Welcome Convening Attendees

The United States Breastfeeding Committee (USBC) warmly welcomes you to Bethesda for the Ninth National Breastfeeding Conference & Convening (NBCC). This unique gathering emphasizes the implementation of The Surgeon General’s Call to Action to Support Breastfeeding through policy and practice change. With the theme, Taking Equity from Theory to Practice: Advancing Inclusive and Collaborative Breastfeeding Support, the focus this year is a conscious expansion of “the table” to include a broader representation of families and organizations from the grassroots to the treetops.

This conference theme is so perfectly aligned with the membership expansion of the USBC itself. The membership voted to open the doors to a more expansive collaborative, affirming our collective commitment to inclusion. We are proud to report that we have increased membership to now over 90 professional, educational, community, and governmental organizations, making our membership a stronger representation of the breadth and depth of the breastfeeding movement. We’re also so pleased to celebrate a new category of NBCC awardees: the Cultural Changemakers join the Emerging Leaders and the Tribal Trailblazers — all of the recognized individuals are catalysts for change in their communities.

The purpose and content of the NBCC are relevant to all types of breastfeeding coalitions and member organizations of USBC as the national breastfeeding coalition. As part of the USBC’s Strategic Goal #4 to “Create and model a culture of inclusion, diversity, and equity,” we have sought to filter every conference planning decision through this lens. Conference Community Norms and the program design aim to facilitate an inclusive environment for our time together and maximize experiential group learning. With whole group learning, breakout panels, and peer sharing opportunities on a wide range of important topics; and with so many networking events: Regional Meetings, “Thursday’s Welcome Exhibit Reception,” Facilitated Identity Caucus Gatherings, Special Interest Meetings, and even a “Getting to Know You” Speed Networking event, this conference is designed to help you learn from each other and connect with the other members of our dynamic and expanding group. The Conference Program Committee and staff team have thoughtfully designed equitable and inclusive learning spaces that decenter whiteness and value the participation and contributions of the diverse NBCC community. We invite you to review USBC’s diversity statement and community norms and embrace the theme of the conference.

We are so glad you are here with us; it is your presence and participation that creates this culture of inclusion. It literally cannot be done without you! We sincerely hope you enjoy this opportunity to learn from and with your peers. Together let us engage our head, heart, and spirits, and co-create a multi-racial community that affirms the dignity of participants in this shared space, and demonstrates allyship and solidarity for equity. We look forward to our continued partnership and sincerely thank you for the outstanding work you do on behalf of breastfeeding families.

Warmly,

The USBC Conference Program Committee

Thank You to Our Funders & Partners

- Centers for Disease Control and Prevention
- Association of Maternal & Child Health Programs
- Center for State, Tribal, Local, and Territorial Support
- W.K. Kellogg Foundation
- Association of State Public Health Nutritionists
## Schedule at a Glance

### Thursday, June 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:15-6:00pm</td>
<td>Refer to Agenda</td>
<td>Regional Meetings</td>
</tr>
<tr>
<td>6:00-8:00pm</td>
<td></td>
<td>Dinner on your own</td>
</tr>
<tr>
<td>8:00-9:30pm</td>
<td>Ballroom Foyer</td>
<td>Welcome Exhibits Dessert Reception</td>
</tr>
</tbody>
</table>

### Friday, June 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30-8:30am</td>
<td>Ballroom Foyer</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30-9:00am</td>
<td>Ballroom</td>
<td>Welcome/Opening</td>
</tr>
<tr>
<td>9:00-9:30am</td>
<td>Ballroom</td>
<td>Opening Keynote</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Centers for Disease Control and Prevention</td>
</tr>
<tr>
<td>9:30-10:30am</td>
<td>Ballroom</td>
<td>Awards Ceremony</td>
</tr>
<tr>
<td>10:30-11:00am</td>
<td>Ballroom Foyer</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11:00am-12:00pm</td>
<td>Ballroom</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Building a Leaderful First Food Movement</td>
</tr>
<tr>
<td>12:00-1:15pm</td>
<td>Ballroom</td>
<td>Luncheon/Lunch Table Topics (12:45-1:15pm)</td>
</tr>
<tr>
<td>1:15-3:00pm</td>
<td>Ballroom</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• National Initiatives</td>
</tr>
<tr>
<td>3:00-3:45pm</td>
<td>Ballroom Foyer</td>
<td>Refreshment Break (Exhibits, Posters, CDC Listening Session)</td>
</tr>
<tr>
<td>3:45-5:00pm</td>
<td>Room Locations Listed with Session Titles</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Addressing Barriers to Access (Cabinet/Judiciary Suite)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Breastfeeding Support Across Community Contexts (Diplomat/Ambassador Rooms)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Harnessing Voices for Policy Change (Ballroom)</td>
</tr>
<tr>
<td>5:15-6:15pm</td>
<td>Refer to Agenda</td>
<td>Special Interest and Identity Caucus Facilitated Meetings</td>
</tr>
<tr>
<td>6:15-8:00pm</td>
<td></td>
<td>Dinner on Your Own</td>
</tr>
<tr>
<td>8:00-9:30pm</td>
<td>Cabinet/Judiciary Suite</td>
<td>“Getting to Know You” Speed Networking Event</td>
</tr>
</tbody>
</table>

### Saturday, June 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30-8:30am</td>
<td>Ballroom Foyer</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30-9:15am</td>
<td>Ballroom</td>
<td>Awards Ceremony</td>
</tr>
<tr>
<td>9:15-10:45am</td>
<td>Ballroom</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Breastfeeding Across Cultures</td>
</tr>
<tr>
<td>10:45-11:15am</td>
<td>Ballroom Foyer</td>
<td>Refreshment Break (Exhibits, Posters, CDC Listening Session)</td>
</tr>
<tr>
<td>11:15am-12:30pm</td>
<td>Room Locations Listed with Session Titles</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Partnerships to Advance Equity (Diplomat/Ambassador Rooms)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Breastfeeding in African American Communities (Ballroom)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Community-Based Strategies (Cabinet/Judiciary Suite)</td>
</tr>
<tr>
<td>12:30-1:30pm</td>
<td>Ballroom</td>
<td>Luncheon</td>
</tr>
<tr>
<td>1:30-2:15pm</td>
<td>Ballroom</td>
<td>Plenary Session</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Inclusive Breastfeeding Support of Partners, Spouses, and Family Voices in Breastfeeding Support</td>
</tr>
<tr>
<td>2:15-3:15pm</td>
<td>Ballroom</td>
<td>Closing Keynote</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Advancing Inclusive and Equitable Breastfeeding Support at the Grassroots</td>
</tr>
<tr>
<td>3:15-3:30pm</td>
<td>Ballroom</td>
<td>Closing Address</td>
</tr>
</tbody>
</table>
Note: Positions on the USBC’s Board of Directors and Committees are held by individuals, and as such are not reflective or representative of the individuals’ member organizations.
Table of Contents

Schedule at a Glance..................................................................................................................................................................1
Board of Directors, USBC Staff, Conference Program, Awards, and CRASH Committees..............................................2
Table of Contents......................................................................................................................................................................3
Honoring the Traditional Caretakers of the Land, Appreciation for Local Support.................................................................4
2019 NBCC Awardees.............................................................................................................................................................5
Conference Goals, Diversity Values Statement, Working Definition of Equity, Conference Community Norms, Personal Gender Pronouns..................................................................................................................................6-7
Monthly Donor Promotion..........................................................................................................................................................8
Technology......................................................................................................................................................................9
General Information..........................................................................................................................................................10-11
Detailed Program Agenda: Thursday, Friday................................................................................................................12-14
Detailed Program Agenda: Saturday......................................................................................................................................15-17
Lunch Table Topics............................................................................................................................................................18-19
Poster Presentations........................................................................................................................................................20-22
Conference Disclaimer & Presenter Declarations.........................................................................................................23
Sponsor & Exhibitor Recognition........................................................................................................................................24
USBC Member Organizations..............................................................................................................................................25
Support Changes Everything Coloring Page.....................................................................................................................26
Notetaking Page......................................................................................................................................................................27
Conference Meeting Room Map.........................................................................................................................................28
USBC Membership Benefits.................................................................................................................................................29
Honoring the Traditional Caretakers of the Land

The USBC wishes to acknowledge Native American Indians as the Traditional Caretakers of this land and all land across the United States. We also pay our respects to their Elders, past and present, and the Elders from other communities who may join us. This convening is being held on the traditional land of Native people from several Nations, including the Piscataway and Nacotchtank (Anacostan) Nations, some of whom continue to live on this land now.

