. Landau was the Chairperson of The WIC Association of NYS, Inc. for 12 years and founded the NYC WIC Association. She has had a leadership role or participated in numerous committees and Task Forces on the local, regional and national levels. She currently is the Chair of the National WIC Association and is on the Executive Board of Baby Friendly USA. Ms. Landau has received variety of awards and recognitions for her community, advocacy and leadership work, including the New York Daily News Hero of the Month, CBS News Hometown Hero, Sloan Public Service Award (noble prize of public service in NYC) and the NWA Leadership Award.

Amy Lenell

Amy Lenell, PharmD, CLC is the Pharmacy Manager at Walgreens #6778 in Indianapolis, Indiana. She also runs Walgreens Student Programs, coordinating the pharmacy summer internship and experiential rotations for the Indianapolis market. Amy graduated from Butler University with her Doctor of Pharmacy degree in 2007. She has worked for Walgreens since 2003 when she started as a pharmacy intern. Amy is married and has two daughters. When her first daughter was born, she attended a breastfeeding support group at the hospital where she delivered. After returning to work, Amy started doing talks on health-related topics for the moms in the support group. Passionate about both women’s health and pediatrics, she realized that pharmacists needed to provide better information and better care to breastfeeding mothers. After meeting with Tina Cardarelli, it did not take long for a partnership to form with Indiana Perinatal Network and Walgreens. Well Babies was born in 2012 (shortly before Amy’s second daughter) as a way to bring accessible breastfeeding support to the community. The initiative also includes education and training for pharmacists to improve the consultations with breastfeeding mothers and their families.
Kaye Lidolph

Kaye Lidolph is a registered nurse and board certified lactation consultant who has worked in maternal child health for over 30 years as a nurse, childbirth educator and lactation consultant. She is a founding director of MilkWorks, a community breastfeeding center in Lincoln, Nebraska, and serves as their Operations Director.

Brea Loewit

Brea Loewit is a lactation consultant at Robinson Memorial Hospital in Ravenna Ohio. During her three years in the role of lactation consultant, she has developed both inpatient and outpatient lactation services in the hospital where none had existed before. Forming partnerships between the hospital, local WIC and child developmental agencies, postpartum breastfeeding support has improved through collaborative efforts with WIC, the development of a monthly La Leche League group held at the hospital, and weekly breastfeeding drop-in appointments. In her ongoing research project, she is examining the use of text messaging for breastfeeding support.

Trish MacEnroe

Trish MacEnroe, is Executive Director of Baby-Friendly USA, former chair and treasurer of the NYS Breastfeeding Coalition, and former chair of the WIC Association of NYS. At Baby-Friendly USA, Trish has reorganized the Baby-Friendly designation process and created tools to assist facilities pursuing designation. Most recently she has reorganized the re-designation process as well as implemented an annual QI program for designated facilities. Previously, Trish worked for the WIC program, most recently as Director of the NYS WIC Training Center, and oversaw development of training programs for all aspects of WIC including the development of their Breastfeeding Peer Counselor website and curriculum. Trish received her Bachelor of Science degree in Food Science and Nutrition from the University of Rhode Island.

Sue Madeja

Sue Madeja has been a public health professional for 32 years working primarily in the Maternal Child Health Field for the local public health departments. She is a graduate of the first BSN class from Cedar Crest College, Allentown, PA, a small women’s liberal arts college in 1978 and recently obtained her MSN. Sue understands the benefits of collaboration and partnership and believes it is necessary to support public health efforts. Breastfeeding is one area where partnership and shared agendas result in
success. Sue lives in Allentown, PA with her husband. She believes her three children are healthier for having been successfully breastfed.

**Becky Mannel**

Becky is Director of Lactation Services in the Department of OB/GYN at OU Health Sciences Center. She leads the Becoming Baby-Friendly in Oklahoma project sponsored by the Oklahoma State Department of Health (OSDH). Becky also developed and oversees the Oklahoma Breastfeeding Hotline and provides professional training/education to all Oklahoma hospitals to improve their breastfeeding care and outcomes, both OSDH-funded projects. She is a founding member of the Oklahoma Mothers’ Milk Bank and the Coalition of Oklahoma Breastfeeding Advocates (COBA), has served as President of the International Lactation Consultant Association, is immediate Past Chair of the International Board of Lactation Consultant Examiners, the certification body for lactation consultants, and is now a member of the US Breastfeeding Committee. Becky has lived in Oklahoma for 25 years, is married to Robert, and they have 3 children, She has also completed all 14 of the Oklahoma City Memorial Marathons.

**Jill Martin**

Jill Martin is a hospital based lactation consultant for Geisinger Wyoming Valley in northeastern Pennsylvania. Jill has been a registered nurse in the maternal-child setting for 25 years, focusing on supporting the mother baby couplet so they can achieve their breastfeeding goals for the past 14 years. Jill has been an International Board Certified Lactation Consultant since 2001. As president of the Luzerne County Breastfeeding Coalition, Jill strives to promote, protect and support breastfeeding in the community. In September 2013, Jill was a key note speaker at The Center for Continuing Professional Development Wilkes-Barre, PA, "Breastfeeding Best Practices: Key Topics for Maternal and Pediatric Providers". Jill's presentation was entitled "Prenatal Breastfeeding Education - Consistent Evidence Based Practice".

**Jennifer Matranga**

Jennifer Matranga, is the Clinical Director of Baby-Friendly USA, former chair of the Connecticut state coalition and Northeast Representative to the USBC. Jennifer has assisted two facilities through the Baby Friendly initiative to designation as the Maternal Child Health Educator, one the original COI path before the 4 D pathway and one through the 4 D. Jennifer was the consultant for the Ct CPPW project assisting 10 facilities towards the BFHI. A nurse for almost 30 years, Childbirth educator for 20 and an IBCLC for 10. Experience in Labor and Delivery, mother baby care and NICU.
Qena McCarty

Qena McCarty, BS, MPAff, is founder and CEO of Aqena, Inc., a provider of best practice lactation accommodations for work and public facilities. Aqena also co-presents with the Institute for Patient-Centered Design, Inc., on the topic of lactation design for hospitals, community, and the workplace. Qena is a published author and subject matter expert in the area of workplace lactation accommodations. She is a pioneer in designing the first dedicated lactation room at Applied Research Laboratories, University of Texas at Austin, in the early 1990’s. She is also one of the first to publish on the topic of worksite lactation accommodation with the report, “Lactation Accommodation in the Workplace,” in 1997 at the University of Texas in Austin. In 2013 she wrote an article in the Design Quarterly of the REMI Network defining the zones that should be included for worksite milk expression spaces serving multiple users as well as design options (http://www.reminetwork.com/articles/creating-a-mother-friendly-workplace/). Qena is certified in human resource management and business analysis. Her specialties are work and public facility lactation accommodation design, employee assistance programs, and human resource management. She is a member of the Austin Area Breastfeeding Coalition (AABC) and board member of the Mothers’ Milk Bank in Austin, Texas (www.milkbank.org).