We are in this area because of its proximity to our nation’s capital, however, it is crucial to reflect on how that history forcibly displaced Native people that stewarded this land for generations. Members of the Piscataway were some of the first people to have contact with European colonists and were systematically removed from their land and their culture for centuries. In 2012, after years of hard work by tribal elders, members, and supporters, Maryland Governor Martin O’Malley signed an Executive Order of “State Recognition to the Piscataway Conoy Tribe.”

To acknowledge traditional territory is to recognize its longer history, reaching beyond colonization and the establishment of European colonies, as well as its significance for the Indigenous peoples who lived and continue to live upon this territory, and whose practices and spirituality were tied to the land and continue to develop in relationship to the land and its other inhabitants today. Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. We begin this effort to acknowledge what has been buried by honoring the truth. We are on ancestral land.

Sources:
- Native Land: Territory Map: https://native-land.ca/
- Piscataway Indians: www.piscatawayindians.com
- Piscataway Conoy Tribe: www.piscatawayconoytribe.com
- Piscataway Recognition: https://youtu.be/AraQBB993qo

In Appreciation for Our Local Support

We are thrilled to be back in the Washington, D.C. area for our 2019 National Breastfeeding Conference & Convening! As part of our new annual NBCC process, we will be around D.C. in odd-numbered years and we will be a “traveling” conference in even-numbered years. We are looking forward to capitalizing on being near our partners and members in the D.C. area during this year’s gathering.

We are grateful to the local coalitions that have helped host us this year.

- Maryland Breastfeeding Coalition (USBC member)
- Virginia Breastfeeding Coalition
- District of Columbia Breastfeeding Coalition (USBC member)

Shop our new line of “Support Changes Everything” t-shirts and products in the USBC Cafepress store

www.cafepress.com/usbreastfeeding
2019 NBCC Awardees

We are so thrilled to recognize this amazing cohort of awardees, and hear about their work during the Awards ceremonies on Friday from 9:30-10:30am and Saturday from 8:30-9:15am. For more information about our dynamic 2019 awardees, read their bios in the NBCC app and on the conference website.

### Emerging Leader Awardees

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Granite</td>
<td>Breastfeeding Hawai‘i Coalition</td>
<td>Oahu, Hawai‘i</td>
</tr>
<tr>
<td>To-Wen Tseng</td>
<td>Asian Breastfeeding Taskforce</td>
<td>Los Angeles, California</td>
</tr>
</tbody>
</table>

### Tribal Trailblazer Awardees

<table>
<thead>
<tr>
<th>Name</th>
<th>Tribe and Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Gourd</td>
<td>Spirit Lake Nation, Apache, North Dakota</td>
</tr>
<tr>
<td>Danielyn Hardy</td>
<td>Pueblo of Zia, New Mexico</td>
</tr>
<tr>
<td>Cyndee McLead</td>
<td>Turtle Mountain Chippewa Tribe, North Dakota</td>
</tr>
<tr>
<td>Natalie Nicholson</td>
<td>Three Affiliated Tribes, Minnesota</td>
</tr>
<tr>
<td>Tracey Printup</td>
<td>Tonawanda Seneca, Turtle Clan of the</td>
</tr>
<tr>
<td>Stephanie Rupnicki</td>
<td>Kickapoo Tribe, Kansas</td>
</tr>
<tr>
<td>Courtney Schwefel</td>
<td>Bear Clan, Mohican Tribe, Wisconsin</td>
</tr>
</tbody>
</table>

### Cultural Changemaker Awardees

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lizabeth Berkeley</td>
<td>Binational Breastfeeding Coalition</td>
<td>El Paso, Texas</td>
</tr>
<tr>
<td>Carmen Cabrer</td>
<td>Alimentación Segura Infantil</td>
<td>Carolina, Puerto Rico</td>
</tr>
<tr>
<td>Jabina Coleman</td>
<td>Breastfeeding Awareness &amp; Empowerment (BAE)</td>
<td>Philadelphia, Pennsylvania</td>
</tr>
<tr>
<td>Stephanie Johnson</td>
<td>Minnesota Breastfeeding Coalition</td>
<td>Woodbury, Minnesota</td>
</tr>
<tr>
<td>Jacqueline Lambert</td>
<td>Baby Café</td>
<td>Merigold, Mississippi</td>
</tr>
<tr>
<td>Kanisha Neal</td>
<td>Inland Empire Breastfeeding Coalition</td>
<td>Moreno Valley, California</td>
</tr>
<tr>
<td>Tiffany Pao Yang</td>
<td>Twin Cities Regional Breastfeeding Coalition</td>
<td>Coon Rapids, Minnesota</td>
</tr>
<tr>
<td>Elsa Quintana</td>
<td>Coalition of Binational Associations</td>
<td>Anthony, New Mexico</td>
</tr>
<tr>
<td>Rosalba Ruiz-Holguin</td>
<td>Binational Breastfeeding Coalition</td>
<td>El Paso, Texas</td>
</tr>
<tr>
<td>Rose Steele</td>
<td>Indigenous Breastfeeding Coalition</td>
<td>Clearlake Oaks, California</td>
</tr>
<tr>
<td>Kaitlin Tuttle</td>
<td>Appalachian Breastfeeding Network</td>
<td>Racine, Ohio</td>
</tr>
<tr>
<td>Jada Wright Nichols</td>
<td>Sankofa Breastfeeding Coalition</td>
<td>Stone Mountain, Georgia</td>
</tr>
</tbody>
</table>
Conference Objectives

The overarching goal of the National Breastfeeding Conference & Convening is to assist with development of the leadership capacity to more effectively protect, promote, and support breastfeeding at the national, state, and local/community levels. Read the detailed objectives on the conference webpage and in the Conference app.

1. Describe 3 core competencies of coalition building and formation of cross-sector partnerships.
2. Describe the practice of All teach, All learn.
3. Identify ways to integrate breastfeeding into the broader public health agenda, in order to improve the implementation of strategies from *The Surgeon General's Call to Action to Support Breastfeeding*.
4. List at least 3 strategies for advancing diversity, equity, and inclusion in breastfeeding support, utilizing the application of both an “equity lens” and an “equity mirror.”
5. Identify pathways and levers for policy change.
6. Describe how to apply strategic policy developments to national, state, and/or local contexts to advance health equity.
7. Describe the importance of inter-professional collaboration in strengthening the public health infrastructure.
8. List at least 3 ways to improve collaborative practice across the public healthcare team.

Diversity Values Statement

The United States Breastfeeding Committee (USBC) commits to inclusion, diversity, and equity as core values, embracing meaningful participation by diverse stakeholders, and actively soliciting varied viewpoints. We deconstruct all barriers to full participation in the USBC on the basis of identity.

Our definition of diversity includes diversity by position, gender, race, creed, age, sexual orientation, national origin, disability, family status, gender identity, formal education, life experience, religion, communication styles, geographic location, and work-related skill sets and experience. We ground our work in inclusion, diversity, and equity to facilitate the achievement of our mission and vision.

Leading by example, as the national coalition empowered to protect, promote, and support breastfeeding in the United States, we model inclusion, diversity, and equity for member organizations, breastfeeding coalitions, and all populations we serve.

Working Definition of Equity

Our working definition of *equity* is compiled from the examples of the W.K. Kellogg Foundation, Center for Social Inclusion, Collective Impact literature, and others. It views equity as three interwoven components: a lens, a mirror, and an outcome.

- It is a **lens** through which we view the world to inform and guide the design of our strategies and activities to build a “landscape of breastfeeding support.”
- It is also a **mirror** through which we view ourselves and our organizations, examining our internal structures, culture, and policies and their impact on how the lens is applied and the outcome achieved.
- Lastly it is the **outcome** we seek to achieve, i.e., equity is realized when life outcomes are equal, in a statistical sense, regardless of one’s identities.

Equity work can take the form of actions designed to address historic burdens as well as to remove present day barriers to equal opportunities. It can be accomplished by identifying and eliminating systemic discriminatory policies and practices, but also by transforming structures towards access, justice, self-determination, redistribution, and sharing of power and resources. Above all, it requires an inclusive approach that maximizes engagement of the communities impacted.
Conference Community Norms

- Each of us comes to today with good intentions.
- Each of us has relevant skills and knowledge on which to build, here and now. Everyone’s participation is vital.
- Racial equity means something different to each of us in this room.
- We will honor each other’s identities and experiences.
- Each of us is doing their best at this moment.
- Listening is difficult and possible. We will stay engaged, and open to new learning, and listen well for deep understanding.
- Listening with our heads and hearts helps us make the head-heart connection before we speak.
- We step up and step back: If I usually hold back, I will speak up. If I tend to speak often, I will take a pause.
- Affirming one another builds a sense of community.
- Each one speaks only for oneself.
- Conflict, when worked through, leads to closer, more trusting, and more productive relationships.
- We will strive to honor concerns. No shaming, attacking, or discounting.
- We will experience any discomfort that comes up as part of the learning process. We will speak our discomforts.
- We will maintain confidentiality: if later we share about our experience, we will refrain from using names.
- We will strive to be gracious when others stumble, because we all will stumble.
- Each one takes responsibility for our shared experiences during the conference.

Personal Gender Pronouns

The USBC encourages presenters and attendees to use gender-neutral language when referring to groups of people (folks, everyone, etc) and to ask about personal gender pronouns without assumption. Pronouns are also identified on NBCC name badges.

How do I ask someone what pronouns they use?: Try asking: “What pronouns do you use?” or “Can you remind me what pronouns you use?” If you are asking as part of an introduction exercise and you want to quickly explain what gender pronouns are, you can try something like this: “Tell us your name, where you come from, and your pronouns. That means the pronouns that you use in reference to yourself.”

Why is it important to respect people’s pronouns?: Asking and correctly using someone’s pronouns is one of the most basic ways to show your respect for their gender identity. When someone is referred to with the wrong pronoun, it can make them feel disrespected, invalidated, dismissed, alienated, and/or dysphoric. It is a privilege to not have to worry about which pronoun someone is going to use for you based on how they perceive your gender.

What are some commonly used pronouns?: She/her/hers and he/him/his are a few commonly used pronouns. Never refer to a person as “it” or “he-she”. These are offensive slurs used against trans and gender non-conforming individuals. There are also lots of gender-neutral pronouns in use, such as they/them/their (used in the singular) or Ze/hir/hir. Some people prefer not to use pronouns at all, using their name as a pronoun instead.

What if I notice someone misgendering someone else?: In most cases, it is appropriate to gently correct them without further embarrassing the individual who has been misgendered. This means saying something like “Alex uses the pronoun she,” and then moving on.

Are there special considerations for those of us in the breastfeeding field? Yes! Referring only to “breastfeeding mothers” excludes families, including, but not limited to, those who chestfeed, bottle feed, don’t identify as a mother, or have experienced infant loss. The impact is particularly problematic when used in legislation and policies as it can literally exclude many families from protections. It’s also important to remember that not all families look alike. Using the word “partner” instead of “husband” or “father” can help make the NBCC (and our field as a whole!) a more inclusive space.

Adapted from:
- University of Milwaukee LGBT Resource Center “Gender Pronouns” webpage: https://uwm.edu/lgbtrc/support/gender-pronouns/
- Central Connecticut State University LGBT Center resource “Preferred Gender Pronouns: For Faculty (Or, How to Take Important Steps in Becoming a Trans Ally)!”: https://www.ccsu.edu/lgbt/files/PreferredGenderPronounsForFaculty.pdf
Show your SUPPORT for the USBC!

We’re so happy you are here at the NBCC with us. Your participation and support is what makes our event a success! As a special promotion, during the conference, if you commit to becoming a sustaining monthly donor of the USBC, you will receive a thank you gift featuring our brand new “SUPPORT: Babies, Families, Breastfeeding” design.

Proudly display your new gift during the conference so we can achieve great sustainer support. We can’t do it without you! Thank you!

Here’s how it works:
1. Navigate to the USBC website
2. Click the Support USBC tab on the header
3. Drop down to the Donate page
4. Sign up, committing as a monthly donor of $10 a month or more
5. Show the email confirmation at the USBC Registration desk and we will hand you your choice of Thank You Gift

Explore the 2018 Annual Report
www.usbreastfeeding.org/annual-report
Technology

Conference App
Download the conference app to build your own program schedule, post photos to a conference feed, take live polls, and interact and network with attendees. The mobile guide to NBCC is where you can access the most up-to-date information about the conference at any time, including presenter bios, handouts, and presentation materials. We’ll also send the occasional notification to access day-by-day surveys or let you know when events are starting.

Get our guide on any mobile device (smartphone or tablet): https://guidebook.com/g/nbcc19

Android and iOS users:
• Search in the Apple Store or Google Play Store for “Guidebook,” and download the free Guidebook app
  o If you already have Guidebook downloaded from a previous conference, you can skip this step.
• Open Guidebook and search for “National Breastfeeding Conference & Convening”

Questions about the app? Visit the Registration Desk for troubleshooting and guidance.

Conference Attendee List & Presenter Files
The conference attendee list and all trainer/presenter files are provided electronically. Visit the links below to look up other attendees in the directory and to view and download handouts and slide presentations (automatically posted as they are received), or find all of this and more on the conference app.

www.usbreastfeeding.org/2019-NBCC-attendees
www.usbreastfeeding.org/2019-NBCC-library

Internet Access
• Connect to the “Hyatt_Meeting” network (SSID). You may be prompted to ‘Connect Anyway’, confirm yes and continue.
• Once connected open your browser of choice (IE, Firefox, Safari, Chrome, Opera, etc) and you will be prompted with a login screen.
• Enter the access code NBCC2019 and click the ‘Connect’ button. Please note that the access code is case sensitive.

Photography/Recording Policy
Photography, video recording, or live streaming of any conference presentation or its materials with a digital camera, cellular telephone, or any photographic equipment is prohibited and will result in being asked to leave the conference immediately.

Social Media
Connect with the National Breastfeeding Conference & Convening on Social Media!
• “RSVP” to the Event on Facebook: www.usbreastfeeding.org/nbcc-fb
• Follow us on Twitter @USBreastfeeding and tweet using the conference hashtag #NBCC19

Media Disclaimer
By registering for the NBCC, you acknowledge that photographs and/or videos of you and any accompanying children or guests may be taken by USBC staff and/or contracted photographers at any time, and grant full permission to use, reproduce, publish, distribute, and exhibit your name, picture, portrait, likeness, or voice, or any or all of them, in or in connection with the production of a television tape or film recording, sound track recording, motion picture film, filmstrip, or still photograph, in any manner for training and other purposes, without compensation and in perpetuity.
General Information

CONFERENCE INFORMATION

Conference Levels
• Ballroom Level: Plenary/General Sessions, Registration Desk, Posters, and Exhibits
• Conference Level: Childcare, Quiet Room / Lactation Space, Gathering Spaces for identity caucusing, and all other meeting rooms

Conference Message Board
Connect with other conference attendees via the NBCC Conference App (download instructions are on the Technology page), on the NBCC Facebook Event page, or the message board located in the registration area. Please, no commercial advertisements.

Exhibit Hours
NBCC Exhibitors and Sponsors help support the event. Please thank them for their participation and visit them during breaks and during Thursday’s Welcome Exhibits Dessert Reception. The Conference Exhibits are located in the Regency Ballroom Foyer, and will be open:
• Thursday, June 13, 8:00–9:30pm
• Friday, June 14, 9:30am–6:00pm
• Saturday, June 15, 10:30am–1:30pm

Posters
Posters will be on display in the Regency Ballroom Foyer outside the Ballroom.

Two “Gathering Spaces” for Identity Caucusing are Available Daily
The Congressional Room & Chairman’s Boardroom are both available for “as needed” use, aside from during the scheduled regional and facilitated meeting times. Please post a sign on the door listing your meeting and times, so you are not interrupted and others can locate you. Please only join spaces with which you personally identify.

Coalition & Member Sharing Tables
Coalitions and USBC Member Organizations with materials or resources to share with other attendees may place them on the Sharing Tables in the Ballroom Foyer. Space is limited so please bring copies of no more than 1-2 items that can be stacked on a table at approximately letter size width/length. No display boards or poster backdrops please.

Continuing Education
This year, the USBC has applied for Continuing Education. Registrants who paid for continuing education will receive an email with instructions, including reminders to sign in each day of the conference.
• The NBCC has been approved for 17 CPE Level 2 by the Commission for Dietetic Registration.
• Application for the Continuing Education Recognition Points has been submitted to the International Board of Lactation Consultant Examiners.
• Continuing Education has been approved through the Centers for Disease Control and Prevention. CDC did not accept commercial support for this continuing education activity.