Molly Meehan-Rasby

Molly has been an RN for 33 years, working for 25 of those years in a neonatal intensive care unit. Always with a passion for the breastfeeding mother, Molly and two other direct care RNs wrote a proposal for a lactation program in their hospital in 2000. Having secured their IBCLC before any program existed they worked hard to lobby for its establishment. Seven months after writing the proposal Lactation Services started at Rapid City Regional Hospital. The program has strengthened since that time to include both in patient and out patient care and teaching to both community and health care providers (ie nursing schools and family practice residency.) Molly is currently co president of the South Dakota Breastfeeding Coalition.

Ernelly Navarro

As a social worker (27 years), she is passionate about empowering and helping people and communities. As a leader (22 years), she coaches and mentors other leaders and employees to create and fulfill their meaningful legacies. As a St. Joseph Health-St. Mary co-minister since 1998, Ernie serves as the Manager of Community Outreach & Education, a member of the hospital’s Culture Team, teaches Facilitative Leadership, co-chaired the Employee Wellness team, project led the Baby Friendly Hospital Initiative (designation earned in 2008), received the Values in Action recognition for Excellence in 2001 and 2009, and St. Joseph Health (SJH) President’s Club for Employee Engagement (2011). She is also an Adjunct Professor in the School of Social Work at the University of Southern California’s Masters in Social Work.
She has been on the Board of Directors for the California Breastfeeding Coalition since 2012. Her educational background and training includes: BA in Social Ecology (U.C. Irvine), Master of Social Work (USC), Doctor of Management (University of Phoenix), Lean Greenbelt (SJH), certification in Creating Leadership Development (ASTD), is a Board Certified Coach and a Licensed Clinical Social worker. Ernie recently served on USC’s Humanitarian Mission to the Philippines to aid survivors of typhoon Yolanda, train and collaborate with NGOs and other agencies helping with disaster relief and recovery.

Betty Neal

Betty Neal, R.N., M.N., W.H.N.P.C., C.L.C., is a founding member of Reaching Our Sisters Everywhere Inc. (ROSE), a nonprofit developed to decrease breastfeeding disparities in the African American community. Betty has worked in women’s health for over 30 years. She completed certification as a Women’s Health Nurse Practitioner from Emory University. She recently retired from the State of Georgia Department of Human Resources, DeKalb County Board of Health as a public health nurse and program administration where she managed, developed and implemented numerous statewide and local public health programs. Her past experiences include instruction in a baccalaureate nursing program and mother-baby nursing in a large urban hospital. She has an passion for mothers and babies and believes we must support and nurture our mothers who will nurture our babies.

Elisabeth Neighbors

Liz Neighbors is a registered nurse and IBCLC. She works as a labor and delivery nurse at her local hospital and owns a private practice, Beyond Baby Inc. She is a member of ILCA, USLCA, and the Iowa Breastfeeding Coalition and serves as a board member for Building Families of Iowa. Liz is also a full time student in the Family Nurse Practitioner program at the University of Cincinnati. She is married to her husband Jeff and has three young daughters.

Joan Ortiz

Joan Ortiz is Co-Founder of Limerick, Inc. and President of the Limerick Workplace Lactation Program®. Joan received a Bachelor of Science in Nursing from Mount Saint Mary’s College in Los Angeles, California, received her Certification as a Lactation Consultant (CLC) from UCLA, and Management Development for Entrepreneurs (MDE) from UCLA. Joan is also an International Board Certified Lactation Consultant (IBCLC). She is responsible for one of the most comprehensive breastfeeding support models available, the Limerick Workplace Lactation Program, and that has been proven effective in Limerick’s Research Study, published in the Journal of Pediatric Nursing in 2004. As a result of feedback from thousands of working mothers, Joan and her co-founder mom Patricia Kelly created Limerick’s PJ’s Comfort breast pump, research-proven hospital-grade, multi-user, breast pump featuring
their patented technology, including both compression and vacuum. Joan is also responsible for training and overseeing Limerick’s Lactation Consultants and Registered Nurses. Limerick’s Workplace Lactation Program has won the Working Women Entrepreneurial Excellence Award for Customer/Client Service, and Joan has been the recipient of awards including Burbank’s Women of the Year, Business Life Magazine’s Women Achievers, and Special Congressional Recognition for Women in Science & Technology. She has been active and held board positions in Burbank Noon Rotary Club, Boys and Girls’ Club of Burbank and East Valley, National Charity League, and Leadership Burbank and is a current board Member of Breastfeed LA. Joan has a unique relationship, working with both her mother, Patricia Kelly, and her two daughters, Kristina & Ashley Ortiz.

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**Kathy Parry**

Kathy Parry, MPH, IBCLC, LMBT, CEIM Kathy currently serves as Co-Secretary on the board of the North Carolina Breastfeeding Coalition (NCBC), and is a member of the Outreach Committee of NCBC. She is part of the team of professionals working with Dr. Miriam Labbok at the Carolina Global Breastfeeding Institute (CGBI). Her work at CGBI focuses primarily on prenatal breastfeeding education and infant formula advertising. Kathy is also interested in the role that craniosacral therapy plays in supporting infants learning to breastfeed, and in empowering families and especially partners to interact with newborns through infant massage.

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**V. Kuroji Patrick**

Kuroji Patrick is an illustrator and co-publisher of the children’s book, "This Milk Tastes Good! A breastfeeding rhyme", which features an African American family. V. Kuroji Patrick is a father of 5 breastfed children and a community activist who educates others, from expectant teenage parents to healthcare providers about the benefits of breastfeeding. Mr. Patrick has been asked to work with organizations like the W. K. Kellogg Foundation in developing short videos that highlight his specialty addressing ways to involve fathers in the breastfeeding process. He has traveled as far as Puerto Rico presenting workshops that speak towards supporting and promoting the Dads breastfeeding in communities where statistics show a low percentage of breastfeeding families. In February 2013, Kuroji was the first recipient of the Liberated Muses' 'heART' award, that recognizes a member of the community who has used their creative talents to uplift the others while supporting the transformation of spaces into art places. Mr. Patrick is also a recipient of the 2013 Medela 'Breastfeeding Hall of Excellence' Award, recognized for his efforts in normalizing nursing.
Samantha Patterson

Samantha is a public health nurse with the Bethlehem Health Bureau, working in the Maternal Child Health Program. She is an active member of the Lehigh Valley Breastfeeding Coalition since starting her position as a graduate nurse one year ago. She has been mentored by her supervisor and is currently working toward becoming a Certified Lactation Counselor (CLC). Samantha promotes breastfeeding through a home visiting program and through referrals to the local IBCLC's. Sam is recently married and lives in Riegelsville, PA with her husband, 2 dogs and horses.

Karen Peters

Karen Peters, MBA, RD, IBCLC Karen is the Executive Director of BreastfeedLA: the Breastfeeding Task Force of Greater Los Angeles. Karen is the Alternate Regional Representative for the Western and Pacific Region of the state breastfeeding coalitions. She is a La Leche League Leader facilitating mother to mother support group meetings in her community. Karen graduated from the UCLA School of Public Health, where she completed the Coordinated Undergraduate Program in Dietetics. She obtained her Master’s Degree in Business Administration from Pepperdine University. Karen is a Registered Dietitian, and Internationally Board Certified Lactation Consultant. She has worked as a Lactation Consultant, Community College Instructor, and Food Service Manager. Karen is the mother of two breastfed people, Stephen and Emily.

Jennifer Pitkin

Jennifer Pitkin is an IBCLC and founder of Family Friendly Business. She spends her time working as corporate lactation educator and utilizing her experience to help businesses be family friendly and provide education to their staff. Jennifer is also in the process of opening her own private practice, along with serving with the Iowa Breastfeeding Coalition, ILCA, and USLCA. She is married to Matthew and has two small children, a son and a daughter.

Ellen Pliska

Ellen is responsible for Maternal and Child Health Projects and manages the ASTHO President’s Challenge on Healthy Babies and the Healthy Babies Initiative, including providing technical assistance and tracking state successes in reducing preterm birth by 8% by 2014 and limiting non-medically indicated elective inductions and C-sections prior to 39 weeks gestation. She monitors national and state-based MCH issues of public health importance; conducts environmental scans of states’ best
practices; and performs technical assistance around programs and strategic initiatives to improve MCH. Prior to joining ASTHO in 2007, she served as the Cervical Cancer and HPV Policy Fellow at Women in Government; researched immigrant health at the Women’s and Children’s Health Policy Center at Johns Hopkins Bloomberg School of Public Health. She completed a Masters of Health Science at the Johns Hopkins Bloomberg School of Public Health; Bachelors of Arts at the University of Wisconsin - Madison; and a Certificate in Advanced Social Media at the University of San Francisco.

Amy Resnik

Amy Resnik is a Registered Dietitian who is board certified as a specialist in pediatric nutrition and an International Board Certified Lactation Consultant. Amy earned her Bachelor of Science degree in Nutritional Sciences from Cornell University and her Masters in Clinical Nutrition at Rush University. Amy has worked as a clinical pediatric dietitian at Massachusetts General Hospital and Johns Hopkins Children’s Center, before moving to her current position as Breastfeeding Coordinator and Nutrition Specialist at the Maryland WIC Program State Office. Amy has served on the National WIC Association Breastfeeding Committee from 2000-2004. She helped create the Maryland Breastfeeding Coalition, and has served in many leadership capacities for that organization, including: Member of the Board of Directors, Vice-President, and President. Amy has been involved in conducting research, including working on several grants through the Maryland Breastfeeding Coalition, and she has been published several times.

Diane Roberts

With more than 25 years of health care leadership experience, Diane Roberts, MS serves as the regional expert in breastfeeding outreach to underserved populations. In 2003, Diane earned a Masters in Health Promotion from Nebraska Methodist College and has led a comprehensive breastfeeding policy, practice and promotion strategy in the Omaha metro area for the last 7 years. Live Well Omaha Kids, a community coalition who came together in 2006 to address childhood obesity, is staffed and funded by Alegent Creighton Health. In 2009, Alegent Creighton Health received a three year grant from Catholic Health Initiatives called – the BEST (Breastfeeding Education, Support and Training) grant. At the close of the grant cycle, Diane and her many coalition partners have continued all efforts with in-kind services or new revenue streams helping to make the comprehensive strategy, more sustainable. This important work has continued to change the Omaha landscape with respect to breastfeeding promotion and support in hospitals, workplaces and in physician offices. Diane is a member of the Leadership Team of the Nebraska Breastfeeding Coalition, a graduate of the City MATCH leadership program, a proud mother and grandmother.
Rebecca Ruhlen

Rebecca is an anthropologist with specialties in contemporary East Asia, gender, and motherhood. She earned her doctorate in sociocultural anthropology from the University of Washington in 2007 and the IBCLC credential in 2010. She is a visiting assistant professor in anthropology at Davidson College and volunteers locally and at the national level for Breastfeeding USA. She is married with a grown stepson, a soccer-playing middle schooler, and a former Shanghai alley cat named Calvin.

Rosalba Ruiz- Holguin

Rosalba Ruiz, has more than 15 year experience working in Public Health with a focus on Border Issues. She is a Medical Doctor and has a Masters degree in Public Health from the Universidad Autonoma de Ciudad Juarez. She is a firm believer that the best way to prevent chronic disease is to start early in life by breastfeeding. She worked previously for the Pan American Health Organization, and currently works for the Alliance of Border Collaboratives. She is a founding member of the Binational Breastfeeding Coalition in 2012. Other Experience: 2014 Habitat for Humanity in 2011 CDC Diabetes Today. Advisory Committee; Board of Directors Paso del Norte Binational Health Council and President of the Paso del Norte Binational Diabetes Committee. Elected from 2008-2011 as Chair of the Hispanic- Latino workgroup of the National Diabetes Education Program. 2008- Asociacion Mexicana de Salud Publica, member of the American Diabetes Association, 2005- Founding member of the National Hispano/ Latino Diabetes Federation, 2002- American Public Health Association, 2002- Professor at the El Paso Community College the International Health Program. Honors 2014 Selected Co- Chair Binational Breastfeeding Coalition in 2011 Selected and granted a scholarship for the Leaders Across the Border program 2011 in 2010 Outstanding Unit/Team Award PAHO/WHO.

Carol Ryan

Carol Ryan has been a Maternal-Infant Registered Nurse for 45 years and an International Board Certified Lactation Consultant for 27 years. She served on the Board of Directors for the International Lactation Consultant Association (ILCA) for 6 years and as an ILCA representative to the US Breastfeeding Committee for 10 years. She is a member of Sigma Theta Tau International Nurses Honor Society and was designated one of 2010 100 Extraordinary Nurses by its Gamma Beta Chapter of Howard University Division of Nursing. In 2011 she was selected as one of the top 10 nurses in the Washington Metro region by the Washingtonian Magazine. She served as Parenting & Lactation Services Manager for MedStar Georgetown University Hospital for 24 years. She coordinated Georgetown’s designation as the first and, presently, the only WHO/UNICEF Baby-Friendly Hospital in the region. Then she retired in 2012. Presently she serves as a member of ILCA’s Professional Development Advisory Panel and Project Manager of “Creating a Baby-Friendly District of Columbia Initiative” with the DC
Breastfeeding Coalition of which she is one of its co-founders. She is the very proud mother of 3 adult children and 5 very precious grandchildren.