THURSDAY EVENTS

Regional, Tribal, Cultural Coalition Meetings
On Thursday June 13, from 5:15–6:00pm, attendees will have the opportunity to meet face to face with their regions, Tribal Coalitions, or Cultural Coalitions. Refer to page 12 for details and room assignments.

Welcome Exhibits Dessert Reception
Mingle with exhibitors and friends and enjoy dessert from 8:00–9:30pm on Thursday, June 13, in the Regency Ballroom Foyer.

FRIDAY EVENTS

Table Topics
Table Topic conversations will be hosted during the second portion of lunchtime on Friday, from 12:45–1:15pm. Refer to page 18 and posted signage for table numbers.

Identity Caucus Facilitated Meetings, WIC Breastfeeding Coordinators Meeting, and “Everything You Want to Know About USBC Membership” Meeting
Special interest meetings will take place from 5:15–6:15pm on Friday. Refer to page 14 for meeting titles and room assignments.

“Getting to Know You” Speed Networking Event
Enjoy getting to know your colleagues with a “speed dating” style networking event on Friday night from 8:00–9:30pm in the Cabinet/Judiciary Suite.
INFORMATION ABOUT BABIES, CHILDREN, AND LACTATION

Policy Regarding Children
USBC supports breastfeeding families and welcomes babies and children to the conference. We ask that you be mindful of the needs of your children while also being sensitive to other attendees. If you have a toddler or older child with you, stop by the registration desk for a special “Kids Only” conference bag!

Child Care
USBC provides drop-in childcare at the Conference, located in the Susquehanna and Severn Suites. Parents are asked to complete emergency information and permission waivers, leave children for short durations, always be reachable, and be flexible should an attendant not be available or the space too crowded.

Lactation Space
Breastfeeding is welcomed throughout the conference. For those who prefer a private space for feeding or pumping, a portion of the Quiet Room (Potomac Suite) has been dedicated as the Lactation Lounge. Refrigeration for storage of expressed breast milk is available. Please bring your own breast pump.

INFORMATION FOR YOUR COMFORT AND SAFETY

Temperature/Attire
Room temperatures in hotels tend to fluctuate so please dress in layers. Smoking is not permitted anywhere in the hotel. Please be mindful of those who are chemically sensitive to fragrances by not wearing perfume, aftershave, scented hand lotion, fragranced hair products, etc. Please also be mindful of those who have mobility challenges by keeping chairs and personal items out of major routes of access (e.g., aisles between tables).

Name Badge Policy
Name badges must be worn for admittance to all events. Your name badge is proof of registration, assurance that everyone on site is participating in the event, and also helps others to get to know you! Without it, you may not be allowed to participate in convening activities; please do your best to remember to wear it. Children and babies are exempted from this policy if they are with their parent, however, they must be wearing a name badge if they are participating in USBC Child Care.

Meal Functions
All conference meals (breakfasts, breaks, and lunches) are open only to paid attendees of the main convening or exhibitors who have paid for meals. Please help us stay accurate with our headcounts, and inquire at the desk about paying for any walk-in guests or children who may be on site during meals.

Healthy Meeting Pledge
The USBC has taken the National Alliance for Nutrition and Activity (NANA) Healthy Meeting Pledge. In addition to following guidelines for nutritious meal options and physical activity opportunities, we have eliminated all sugar-sweetened beverages from the conference.

Dining Options & Local Attractions
Grab an Explore Bethesda Brochure from the Registration Desk or visit the hotel concierge for local attractions. Share your recommendations with others via the NBCC Conference App.

Cell Phones
As a courtesy to presenters and your fellow attendees, please turn off your cell phone during sessions. If you must have your phone on, please set it to vibrate only and leave the session if you receive a call.

Rest & Rejuvenation Quiet Room
Conference days are long and full. For a space to take a “time out,” visit the Potomac Suite. We are also designating a private portion of this room for the lactation space. Please note, this is intended as a quiet space to read or put your feet up, so we ask people not to host group gatherings or plan to make phone calls in this room.

Restrooms
All are welcome to use the restroom that best fits their gender identity.

Lost and Found
The USBC is not responsible for items left in meeting rooms or other areas of the hotel. After the conference ends, unclaimed items will be turned over to the hotel’s Lost and Found.
Detailed Program Agenda

* denotes that the presentation is provided by an individual from a USBC Member organization

Thursday, June 13

5:15–6:00pm Regional Meetings
- Mid-Atlantic Region (Ballroom I)
- Midwest Region (Ballroom II)
- Mountain Plains Region (Severn Suite)
- Northeast Region (Congressional Room)
- Southeast Region (Potomac Room)
- Southwest Region (Ballroom III)
- West Pacific Region (Chairman’s Boardroom)
- Native American Coalitions (Ballroom IV)
- Cultural Coalitions (Terrace)

6:00–8:00pm Dinner on your own

8:00–9:30pm Welcome Exhibits Dessert Reception (Ballroom Foyer)

Friday, June 14

7:30am–6:00pm Registration Open (Ballroom Foyer)

7:30–8:30am Continental Breakfast (Ballroom Foyer)

8:30–9:00am Welcome/Opening (Ballroom)
Opening Ceremony
Welcome remarks: Mona Liza Hamlin, USBC Board Chair
Welcome remarks: Tytina Sanders-Bey and Stephanie Carroll, Conference Program Committee Co-Chairs

9:00–9:30am PL1 Centers for Disease Control & Prevention State of Breastfeeding in the Nation (Ballroom)
Carol A. MacGowan, MPH, RDN, *Centers for Disease Control and Prevention
The presentation will provide an overview into the work of the Centers for Disease Control and Prevention to increase breastfeeding rates and support breastfeeding initiatives across the country. Participants will learn about CDC resources and partnerships.

9:30–10:30am Awards Ceremony Day 1 (Ballroom)

10:30–11:00am Morning Refreshment Break
Exhibits and Poster Viewing

11:00am–12:00pm PL2 Whole Group Session: Building a Leaderful First Food Movement (Ballroom)
Ericka Stallings, MA, Leadership Learning Community
This session will explore the actual practices which encourage the development of an equitable and leaderful movement. During this conversation, we will discuss how to approach leadership in a manner which intentionally confronts internal power asymmetries, meaningfully engages diverse populations and explicitly contests oppressive systems. We will also explore accountability mechanisms to push practitioners to continually pursue effective leadership supports which advance the values of justice and equity.

12:00–12:45pm Buffet Lunch

12:45–1:15pm Lunch Table Topics
Refer to page 18 for topic listings

1:15–3:00pm Session A Whole Group Session: National Initiatives (Ballroom)
- Communities and Hospitals Advancing Maternity Care Practices (CHAMPS) Using a Curriculum on Safety
  - Lori Feldman-Winter, MD, MPH, *Communities and Hospitals Advancing Maternity Care (CHAMPS, a program of the Center for Health Equity, Education and Research)
  - Cathy Carothers, IBCLC, FILCA, *Every Mother, Inc.
This presentation will highlight how communities and hospitals can work together to adopt evidence based maternity care practices using a curriculum focused on safety. CHAMPS has demonstrated improvements in maternity care practices and shrinkage in gaps between care in the Black/African American population compared to the non-Black/AA population, however safety concerns regarding rooming-in and skin-to-skin continue to exist in the literature and are being discussed by hospital staff. Using a safety curriculum that employs the principles of visual design, and interactive, case-based participation to enhance learning, and a train-the-trainer (TTT) approach for dissemination, communities and hospitals can partner to adopt safety strategies around: skin-to-skin care, room sharing without bed sharing, and prevention of falls.
- Innovations in Breastfeeding Coalition Building and Workforce Capacity: Highlights from MCHB’s Children’s Healthy Weight CoIIN
In 2016, the Health Resources and Services Administration’s Maternal and Child Health Bureau launched the Children’s Healthy Weight Collaborative Improvement and Innovation Network (CHW-CoIIN) to increase the workforce capacity of state Title V MCH programs around breastfeeding, nutrition, and physical activity. Currently, 11 State Teams in the CHW-CoIIN are working to establish new policies and practices that address social and ecological barriers to breastfeeding. This presentation will describe the structure of the CHW-CoIIN, discuss best practices and models in systems innovation using state success stories, and highlight the importance of coalition building in achieving impact at the state level.

- **Empowering WIC Breastfeeding Peer Counselors to Tell Their Stories on Capitol Hill**
  - Darlena Birch, MBA, RDN, National WIC Association

  This presentation will provide an overview of a successful effort to mobilize breastfeeding peer counselors to participate in an advocacy fly-in in Washington, DC in January 2019. In total, six peer counselors from five different states attended. They represented New York, Pennsylvania, Virginia, North Carolina, and Georgia. NWA staff helped peer counselors prepare for hill visits by providing advocacy materials and leave-behinds, encouraging peer counselors to share their most powerful stories of supporting low-income breastfeeding moms in largely rural areas. NWA staff members also accompanied the peer counselors to their hill meetings and captured video testimonials from the peer counselors throughout the day. This presentation will describe the process NWA used to plan for and host the advocacy event and will feature some of the video testimonials that NWA collected.

* Concurrent Session B2: Breastfeeding Support Across Community Contexts (Diplomat/Ambassador)*

  - **Facilitating Breastfeeding in Incarcerated Women**
    - Chauntel Norris CLC, Alabama Prison Birth Project
    - Ashley Lovell, MS, LCCE, CD (DONA), Alabama Prison Birth Project

    This presentation will show how working with incarcerated mothers to allow them to be able to express their milk and get it to their babies through a program we call the Mother’s Milk Initiative, helps to increase equity to the women in this critical population. The majority of these women come from impoverished backgrounds and about half identify as women of color.

  - **Breastfeeding as a Prevention Tool in Addressing Diseases of Poverty in the ECE Setting**
    - Kayla Q Frawley, BA, CLC, Clayton Early Learning

Racial disparities in rates and outcomes of premature infants are well documented. Less is known about practice variances in the donor milk industry. Milk bank directors, Updegrove and Sakamoto, will present data from the perspective of both use and donation of human milk.

- **Tailoring Nursing Interventions Based on Social Determinants Using a GIS Program: A Retrospective Study**
  - Betsy Kanz, RN, MSN, Bismarck-Burleigh Public Health
  - Jessica Linneman, RN, MSN, IBCLC, Bismarck-Burleigh Public Health

  In this non-experimental retrospective project summary, a triage system was utilized to identify mothers at greater risk for early discontinuation of breastfeeding. A triage scoring system was created and a geographical information system (GIS) was used to track trends of breastfeeding. Triage scores were assigned based on identified socioeconomic and determinants of health.

Concurrent Session B1: Addressing Barriers to Access (Cabinet/Judiciary)

- **Inequalities in Use and Donation of Donor Human Milk- Nonprofit Industry Response**
  - Kim Updegrove, RN, CNM, MSN, MPH, Mothers’ Milk Bank at Austin
  - Pauline Sakamoto, MS, RN, PHN, Mothers’ Milk Bank at San Jose, CA

  Racial disparities in rates and outcomes of premature infants are...
We are seeing a huge gap in our early childhood education settings in regard to access, support and encouragement of breastfeeding. Breastfeeding is also a prevention method to decrease the likelihood of chronic diseases that disproportionately impact those who experience poverty. This discussion aims to bring together multifaceted positions and roles to share tactics to implement breastfeeding friendly policies, environments and acknowledge the roles of Family Service Workers, Social Workers, Teachers, Assistant Directors and Mental Health Consultants in the promotion of breastfeeding as a means to address health equity.

**School District Successes: Supporting Breastfeeding Staff & Students in Kansas**

Brenda Bandy, IBCLC, *Kansas Breastfeeding Coalition, Inc.*

Schools can be challenging worksites for breastfeeding employees to receive the support they need to continue breastfeeding. School districts often struggle to provide consistent, districtwide support for their breastfeeding staff. A 2017 survey of over 160 Kansas school districts showed most left the matter to building administrators to provide accommodations when requested by breastfeeding staff. This informal “when she asks” approach creates missed opportunities for providing support and results in inconsistent implementation. The Kansas Breastfeeding Coalition (KBC) will share lessons learned and tools developed while working with over 15 school districts over the past three years to help them implement a comprehensive breastfeeding support policy.

**Concurrent Session B3: Harnessing Voices for Policy Change (Ballroom)**

- **Paid Parental Leave: An Opportunity to Advance Equity in Breastfeeding, Health Outcomes, and Economic Security**
  Carol Dreibelbis, MPH, *1,000 Days*

This breakout presentation will describe the importance of paid parental leave – especially as it relates to advancing breastfeeding equity and improving health outcomes and economic security – and highlight the advocacy work that 1,000 Days is undertaking to secure paid leave for all women and men in the U.S. Participants will come away with concrete ways to take action.

- **Workplace Breastfeeding Protections: Your State Could Be Next**
  Jessica Lee, JD, Center for WorkLife Law UC Hastings College of the Law
  Liz Morris, JD, Center for WorkLife Law
  Ashley Lidow, MPH, Women’s Rights and Empowerment Network
  Stephanie Pitcher, MPA, JD, Utah House, District 40,

Davis County Attorney’s Office

Discrimination against breastfeeding workers has devastating health and economic consequences and represents a major barrier to breastfeeding in the United States. This presentation will explore the challenges breastfeeding workers face, including lack of accommodations, sexual harassment, job loss, and early weaning. Expert panelists will present the current state of workplace breastfeeding laws and highlight where legal protections fall short. Participants will learn how advocates around the country are improving state laws and take away ideas for what they might do in their own states to better protect breastfeeding workers.

**5:15–6:15pm Special Interest Meetings**

- State & WIC State Breastfeeding Coordinators (Cabinet)
- Everything You Want to Know About USBC Membership (Ballroom II & III)
- Identity Caucus Facilitated Meetings:
  - African American Facilitated Meeting (Diplomat)
  - Asian American, Pacific Islander, Native Hawaiian Facilitated Meeting (Chairman’s Boardroom)
  - Latinx Facilitated Meeting (Ambassador)
  - LGBTQI Facilitated Meeting (Ballroom I)
  - Native American Facilitated Meeting (Congressional)
  - White Identity Facilitated Meeting (Judiciary)
  - Rural Communities (Ballroom IV)

**6:15–8:00pm Dinner on Your Own**

**8:00-9:30pm “Getting to Know You” Speed Networking Event (Cabinet/Judiciary)**

We are calling on breastfeeding advocates like yourself to commit to making a monthly donation of any amount for 20 months. Please join us: [www.usbreastfeeding.org/donate](http://www.usbreastfeeding.org/donate)

Thank you for your support!
When Knowledge isn’t Power: Developing a Transformative Breastfeeding Curriculum Offering Access and Equity for Appalachian Families

Joni M. Gray, Ed.D., MA, CLC, CLS, Fairmont State University

This presentation includes a discussion of current practices and methodologies used to guide breastfeeding education in Appalachia, encourages a shift in these curricular methods, provides attendees with a basic assessment tool for reflecting on curricular goals and outcomes, and finally shares strategies for creating a transformative breastfeeding education curriculum that focuses on access and equity.

Cultural Communities Supporting Breastfeeding in Kansas

Stephanne Rupnicki, AA, Prairie Band Potawatomi Nation

The Kansas Breastfeeding Coalition, Inc. (KBC) created the “Communities Supporting Breastfeeding” (CSB) designation to recognize communities in Kansas who have a multifaceted community approach to breastfeeding support. The CSB designation criteria include local breastfeeding leadership, peer support, maternity care practices, support in public spaces, worksite support, and childcare provider support. “Community” can be defined by geography or culture. In this presentation, we will examine how the CSB criteria were adapted to a Native American reservation and African-American neighborhoods in Kansas City to build a landscape of breastfeeding support in these marginalized and underserved populations.

Saturday, June 15

7:30am–3:30pm Registration Open (Ballroom)

7:30–8:30am Continental Breakfast

8:30–9:15am Awards Ceremony Day 2 (Ballroom)

9:15-10:45am Session C Whole Group Session: Breastfeeding Across Cultures (Ballroom)

Hmong Breastfeeding Initiative: Reducing Breastfeeding Disparities in Minnesota

Linda Hsiung Dech, MPH, IBCLC, RLC, Minnesota Dept. of Health WIC

Tiffany Pao Yang, BS, MPH, Student at the University of Minnesota

In Minnesota, data on breastfeeding rates for disaggregated Asian and Black WIC participants has become available. Overall Asian and Black rates look good but when teased apart, the Asian Hmong community has much lower initiation (55–64% for foreign-born and second-generation Hmong mothers, respectively). Likewise, rates for African-Americans and East African immigrants have a wide gap (71 vs 93% among WIC participants). To address the disparity in the Hmong population, the MBC is employing a multi-pronged approach with the assistance of a States of Solution grant from 100 Million Healthier Lives and an MPH student from the UMN School of Public Health. This approach involving collaborations with MN Dept. of Health and the MN Breastfeeding Coalition seeks engagement of Hmong health providers and community members to raise awareness about the disparity and seeks their input about how to address and foster development of Hmong-driven efforts to change breastfeeding outcomes.