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**Shasha Satchell**

Shasha S. Satchell has been a Resource Mom/Community Health Worker with B’more for Healthy Babies for three years. She is a strong advocate for the health and well-being of disenfranchised women and children living in urban communities. As a master trainer of Baby Basics, Mrs. Satchell trains other trainers and facilitates prenatal and postnatal Moms Clubs’ support groups in Baltimore City. She educates women, fathers, caregivers and teens on the importance of safe sleep environments, smoking cessation, family planning, and breastfeeding in efforts to ensure optimal family health. In addition, she conducts outreach and attends health fairs in efforts to inform the community of their role in partnering with B’more to eradicate/eliminate/decrease infant mortality. She is the breastfeeding champion and loves sharing the benefits of breastfeeding to expectant parents. She inspires, assists and supports each family through challenges and joys of breastfeeding. Mrs. Satchell is a wife and proud mother of five children, whose passion lies in being a vessel of strength and encouragement to moms as they achieve their dreams through the BHB Program.

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**Ann Seacrest**

Ann Seacrest is a registered nurse and IBCLC who is a founder and the current Executive Director of MilkWorks, a free standing, non-profit community breastfeeding center in Lincoln, Nebraska. She is a past member of the Lincoln Lancaster County Board of Health and has worked in maternal child health as a postpartum nurse, hospital lactation consultant, lobbyist, consultant, childbirth educator and doula. Ann has been an active member of the Lincoln Community Breastfeeding Initiative since its inception.

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**Cynthia Sears**

Cynthia Lan Sears has a BS and MS in Psychology and is currently enrolled in the University of Florida Department of Health Education and Behavior graduate program in the College of Health and Human Performance. Her current research interests and project in lieu of thesis topic focus on breastfeeding promotion, entertainment education, and health literacy, health disparities, and eHealth/mHealth interventions. She is a mother of two breastfed children and a strong advocate for breastfeeding as a primordial and primary health prevention strategy in her personal and academic. Her community participation in breastfeeding includes attending La Leche League meetings, undergoing training as a breastfeeding counselor with Breastfeeding USA, volunteering as an administrator or the Kellymom.com
breastfeeding support group on Facebook, and working with partner agencies and community members as the Chair of the North Central Florida Breastfeeding Coalition.

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**Andrea Serano**

Andrea Serano, A ROSE Inc. staff member is from North Hollywood CA., and attended Mount St. Mary’s College with a major in Healthcare Policy and minor in Business Administration. During her course of studies, she participated in the Washington Semester Program-Transforming Communities at American University. She has interned at the U.S. Department of Health and Humans Service in the Office on Women’s Health and at Great Beginnings for Black Babies. Andrea has participated in breastfeeding awareness movements and outreach through the use of social media.

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**Ursuline Singleton**

Ursuline Singleton, MPH, R.D. is a Public Health Advisor with the U.S. Department of Health and Human Services, Office on Women’s Health (OWH). She serves as the Project Officer for the OWH worksite lactation outreach and education initiative, National Lactation Worksite Support: Innovative Solutions for Success. This worksite initiative has a special emphasis on challenging work environments and is designed to showcase creative solutions for supporting lactating employees in the workplace. Ms. Singleton served on the federal workgroup that guided the development of The Surgeon General’s Call to Action to Support Breastfeeding. Ms. Singleton has served as a national educator, consultant and trainer in Lactation and Maternal and Child Health Nutrition. Prior to her present position at HHS, Ms. Singleton served as the National Coordinator for Breastfeeding for the USDA, Food and Nutrition Service, Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

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**Diane Spatz**

Diane L. Spatz, PhD, RN-BC, FAAN, the Professor of Perinatal Nursing and the Helen M. Shearer Professor of Nutrition at the University of Pennsylvania School of Nursing, is also the Director of the Lactation Program and a nurse researcher at The Children’s Hospital of Philadelphia. A proud alumna, she received her BSN, MSN, and PhD from Penn Nursing. Dr. Spatz is an internationally renowned clinical nurse scientist who has translated the science of human milk and breastfeeding worldwide. At The Children’s Hospital of Philadelphia, Dr. Spatz developed an innovative Breastfeeding Resource Nurse program which has educated more than 650 nurses who provide evidence based lactation support and care to families. In her research, Dr. Spatz has been principal investigator and/or co-investigator on more than 25 grants, included those federally funded by the National Institutes of Health resulting in more than 70 articles, book chapters, DVDs, policy statements, and practice guidelines. She authored the first position statement on human milk and breastfeeding for the National Association of Neonatal Nurses as well as
the new position statement on the Risks of Not Breastfeeding for the International Lactation Consultant Association. Dr. Spatz is also Chair of the American Academy of Nursing’s Expert Panel on Breastfeeding and serves as their representative to the United States Breastfeeding Committee.

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**Latha Srinivasan**

Latha M. Srinivasan has been a licensed attorney in the State of Ohio for over 15 years and has worked in the areas of labor and employment law, counseling, compliance, and corporate EEO issues as well as business and civil litigation. Ms. Srinivasan currently works at a large utility company as its EEO Compliance Representative. Ms. Srinivasan has presented numerous seminar topics on the various federal and state employment laws, including workplace lactation issues, and has contributed articles for the Bar Journal of the Cleveland Metropolitan Bar Association in the areas of employment law, community association law, work-life balance, and workplace lactation laws and policies. In November 2012, she was featured in Cleveland Business Connects Magazine on the topic of work-life balance for professionals. Ms. Srinivasan is a member of the Cleveland Metropolitan Bar Association where she has served as Chair of the Unauthorized Practice of Law Committee, Chair of the Work-Life Balance Sub-Committee of the Diversity & Inclusion Committee, Secretary-Treasurer of the Labor & Employment Section, and member of the Women in Law Section. Ms. Srinivasan received her undergraduate degree magna cum laude in 1995 from the University of Rochester and received her law degree in 1998 from the Case Western Reserve University School of Law, where she was awarded the Paul J. Hergenroeder Award in Trial Tactics. She also graduated from The Diversity Center of Northeast Ohio’s LeadDIVERSITY corporate leadership program in 2013. Ms. Srinivasan can be reached at AttorneyLatha@gmail.com. She invites you to connect with her on Twitter (@AttyLSri) and LinkedIn.