Sisters on the Border: Binational Breastfeeding Coalition

Lizbeth Berkeley, MPH, IBCLC, El Jardin Birth and Family

Elsa Quintana BCJ, IBCLC, CLE, New Mexico WIC

Loretta Lopez Manriquez, IBCLC, Binational Breastfeeding Coalition

This presentation describes the unique challenges of the geographic regions of far west Texas, extreme southern New Mexico, and Ciudad Juarez, Chihuahua, Mexico. These areas, all within a few minutes of each other, generally serve the same families but confront obstacles that are unique. The geography of the desert, the bureaucracy of two countries and the poverty and bicultural juxtaposition all conspire to make the region challenging. Sisters on the Border describes the unique approach used to create a strong coalition from these 3 areas. A colorful presentation will acquaint the audience with our region and our strategies to work as one group of motivated advocates.

10:45-11:15am Morning Refreshment Break

Exhibits & Poster Viewing

11:15am–12:30pm Session D Peer Sharing Panels: Concurrent/Breakout Sessions

Concurrent Session D1: Partnerships to Advance Equity (Diplomat/Ambassador)

Emerging Leaders in the Lactation Profession: Co-designing Opportunities and Programs with Community

Erica Pike, BS, MS, *Vital Village Network

Melody Cunningham, ALPP, CLE, Next Door NEMT

Participants in this presentation will gain understanding of the critical importance of a collaborative design process to ensure a comprehensive IBCLC support pathway program is developed to meet the needs and strengths of community lactation providers and the families that they serve.
Better Together: Leveraging Our Collective Strength and Diversity to Support Equitable Infant Feeding

- Jenna McCready, MPH, CLC, New York City Department of Health & Mental Hygiene

New York City may be one of the most diverse cities in the world, but we are striving to make it the healthiest and most equitable too. By cultivating leadership and collaboration, we are co-creating radical transformation across health systems – from hospitals to home visits. We apply an equity lens and mirror in all our efforts to strategically advance best practices and lessons learned, including some from National Breastfeeding Conference & Convenings’ past, and the rich cultural groups that breathe life into our city. Participants at our presentation will learn more about our successful models for collaboration, identifying and developing leaders, advancing excellence and inclusion in our healthcare workforce, capacity building and empowering community based organizations, protecting and supporting parents at work and in the community, building home-based support systems that reach parents where they are and in ways tailored to their needs, and leveraging technology to provide real-time support at caregivers’ fingertips. In New York, we’ve learned that we are better together, and we are excited to share how.

- Minority Maternal Mental Health: Why It Matters
  - Shivonne Odom, LCPC, LPC, NCC, Akoma Counseling Concepts, LLC

This presentation will discuss African American moms and maternal mental health. Mental health often impacts help seeking behaviors in mothers and may impact bonding of mother and child. This presentation will explore why it is important to understand minority maternal mental health and its impact on family / mother development.

Concurrent Session D2: Breastfeeding in African American Communities (Ballroom)

- The ROSE That Grew from Concrete: A Collaborative Model of Training Health Care Providers to Impact Vulnerable Communities
  - Linda J. Smith, MPH, IBCLC, Bright Future Lactation Resource Centre Ltd.
  - Kimarie Bugg DNP, MPH, IBCLC, *Reaching Our Sisters Everywhere (ROSE)

ROSE and BFLRC collaborated on a Train-the-trainer Seminar to increase the number of IBCLCs of color. 14 Breastfeeding experts of color were given access to BFLRC’s complete Lactation Consultant Exam Preparation course, guided through how to develop course structures, objectives, and outlines, and coached to develop their own courses with the goal of supporting SGCTA Action 11. As of January 2019, 157 African-American, Native American, and Latina women have been trained; 48 have already passed the IBCLC exam.

- National Medical Association Breastfeeding Alliance Approach to Addressing Health Disparities in Breastfeeding in African American Women
  - Camille A. Clare, MD, MPH, New York Medical College
  - Victoria Green, MD, JD, MBA, IBCLC, Emory University School of Medicine

This presentation will discuss the unique strategies of the National Medical Association Breastfeeding Alliance to address the low rates of breastfeeding in African American women. The National Medical Association Breastfeeding Alliance of the Obstetrics and Gynecology section is composed of primarily obstetrician-gynecologists, pediatricians, and community advocates to address the psychosocial and cultural needs of African American women and disparities in their rates of breastfeeding. The NMA is the largest and oldest organization of African American physicians in the United States.

- Investigating Reasons for the Disparate Breastfeeding Rates among African American Women in the United States
  - Sadie Wych, MPH, *HealthConnect One
  - Andrea Serano, CLC, IBCLC, *Reaching Our Sisters Everywhere (ROSE)

Breastfeeding strongly impacts the lifetime health outcomes for infants and provides profound maternal health benefits, but detailed examination of racial disparities for African American mothers in the U.S. remain largely unexplored. We used national surveillance data (PRAMS) to identify breastfeeding trends among African American mothers along with qualitative data gathered on challenges and successes in promoting, protecting, and supporting breastfeeding from key stakeholder engagement. Although improvements in breastfeeding outcomes have been seen between 2009 & 2015, the gap in breastfeeding between African American women and other races/ethnicities persists. This landscape assessment provides an opportunity to identify strategic direction for investment of resources to create an equitable first food environment for African American families.

Concurrent Session D3: Community-Based Strategies (Cabinet/Judiciary)

- Teaching the WHO Code to Community Health Care Workers
  - Lourdes M. Santaballa Mora, IBCLC, IYCF, ASI
  - Carmen D. Cabrer Quíñones, BA, IBCLC, ASI

*Alimentación Segura Infantil
An interactive demonstration of how to take Code violating products and make them compliant. Participants will take items that violate the Code like brand name formula, designer baby bottles, Boppy pillows, lanolin, etc. and rebrand them to make them compliant. During the presentation, we will share a simple exercise that can be used with community health workers to better understand the Code, and brush up on our own knowledge at the same time.

- **Reinventing the Community Baby Shower**
  - Shamiya Gould, AA, *Nemours Children’s Health System
  - Kristen Littleton, IBCLC, *Nemours Children’s Health System
  - Jamila Richardson BSN, RN, IBCLC, *Nemours / Alfred I duPont Hospital for Children

The Nemours Lactation support team received a small grant from the Nemours Cares Community Funding Project. With limited funds, they had large ambition to create a community baby shower that was different from the baby showers they attended in the past. They believed if they could empower families, educate on breastfeeding, and decrease a sense of isolation they could help begin tackling the larger problems of low breastfeeding rates and high infant mortality and maternal morbidity.

- **Adding Seats at the Table: Lamaze and the Community Childbirth Educator**
  - Tonya N. Daniel, IBCLC, LCCE, FACCE, CD/BDT(DONA), NC Division of Public Health

It is no secret that a family’s knowledge or lack thereof about the birthing process can have an impact on birth outcomes. They can be empowered or intimidated. Through evidence-based childbirth education using Lamaze Six Healthy Birth Practices, marginalized families can increase their confidence to improve birth outcomes and increase breastfeeding success.

**2:30-1:30pm Networking Lunch**

**1:30-2:15pm PL3 Whole Group Session: Inclusive Breastfeeding Support of Partners, Spouses, and Family Voices in Breastfeeding Support (Ballroom)**

- Muswamba Mwamba, DrPH, MPH, IBCLC, RLC, *Reaching Our Brothers Everywhere (ROBE, a program of Reaching Our Sisters Everywhere)*
- Calvin L Williams, *Reaching Our Brothers Everywhere (ROBE, a program of Reaching Our Sisters Everywhere)*
- Kevin Sherman, *Reaching Our Brothers Everywhere (ROBE, a program of Reaching Our Sisters Everywhere)*
- Robert A. Lee, MA, IeMediasRes, LLC
- Stephanie Carroll, MBA, BS, IBCLC, CLC, CLS, *Appalachian Breastfeeding Network*

**2:15-3:15pm PL4 Closing Keynote: Advancing Inclusive and Equitable Breastfeeding Support at the Grassroots (Ballroom)**

- Uranus “Rae” Mapson, Southern Maryland WIC Program
- Jennifer AF Tender, MD, *D.C. Breastfeeding Coalition*
- Angela Love-Zaranka, BA, IBCLC, RLC, Chair, Virginia Breastfeeding Coalition
- Vanessa Hanible, *D.C. Breastfeeding Coalition*
- Jarene Fleming, IBCLC, Virginia Department of Health

Strong, well-functioning breastfeeding coalitions serve as powerful vehicles for change by addressing structural barriers, leveraging community strengths, and utilizing policy, systems, and environmental (PSE) approaches to advance equity in breastfeeding support, protection, and promotion. The Surgeon General’s Call to Action to Support Breastfeeding (SGCTA) emphasized the development and strengthening of breastfeeding coalitions, affirming that it is at the state and local levels that initiatives can be implemented and adapted most effectively to address specific populations. During this session, Maryland, Virginia, and DC breastfeeding coalitions will share how they are leveraging the expertise, wisdom and passion of their largely volunteer membership to identify and implement broad ranging initiatives to improve the landscape of breastfeeding.

**3:15-3:30pm Closing Address (Ballroom)**

Please note: This year, for the first time, we are listing presenter credentials in our program book and in the conference app. The listing of credentials is mandated by the organizations providing our continuing education, and is not reflective of any shift in USBC philosophy. USBC welcomes and values all types of knowledge, including academic, lived experience, communal, and beyond. We thank all of our attendees for their respect of all participants and presenters.
Lunch Table Topics

Table Topics will be presented during the second half of lunch on Friday from 12:45–1:15pm. These are informal presentations with group discussion/interaction. The number next to each topic will correspond to a sign on the table. You may want to choose two or three topics, in case your first choice is full. Grab your lunch and join a conversation!

* denotes that the table topic is presented by an individual from a USBC Member organization

**Topic #1: Preeclampsia, Race-Work, Breastfeeding and the State of Health for African Descent Women: Literature Review**
Shukura Ayoluwa Umi, Tennessee Breastfeeding Coalition
Is there a direct correlation between preeclampsia and African descent women? What effect does preeclampsia have on breastfeeding goals and outcomes? How does racism and being a part of an oppressed racial group support this health disparity? This session aims to discuss the state of the science in studying the intersection among pregnancy complications, racism, stress, and breastfeeding within the African descent community. The author completed a literature review on articles that support a relationship between preeclampsia, racism, stressors, or pregnancy complications and breastfeeding among African descent women. Please note that this population includes women deriving from Africa but born and living elsewhere as well as women born on the continent.

**Topic #2: Implementation of Breastfeeding Counselling and Distribution of IYCF Materials in Emergencies in Puerto Rico**
Rosa Banchs-Sandoval, PR Breastfeeding Promotion Collaborative Group and La Liga de la Leche de PR/Area Caribe
This table topic will discuss supporting pregnant and lactating women to ensure optimal infant and young child feeding practices through individual breastfeeding counselling and support group sessions, offering workshops on BF during emergencies, and distributing materials. After the devastation of hurricanes Irma and Maria, we had the challenge of finding help for women and families without access to roads, housing, electricity, water, telephone, or internet services. Objectives were: to improve IYCF practices, meet basic needs of infants and young children through distribution of lactation equipment and baby kits, increase awareness of IYCF in emergencies through social and mass media, and support women during the relactation process during and after the hurricanes.

**Topic #3: Supporting Diverse and Non-Nurse Interns Essential to Quality Breastfeeding Care**
Diane Procaccini, *New Jersey Breastfeeding Coalition
Many LC’s and CLC’s have stated that it is difficult to gain clinical experience. This is especially true for non-nurses. This gap has led to a shortage of clinically excellent providers. We must do more to create internship programs that benefit our populations. Internship also benefits established clinicians.

**Topic #4: Building and Supporting Local Breastfeeding Coalitions: The Kansas Approach**
Brenda Bandy, *Kansas Breastfeeding Coalition
Breastfeeding families experience support where they live, work, and play – it is their “ecosystem” of support. It is important that these local ecosystems of breastfeeding support be strong, vibrant, and visible to families. No one knows the health of the local breastfeeding ecosystem of support more than local individuals in that community. When local individuals form breastfeeding coalitions — breastfeeding support ecosystems thrive! The Kansas Breastfeeding Coalition (KBC) has developed tools to help foster and sustain local breastfeeding coalitions. From start-up meeting facilitation to funding for projects, the KBC strives to provide local coalitions with the tools they need to build healthy, strong ecosystems of breastfeeding support.

**Topic #5: Military Families and Breastfeeding**
Amy Barron Smolinski, Omega McNeese-Haliburton, Sharen Lee, *Mom2Mom Global
This presentation offers an overview of Mom2Mom Global and Breastfeeding in Combat Boots, the only organizations dedicated to providing support, education, and advocacy for breastfeeding military families and military servicemembers. We identify key challenges to military breastfeeding parents, both servicemembers and spouses, and examine how medical staff, lactation supporters, and community networks can assist in mitigating these challenges, including applying an equity lens and cultural humility approach to supporting breastfeeding military families.

**Topic #6: The Breastfeeding Family Friendly Communities Initiative**
This discussion will include information on how to begin the process of advocating for Breastfeeding Family Friendly policies in your community. We will provide templates for connecting with diverse community stakeholders, as well as materials and resources that we are using to cultivate a presence in the Durham, North Carolina community and to disseminate breastfeeding-related news (i.e., printed mailers, e-newsletters, and social media).

**Topic #7: Supporting Families and Communities Through a State-Wide Breastfeeding Friendly Child Care Recognition Program**
Esther March Singleton, Florida Breastfeeding Coalition
Table topic discussion on Florida’s Breastfeeding Friendly Child Care initiative supporting families and communities via a state-wide recognition program. Discussion will focus on child care facilities adopting policies to support and encourage families and child care providers to continue to offer breast milk to their child(ren). Discussion will also focus on collaborative efforts, sustainability, and current statistics/outcomes.

**Topic #8: Puerto Rico’s Unique Legal Protections for Breastfeeding Working Mothers: What Works and What Doesn’t?**
Estefanía Diez Gradín, Puerto Rico Breastfeeding Promotion Collaborative Group

Legal analysis of the most recent court interpretations of breastfeeding protections for working mothers in Puerto Rico. The purpose is to understand what strategies can be implemented in other jurisdictions and what lessons can be learned to avoid the same difficulties.

**Topic #9: RISE: Lactation Model, A Lactation Consultant Equity Initiative**
Catherine Sullivan, Stacy Davis, *Carolina Global Breastfeeding Institute, *National Association of Professional and Peer Lactation Supporters of Colors

The Carolina Global Breastfeeding Institute (CGBI) and The National Association of Professional and Peer Lactation Supporters of Color (NAPPLSC) recognize the need to address racism, privilege, inequitable access of the lactation credential, and the inequities within the lactation profession at an institutional level. This session will describe the current lactation landscape and offer real solutions to overcoming barriers for implementation of a Pathway 2 lactation consultant training program.

**Topic #10: First Food Deserts, Lactation Pods, Equity Mirrors, Oh My! Public Health’s Journey to Elevate Lactation Spaces in our Community**
Kristine Omen, Public Health Madison and Dane County

This session highlights our public health department’s journey holding up an equity mirror to our lactation support and initiatives. As we supported other agencies in becoming more breastfeeding friendly, we recognized that it was also imperative to focus on internal improvements. We conducted an environmental scan of lactation spaces in our own office as well as the business corridor outside our office, which led us to conclude we were located in a “first food desert.” To address this gap in lactation support, we purchased a lactation pod for staff and community use, developed an internal lactation policy, supported the creation of lactation rooms in small community organizations and other public locations where families experiencing poverty frequently visit, and collaborated with our local Breastfeeding Coalition to map the public lactation rooms in our county.

**Topic #11: What Employees and Employers have to Say about the Florida Breastfeeding Friendly Employer Award Program**
Jessica Gordon, Florida Breastfeeding Coalition

Since its inception, the Florida Breastfeeding Coalition has designated over 700 businesses as breastfeeding friendly. To better understand reasons for enrollment this presentation will discuss outcomes of a program evaluation aimed to determine: 1) barriers to attaining and maintaining any of the required criteria, 2) breastfeeding employees’ perceptions of the support provided for breastfeeding employees and, 3) alternative marketing strategies to incentivize businesses to increase enrollment.