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**Julie Stagg**

Julie Stagg is the Women’s and Perinatal Health Nurse Consultant and State Breastfeeding Coordinator in the Office of Title V & Family Health at the Texas Department of State Health Services, where she coordinates and provides expertise to a variety of public health policies, programs and initiatives. Ms. Stagg holds a Master’s of Science in Public Health Nursing, and is a Registered Nurse and International Board Certified Lactation Consultant. She has worked for over 15 years to promote and support breastfeeding and other aspects of women’s and infant health in academic, hospital, outpatient, WIC clinic, milk bank, and state government settings. In her current role as State Breastfeeding Coordinator, she oversees the agency’s infant feeding workgroup and coordinates data-driven strategies designed to reduce barriers to breastfeeding in the environments where Texans give birth, live, work, and play.
Robin Stanton

Robin Stanton, MA, RD, LD is a Nutrition Consultant for the Maternal and Child Health (MCH) Program, Center for Prevention and Health Promotion of the Oregon Public Health Division. Currently she is Chair of the MCH Nutrition Council of ASPHN, has been a board member of the USBC, including past Chair, and is the representative for ASPHN on the USBC. Areas of focus include breastfeeding and healthy weight and development in childhood. Free time is spent tending her fruit orchard and preserving its bounty, along with caring for her chickens, cats and one dog.

Stacey Stephens

Stacey B. Stephens LCSW-C is the current Director for the B’more for Healthy Babies Upton/Druid Heights Program. She has over 19 years of experience in assisting underserved women and children gain access to medical and mental health services throughout Baltimore and the D.C. Metropolitan area. Mrs. Stephens and has worked at several nationally renowned hospitals including Johns Hopkins Medical Center, University of Maryland Medical System and The Children’s National Medical Center in Washington D.C. She has developed several community based programs that help women and adolescent girls in the areas of HIV/AIDS, breast cancer and infant mortality. Mrs. Stephens is also a Clinical Instructor at the University of Maryland at Baltimore School of Social Work and an Adjunct Professor at Morgan State University School of Social Work where she teaches and inspires future healthcare professionals. She is also Certified Diversity Practitioner which enables her to help individuals, groups, organizations and communities effectively manage cultural differences and influence system change.

Teresa Stewart

Teresa Stewart holds her MS in Child Development and MPH in Maternal and Child Health. She works as an Infant/Toddler Sleep Consultant and early parenting educator. For over ten years, she has been working with expecting parents, parents of children ages birth to five, childcare providers and grandparents in various roles. Teresa recognizes the many dynamics that impact a family’s sleep situations. She helps families achieve their unique sleep goals, by supporting the entire family unit, respecting where a child is developmentally, and understanding the biology behind infant and toddler sleep. Often times, sleep challenges are intertwined with breastfeeding concerns and Teresa works closely with colleagues who are lactation consultants to ensure that the sleep and breastfeeding goals are mutually respected and met. Teresa is the mother of two children, a 7-year-old daughter and a 3-year-old son. She enjoyed breastfeeding both children from birth through toddlerhood.
Catherine Sullivan

Catherine Sullivan, MPH, RD, LDN, IBCLC is the Deputy Director of the Carolina Global Breastfeeding Institute and is a Clinical Instructor in the Department of Maternal and Child Health at UNC-CH. Previously she served as State Breastfeeding Coordinator, NCHHS/DPH/ Nutrition Services Branch for 7 years. Additionally, she was a Clinical Assistant Professor at the Brody School of Medicine at ECU and also worked in Family and Consumer Education through the Extension Service (NCSU). She is a licensed and registered dietitian and an international board certified lactation consultant. Her contributions to breastfeeding and nutrition education are well known and widely respected across North Carolina and nationally. Catherine is Co-Chair of the IBCLC Advocacy Committee for NCBC.

Elizabeth Sullivan

Liz has devoted her career to education and artistry. She developed numerous award winning programs during her tenure with children of elementary school age. She currently works part time college level, as an Aesthetician educator and part time at NEMF as the lead Infant Massage Educator. She believes - "Touch can change your world one baby at a time".

Lisa Summers

Lisa Summers, CNM, DrPH Director of Policy & Advocacy Centering Healthcare Institute A graduate of the Yale nurse-midwifery program, Lisa practiced clinically for over 20 years and served on the faculties of schools of medicine and nursing before shifting to policy work. For the past 18 years her policy work has focused on health system reform, women’s health, and the role of midwives and advanced practice nursing in positions at the American College of Nurse-Midwives, at the National Partnership for Women & Families, and at the American Nurses Association. In November, 2012, she joined Centering Healthcare Institute (CHI) in their DC-area office as the first Director of Policy & Advocacy. In that role, she is focused on developing CHI’s relationships with key stakeholders and allies and pursuing policies that will improve access to quality maternal child health care. She holds a doctoral degree in Sociomedical Sciences from Columbia University’s Mailman School of Public Health and has published widely on a variety of professional practice issues.
Emily Taylor

Emily Taylor specializes in innovating, implementing and evaluating initiatives to improve the quality of healthcare for women. As founder and Director of WISE (Women-Inspired Systems’ Enrichment), Emily provides consultation on applying the IHI Model for Improvement, leadership development, curriculum creation and implementation (using adult learning theory), staff development and strengthening, guiding others to use data to drive change, and facilitating quality improvement collaboratives. Emily’s career has focused on reducing socio-ecological constraints to breastfeeding in the United States’ with particular emphasis on healthcare delivery systems. She is currently partnering with JLA on the New York City Breastfeeding Hospital Collaborative, and has led several similar initiatives throughout the US to help improve the quality of their maternity care services in hopes of increasing the number of women who meet their breastfeeding goals. She is co-director of the National Collaborative for Advancing the Ten Steps to Successful Breastfeeding (operated by the Carolina Global Breastfeeding Institute at UNC Chapel Hill). Emily serves as the Secretary of the Board of the United States Breastfeeding Committee and Past Chair of the North Carolina Breastfeeding Coalition. She is a Master of Public Health, an IHI Improvement Advisor, and a certified Leadership Facilitator. Though she no longer has an active practice, her experience as a childbirth doula and Lamaze educator continue to inform her work.

Debra Thingstad Boe

Debra Thingstad Boe is an employee of Dakota County Public Health located in Apple Valley, Minnesota. She received her bachelors in nursing from Jamestown College and her Masters of Public Health in public health policy and administration from the University of Minnesota School Of Public Health. She is a member of the Dakota County Breastfeeding Coalition and the Minnesota Breastfeeding Coalition (MBC) Steering Committee. She has assisted in the planning of MBC’s annual meetings and is part of the membership and nominating committees. Debra supervises the Dakota County WIC program and Child Health Clinic. She led the Dakota County pilot for Breastfeeding Friendly Health Departments, a collaborative pilot consisting of ten Minnesota local public health departments. She also was a member of a team that supported work with pilot health departments and was a contributor to the Breastfeeding Friendly Health Departments toolkit for local public health and community partners hosted on the Dakota County website. Debra is a certified lactation specialist and has worked with many breastfeeding families in multiple settings. She has experience working in hospital, clinic, and community settings, in addition to Public Health.
Tammy Thompson

Tammy Thompson is a registered architect and the founder of Institute for Patient-Centered Design, Inc. (the Institute), a nonprofit organization established to give patients a voice in the design of health environments. Personal experience as a patient living with a chronic illness fuels her advocacy for compassionate healthcare design. Through collaborative efforts with other patients, designers, and clinicians, she offers innovative solutions to current challenges within health facilities. She has authored and coauthored numerous articles on patient-centered design subjects. Tammy’s life changed after watching her 4 lb 9 oz preemie thrive exclusively on breast milk; and she considers breastfeeding her most significant achievement. From this experience, she looked for opportunities to support breastfeeding by designing spaces that would accommodate mother-baby couplets. Her research paper entitled “Lactation Space Design: Supporting Evidence-Based Practice and The Baby-Friendly Hospital Initiative” inspired a new focus area for the Institute. Through the creation of the Lactation Design Initiative, Tammy Thompson has pioneered a movement to address the needs of lactating mothers and breastfed babies through facility design. As a certified lactation counselor, she combines knowledge of evidence-based lactation approaches with design strategies to develop programs that align with global breastfeeding recommendations, which result in unparalleled health advantages for mothers and babies.

Ellen Tolan

Ellen Tolan is a Registered Dietitian and has a BS in Clinical Dietetics from Syracuse University. She has worked for the Massachusetts WIC program for 20 years, and has been an IBCLC for 10 years. In 2010 Ellen joined the WIC team at the Massachusetts Department of Public Health as the MIS Nutritionist and became the State Breastfeeding Coordinator in 2012. Ellen lives in Marblehead, MA with her husband and 2 sons (ages 7 and 9) who were exclusively breastfed over a year while maintaining full time employment with WIC.

Debrah Trankel

I work on a Maternity Unit, as a floor RN, educator, and Lactation Consultant. I am Chair for Women’s Health and Maternity Services Practice Council, a member of Diabetic Care Committee, and past President of Breastfeeding Hawaii. I am the Lead Investigator for a Research Project for Postpartum Urinary Incontinence, receiving joint funding from Queen Emma Nursing Institute and University of Hawaii School of Nursing, and a member of Queen’s Research Council. Educator, Instructor & Magnet Ambassador for Queen’s Medical Center, a Magnet designated facility, receiving re-designation in 2014. Legislative/policy/advocacy educator: I successfully advocated, lobbied and pushed a bill for breastfeeding to be passed last year, SB 532, and am currently awaiting the passing of SB2452,
Exempting breastfeeding mothers from jury duty. Breastfeeding laws, women’s’ laws and tobacco laws passed this year! I have given verbal and written testimony and lobbying /documentation experience in all these arenas. 7/2013 Developed & implemented a community-wide lactation support program in American Samoa, and initiated BF Coalition. March 2014- Currently working with Guam as a consultant to form Guam’s Breastfeeding Coalition! First meetings are scheduled. Program development for Lactation support program similar to American Samoa’s underway. I am a Graduate student @ University of Hawaii at Manoa in the Nursing Executive Leadership Master’s program. ILCA, USBC, AONE, AWHONN, Sigma Theta Tau, ONS, Women’s Legislative Coalition, Tobacco Coalition, and AAUW are organizations I am an ACTIVE member of.

Michele Vancour

Michele Vancour is a professor of public health at Southern CT State University. Her research highlights academic women’s struggles with breastfeeding once they return to their positions after the birth of their children. Her findings have led to changes in several university lactation support programs, and led her to co-edit a forthcoming book, Breastfeeding Best Practices in Higher Education (Hale Publishers). Michele chairs CBC’s Research and Surveillance Committee and serves on CBC’s Board of Directors. Michele also is committed to building the future capacity of breastfeeding public health experts through her mentorship of public health interns working with the CBC as well as encouraging graduate students to focus their research on breastfeeding-related issues. Recently she worked with students through a CT State University faculty grant to examine the knowledge and perception of breastfeeding among men living in Connecticut.

Cynthia Anne-Richey Vella

Cynthia has devoted her entire Nursing career to Women’s Health. Since 1997 she has been devoted exclusively to lactation and infant feeding problems. She recently after 17 years has retired from the Good Samaritan Medical Center in Brockton, MA- to focus more on her private office and in continuing to serve mothers and babies after hospital discharge. Her achievements include team - leading the hospital to the prestigious Baby Friendy award in August 2013, as the 6th certified hospital in the Commonwealth of Massachusetts.

Susan Vierczhalek

Susan Vierczhalek, MD, FAAP Susan is an Associate Professor of Clinical Pediatrics New York University School of Medicine and is the medical director of the Bellevue newborn nursery, and of the Bellevue Breastfeeding Program and co-director of the high-risk newborn follow-up program. She serves as the American Academy of Pediatrics New York Chapter 3 Breastfeeding Coordinator, Chair of the New York
State Breastfeeding Coalition and Vice-chair of the New York City Breastfeeding Leadership Council. She has been active in the AAP, serving as chapter 3 secretary for the past 2 years. In her role as Chapter 3 Breastfeeding Coordinator, she has advocated for mothers and babies and has participated in several “Roundtables on Breastfeeding” with State Senator Liz Krueger, advising on the Breastfeeding Bill of Rights Law passed in 2009 and on worksite issues. She serves on the NY State Breastfeeding Partnership Team, an advisory panel to the NYSDOH. She presented two teleconferences, “The Journey to Successful Breastfeeding,” in collaboration with the Chapter 2 Breastfeeding Coordinator in 2010.

Marsha Walker

Marsha Walker, RN, IBCLC. Marsha is a registered nurse and international board certified lactation consultant. She has been assisting breastfeeding families in hospital, clinic, and home settings since 1976. Marsha is the executive director of the National Alliance for Breastfeeding Advocacy: Research, Education, and Legal Branch (NABA REAL). As such, she advocates for breastfeeding at the state and federal levels. She served as a vice president of the International Lactation Consultant Association (ILCA) from 1990-1994 and in 1999 as president of ILCA. She is a board member of the Massachusetts Breastfeeding Coalition, the US Lactation Consultant Association, and Baby Friendly USA, USLCA’s representative to the USDA’s Breastfeeding Promotion Consortium, and NABA REAL’s representative to the US Breastfeeding Committee. Marsha is an international speaker, and an author of numerous publications including ones on the hazards of infant formula use, Code issues in the US, and Breastfeeding Management for the Clinician: Using the Evidence.

Julie Ware

Dr. Ware is a veteran pediatrician who specializes in breastfeeding medicine and is an active advocate for breastfeeding support of nursing mothers. She serves as the Chair of the Shelby County Breastfeeding Coalition, is a contributing member of the Tennessee Breastfeeding Coalition, and a member of the Leadership Group of TIPQC Breastfeeding Promotion Project. Dr. Ware is a Co-Chapter Breastfeeding Coordinator of the Tennessee Chapter of the American Academy of Pediatrics. Dr. Ware received her B.A. degree from the University of Texas. After completing her M.D. degree from Baylor College of Medicine, she completed her residency training in Pediatrics at Baylor College of Medicine. As a board-certified pediatrician for the past 25 years with specialty training in breastfeeding medicine, Dr. Ware has become a local, state, regional, and national spokesperson for breastfeeding advocacy. She completed a Masters of Public Health degree at the University of Memphis in 2012, and was named as the Tennessee Pediatrician of the Year in 2013. She is now a Clinical Assistant Professor of Pediatrics at the University of Tennessee Health Science Center in Memphis, TN.
Donna Warr

My objective is to continue to provide breastfeeding education to healthcare providers and breastfeeding families. As a NICU nurse with over 30 years experience and as a lactation consultant, providing this support has become my passion. The hospital where I am currently employed is the second hospital that I have filled the role as chair of the NICU breastfeeding group. In this role I have developed resources for staff as well as parents. I have identified the need for policies and protocols to be specific to breastfeeding in the NICU. At this time I am offering NICU breastfeeding education classes to the staff. My initiative is to support breastfeeding throughout the NICU stay. The goal is for NICU moms and their babies to achieve breastfeeding prior to discharge.

Nia Williams-Myles

Nia Williams-Myles, RN, MSN-Edu., MPH. Ms. Williams-Myles serves as Senior Nurse Case Manager for the SMILE program. She joined the program in 2004 and during that time has also served as an OB/GYN staff nurse at Maryland General Hospital. Earlier she was an OB/GYN staff nurse at Harbor Hospital Center in Baltimore, MD, King Edward VII Memorial Hospital in Bermuda, and the University of Maryland Medical Center. She received her BSN degree from Andrews University in Berrien Springs, MI, and MPH from Loma Linda University, Loma Linda, California and MSN-Education degree from Walden University. Ms. Williams-Myles is a certified childbirth educator, HIV testing counselor, breastfeeding peer counselor, and smoking cessation peer counselor.

Christine Wiseman

Christine is the manager of the City of Dallas Lactation Care Center. Christine has been an RN for over 25 years and focused on family centered care throughout her career. She has worked in several clinical settings including: Special Care Nursery, NICU, Mother/Baby, Inpatient and Outpatient Lactation. Currently, Christine is working in public health as an IBCLC assisting mothers and infants in meeting their breastfeeding goals and training health care providers in the field of lactation.

Lorena Gonzalez

Lorena provides leadership with Urban Strategies’ efforts to promote national initiatives that strengthen Hispanic communities. She served as a staff coordinator and communications manager for the National Alliance for Hispanic Families project. Before she joined Urban Strategies, Lorena served as Vice
President of Programs with AVANCE, and led efforts in developing, designing, implementing, and evaluating family, parent, and community leadership programs.

Lorena is also recognized in cross-cultural group dynamics in the areas of communication, conflict management, and team/individual motivation. Lorena has served in numerous leadership roles including the National Hispanic Leadership Institute, the Community Education Leadership Program, Guadalupe Cultural Arts Center, and the San Antonio Commission for Children and Families.

Lorena earned a PhD in Leadership Studies and a BA in sociology/psychology at Our Lady of the Lake in San Antonio, and completed the MA program in bicultural bilingual studies from the University of Texas at San Antonio. She is also a graduate of Harvard University’s John F. Kennedy School of Government’s Executive Education Program.

Sherry Payne

Sherry L. Payne has a bachelors of nursing and a masters in nursing education. She is pursing midwifery education and works part-time as a seminar presenter and nurse educator. She is a lactation consultant and a certified nurse educator. Upon completion of her midwifery studies, she plans to open an urban prenatal clinic and birth center. Ms. Payne founded Uzazi Village, a nonprofit dedicated to decreasing health disparities in the urban core. She owns Perinatal ReSource an education, training and consulting firm. She is an editor for Clinical Lactation Journal, and sits on the board of CIMS, Coalition to Improve Maternity Services. She also sits on her local FIMR Board (fetal infant mortality review). She presents nationally on perinatal and nursing education issues. Her career goals include increasing the number of midwives of color and improving lactation rates in the African American community through published investigative research and application of evidence based clinical practice and innovation in healthcare delivery models.

Kara Palmer

Kara brings communications, advocacy and public affairs expertise from more than 15 years of working with non-profits, businesses and government agencies in the Puget Sound region. She enjoys developing high-impact communication strategies, crafting compelling messages and mobilizing people to foster positive social change. At Pyramid, her clients include the W.K. Kellogg Foundation, and supporting conservation and Indian Country work.

Previously Kara served as an advocacy officer at the Bill & Melinda Gates Foundation where she employed various strategies to elevate key global health, development and learning issues. Her passion for international work led her to become a World Affairs Council Fellow in 2011-2012, and to volunteer as the education chair and a board member of Pangea, a non-profit group dedicated to inspiring
international engagement and supporting grassroots community development in Africa, Asia and Latin America. Kara holds a bachelor’s of science from the University of California at Davis.

Shannon Polk

Shannon Polk is a graduate of James Madison College at Michigan State University and Thomas M. Cooley Law School. She received a Bachelor of Arts in International Relations and a Juris Doctorate. In 2008, she was named as one of Genesee County’s “top 40 under 40” in Your Magazine. Prior to joining MIBFN, she started a nonprofit consulting firm, Leadership Solutions, LLC.

Presently, Polk serves on the Council of Foundations Next Gen Task Force and the National Philanthropy Committee of The Links, Inc. She created the Passing the Leadership Baton workshop that is now embedded at the Council of Michigan Foundations. As the founding co-chair of Emerging Practitioners in Philanthropy-Michigan Chapter and a 2009-2010 Connecting Leaders Fellow with the Association of Black Foundation Executives, she has served Michigan’s philanthropic community in various leadership positions. Polk most recently served as an associate program officer at the Charles Stewart Mott Foundation.

Claire Eden

Claire Eden is the Coordinator of the Georgia Breastfeeding Coalition, and a principal of Atlanta Breastfeeding Consultants, LLC. She has been supporting breastfeeding families since 1998 through La Leche League International and as a board certified lactation consultant since 2009. She enjoys teaching new and expectant parents about breastfeeding through classes and private consultations.

Born in the midwest, Claire grew up in Gainesville, Florida and holds a bachelor’s degree in Political Science and Communications from Brigham Young University. Before becoming a lactation consultant, Claire worked in health administration. She has enjoyed putting down roots in the Atlanta community over the last decade through volunteer work and community involvement. She is a member of the International Lactation Consultants Association (ILCA), the United States Lactation Consultants Association (USLCA), and the Southeast Lactation Consultant Association (SELCA).

Kelley Scanlon

Dr. Kelley Scanlon leads the Infant Feeding Team of the Nutrition Branch, Division of Nutrition, Physical Activity, and Obesity at Centers for Disease Control and Prevention. During Kelley's 24 years at CDC she has worked on a variety of nutrition topics, including breastfeeding, pediatric diet and anthropometric assessment, pregnancy weight gain, vitamin and mineral deficiencies and toxicities, parental child-
feeding strategies, increasing consumption of fruits and vegetables, and decreasing consumption of \textit{trans} fatty acids. Currently her work is focused on policy and environmental approaches to supporting breastfeeding.

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**Katherine Shealy**

Katherine is an International Board Certified Lactation Consultant, and a Breastfeeding Specialist in the Division of Nutrition Physical Activity, and Obesity. She has an MPH in Maternal and Child Health from the University of Kansas Medical Center; Master’s thesis topic “Breastfeeding Among Adolescent Mothers”. Prior to her work at CDC, Katherine worked as the Maternal and Child Health Epidemiologist for the Kansas Department of Health and Environment. She has worked at CDC since 2002, and has many accomplishments, including being the primary contributor to \textit{The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies}, \textit{The Surgeon General’s Call to Action to Support Breastfeeding}, and the \textit{Breastfeeding Report Card}. She is a member of the cross agency team that conducted the Infant Feeding Practices Survey. Katherine played a primary role in development of the Maternity Practices in Infant Nutrition and Care (mPINC) Survey, the facility benchmark reports, and the state mPINC reports. She is an author of numerous publications on breastfeeding, and presenter at many national and state-level conferences.

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**Clifton Jamil Kenon**

Dr. Clifton Kenon Jr., a lactation consultant and avid breastfeeding supporter, led the first hospitals within the IHS to become Baby Friendly, as well as the first and only hospitals within the state of North and South Dakota. This resulted in increased breastfeeding rates by up to 80 percent on some reservations. He created an induced lactation program for Native American women that were considering adoption, as well as strengthened the use of the lactational amenorrhea method as a natural family planning method. For his leadership in the area of breastfeeding, he was recognized by Michelle Obama’s "Let’s Move Initiative," and was invited to speak at the White House in 2012. He has been recognized by the Surgeon General of the United States and received the 2011 Lucille Woodville Award in honor of his contributions to the health of women and newborns in the United States. In 2013, he took home the top national award at IHS, the Reyes Award, making him the first nurse and the youngest person ever to receive this honor. He was the Award of Excellence in Practice Recipient from the Association of Women’s Health Obstetrics and Neonatal Nurses in 2014. Clifton has lectured cross country on the importance of breastfeeding protection, promotion, and support, including consistent advocacy for embracement of the International Code of Marketing of Breast milk Substitutes. Clifton recently accepted a new position with the U.S. Agency for International Development (USAID) as a Health Scientist in the Office of Population and Reproductive Health, where he continues to work on breastfeeding and natural family planning in developing nations. Before that, he served as the Director...
of Maternal and Child Health in the Great Plains Area of the Indian Health Service (IHS), working in North Dakota, South Dakota, Iowa, and Nebraska to serve the needs of American Indian and Alaska Native women. He has worked as labor and delivery nurse, mother baby nurse and lactation consultant at both the University of Virginia Hospital, and Duke University Medical Center. Clifton earned a doctorate of nursing practice from Chatham University of Pittsburgh, a master’s degree in nursing from the University of North Carolina at Charlotte, and a bachelor's degree in nursing from Winston-Salem State University. Dr. Kenon is currently pursuing a second doctoral degree at the University of Tennessee.

Camie Goldhammer

Camie Jae Goldhammer is a clinical social worker and lactation consultant in Seattle, Washington, and a member of the Sisseton-Wahpeton Tribe. She is the founder and chair of the Native American Breastfeeding Coalition of Washington, a nonprofit devoted to providing breastfeeding education, outreach and support to Washington State’s American Indian/Alaska Native population. Camie is also a member of the Native American Women’s Dialogue on Infant Mortality, serves on the Local Indian Child Welfare Advisory Committee and is one of the founding mothers of the Collaborative for Breastfeeding Action and Justice. A bulk of her clinical work has focused on the effects of historical and complex traumas on attachment, bonding and parenting practices among American Indian/Alaska Native families. Her current focus is on inequity in breastfeeding support, breastfeeding justice and food tribal sovereignty through breastfeeding, while continuing to help one mom and one baby at a time through her private practice work. She lives in Seattle with her husband, Eric, and daughters Dylan (5) whom she breastfed for almost 4 years and JoJo (2.5) who is currently breastfed.

Brenda Reyes

Brenda Reyes is the Program Manager for HealthConnect One (HC One). A well-respected and knowledgeable breastfeeding advocate, Brenda conducts breastfeeding peer counselor trainings, trainings for front-line staff at health and social service agencies, presents workshops for WIC and MCH case management staff, and collaborates with a variety of partner agencies to provide effective and engaging peer counseling services for breastfeeding women in Chicago. She manages partner relationships, creates tools for reporting and evaluation, and works with the HC One program team to develop goals and monitor progress. Brenda began her work with HC One as the Peer Counselor Program Coordinator in 2001, designing and delivering training for breastfeeding peer counselors in underserved and economically disadvantage neighborhoods across Illinois. Brenda has worked on Communities Putting Prevention to Work (CPPW) and on Chicago’s Healthy Places initiative, and formed part of the team which developed the Hospital breastfeeding toolkit for Illinois’ State Perinatal Breastfeeding Quality Improvement Project. Brenda has served as both Secretary and Treasurer of the
Chicago Region Breastfeeding Taskforce, and is a current member. She acted as lead for HC One’s Message and Messenger Project to increase umbilical cord blood donations among African-American and Hispanic Families. She has served on the Advisory Board of the Center for Sustainable Health Outreach and on the Illinois WIC Peer Counselor Advisory Committee. Brenda became a Registered Nurse in 2012 after completing the Daley College Nursing Program.

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**Mona Liza Hamlin**

Mona Liza Hamlin, BSN, IBCLC is a Clinical Nurse Educator and the Lactation Consultant at Nemours Alfred I. duPont Hospital for Children in Wilmington, DE. Through both her professional experience as a NICU nurse and her personal experience as a breastfeeding mother, Mona realized the importance of breastfeeding support. Fueled by her professional and personal passions to ensure that all mothers have access to quality breastfeeding support and resources, Mona used her experience to segue from bedside nursing to lactation. Mona's fundamental belief is that equitable access and quality care are provided to all women, especially those at highest risk. After earning the International Board Certified Lactation Consultant (IBCLC) credential, Mona developed the Nemours Lactation Support Program, which provides inpatient, outpatient, and employee breastfeeding services. Mona serves as a member of the Delaware Healthy Mother & Infant Consortium and is a board member for the Breastfeeding Coalition of Delaware. She also serves as a board member of the National Perinatal Association and is member of United States Breastfeeding Committee. Through Breast for Baby, her most recent endeavor, Mona serves her local community offering private consultation with a holistic approach. Mona is currently completing her Masters in Nursing Leadership.
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