**Topic #12: A Community-Centered Approach Toward Improving Outcomes in Crisis: Flint, Michigan**
Shonte’ Terhune, Shon Hart, Genesee County Breastfeeding Coalition

The water crisis in 2014 impacted the city of Flint. Families were concerned about the impact of lead for pregnant women and children. State and local agencies began promoting the importance of breastfeeding during this crisis. The Michigan Breastfeeding Network received funding to assist the local coalition, hospitals, providers, and grassroot organizations with supporting families. YOLO (You Overcoming Lactation Obstacles), founded by Shonte’ Terhune, and InvolvedDad, founded by Shon Hart, were two of those organizations. These founders have diversified the face of leadership in the community. Their work has been instrumental with supporting home visiting programs, health providers, community organizations, and breastfeeding families. This ongoing work has provided opportunities to create curriculum, foster new relationships, and revamp community connections and resources. We will discuss the importance of partnerships with grassroot organizations, and their impact on breastfeeding families.

**Topic #13: Making the Link between Breastfeeding and Breast Cancer Risk Reduction among Hispanic Women of Childbearing Age Living Along the US-Mexico Border**
Rosalba Francisca Ruiz-Holguin, Alliance of Border Collaboratives and New Mexico State University

In 2016, ABC received funding to conduct a pilot study to increase the intent to breastfeed in 25 Hispanic women of childbearing age living in housing projects in El Paso, Texas. Participants received a brief intervention that included education on breast cancer risk reduction. The United Nations Rights of the Child document states that “children have the right to the best nutrition available: breastfeeding is the natural and expected way of providing young infants with the nutrients they need for healthy growth and development.” According to the 2018 US Breastfeeding Report Card, 4 out of 5 (85%) infants born in 2015 in Texas started to breastfeed, however this number drops by half to 48% exclusively breastfeeding at 3 months, and plummets to 24.1% exclusively breastfeeding at 6 months.

**Topic #14: The Top 10 Cities to Be Breastfed In**
Lissa Knudsen, *New Mexico Breastfeeding Coalition

40 percent of households are now headed by women and women now have better credit scores and savings rates than men. Nearly a third of all statewide elected offices are now held by women and for the first time in history almost a quarter of federal elected positions are held by women. With women’s interests being considered more than ever before, city administrations, local news media, and business communities are eager to attract qualified women to their workforce. This table topic discussion is about a growing effort to systematically use data from a variety of different sectors including news coverage, the presence of lactation spaces at mainstream public events and spaces, access to effective lactation care providers, numbers of reports of harassment in all settings (ie faith based congregations, correctional facilities, homeless shelters, and transportation environments) to effectively rank which cities across the US are truly breastfeeding friendly.
Poster Presentations

Poster #1: Preeclampsia, Race-Work, Breastfeeding and the State of Health for African Descent Women: Literature Review
Shukura Umi, Tennessee Breastfeeding Coalition
Is there a direct correlation between preeclampsia and African descent women? What effect does preeclampsia have on breastfeeding goals and outcomes? How does racism and being a part of an oppressed racial group support this health disparity? This session aims to discuss the state of the science in studying the intersection among pregnancy complications, racism, stress, and breastfeeding within the African descent community.

Poster #2: Implementation of Breastfeeding Counselling and Distribution of IYCF Materials in Emergencies in Puerto Rico
Rosa Banchs-Sandoval, PR Breastfeeding Promotion Collaborative Group and La Liga de la Leche de PR/Area Caribe
After the devastation of hurricanes Irma and Maria, we had the challenge of finding help for women and families without access to roads, housing, electricity, water, telephone or internet services. Objectives were: to improve IYCF practices, meet basic needs of infants and young children through distribution of lactation equipment and baby kits, increase awareness of IYCF in emergencies through social and mass media, and improve support for women during the relactation process during and after the hurricanes.

Poster #3: Diversity Counts!
Ellie MacGregor, Academy of Lactation Policy and Practice
Current breastfeeding interventions fail to address important barriers to breastfeeding initiation and continuation, largely because of a lack of cultural fit between mothers and lactation support providers. To promote breastfeeding among all women, respectful, responsive, and culturally-relevant support is needed. This poster uses 2018 data to underline the importance of diversity in the lactation caregiving community.

Poster #4: ASTHO’s Breastfeeding Learning Community: A Virtual Convening to Improve State’s Breastfeeding Rates
Harpur Schwartz and Ify Mordi, Association of State and Territorial Health Officials
The Association of State and Territorial Health Officials (ASTHO), in partnership with the Centers for Disease Control and Prevention (CDC), formed the Breastfeeding State Learning Community Model. In 2014, ASTHO convened its first five-year Breastfeeding Learning Community, and in 2018, ASTHO received funding to support another five-year project. The Learning Community facilitates state-to-state sharing and national technical assistance within the framework of three evidence-based strategies: 1) Increasing practices supportive of breastfeeding in birthing facilities, 2) Improving access to professional and peer support for breastfeeding, and 3) Ensuring workplace compliance with the federal lactation accommodation law. This poster highlights the success of ASTHO’s learning community model to support participating states to reduce breastfeeding barriers and increase breastfeeding promotion and support.

Poster #5: Breaking Down Barriers to Breast Milk Donation: Improving the Process for Donors of Low Socioeconomic Status
Nikita Sood, Anna Kuznetsova, and Debbi Heffern, *La Leche League, USA
It is vital that milk banks maintain robust supplies of donor breast milk so that they may provide this life-saving form of nutrition to infants in need, especially those that are premature. However, donation rates are currently quite low and the donation process can be quite expensive. It is therefore likely that this serves as a barrier to potential donors, especially those of low socioeconomic status who may not be able to afford to undergo the steps required to donate breast milk. This study surveyed mothers who had donated breast milk so as to identify the components of the process that are especially burdensome and use this information to develop next steps to address existing disparities/inequities in breast milk donation across socioeconomic status.

Poster #6: Increasing Breast Milk Donation Rates: Inclusion of Communities of Color
Nikita Sood, Anna Kuznetsova, and Debbi Heffern, *La Leche League, USA
It is important that breast milk donations to milk banks be increased so that infants in need are able to receive breast milk that is vital to their health. In the effort to evaluate potential issues with the current donation process, there is a valuable opportunity to examine donation experiences across racial/ethnic groups so as to identify aspects of donation that are disproportionately difficult for different communities and therefore work to address these disparities. To do this, an anonymous survey was developed with La Leche League USA and shared on Facebook. It asked mothers to share their personal experiences with donating. Through analyses, we were able to ascertain aspects of the donation process that were experienced in significantly different ways between white communities and communities of color.
We host several community vendors, giving the families at the targeting racial/ethnic disparity groups and disadvantaged educating the public on health benefits of breastfeeding, breastfeeding families. The day consists of educational resources, event raises awareness and shows community support to our attendance has been over 500, 3 years in a row! This community this event every summer during World Breastfeeding Week, a large festival for breastfeeding families in Colorado. We hold the poster session will discuss the annual Breastival celebration, Katie Anne Halverstadt, *Colorado Breastfeeding Coalition

Poster #8: Acquiring Donor Breast Milk: Difficulties Experienced by Donor Breast Milk Recipients of Color Nikita Sood, Anna Kuznetsova, and Debbi Heffern, *La Leche League, USA

Donor breast milk (DBM) provides vital breast milk to infants whose mothers are unable to personally supply enough. However, the process of obtaining donor breast milk can oftentimes be difficult, confusing, and/or expensive, potentially discouraging parents from providing breast milk for their infant even if they are passionate about it. Given the importance of providing breast milk to all infants and the varying attitudes towards breastfeeding across cultures, it is vital that we examine the current difficulties experienced with the process of obtaining DBM across different communities, especially communities of color. To examine these potential issues, we surveyed 638 donor milk recipients through a questionnaire distributed on Facebook so as to understand their experiences with the process and evaluate differences across cultural communities.

Poster #9: Annual Colorado Breastival
Katie Anne Halverstadt, *Colorado Breastfeeding Coalition

The poster session will discuss the annual Breastival celebration, a large festival for breastfeeding families in Colorado. We hold this event every summer during World Breastfeeding Week, attendance has been over 500, 3 years in a row! This community event raises awareness and shows community support to our breastfeeding families. The day consists of educational resources, educating the public on health benefits of breastfeeding, targeting racial/ethnic disparity groups and disadvantaged families, and normalizing breastfeeding in the community. We host several community vendors, giving the families at the event the ability to learn about resources in the area, multiple food trucks, and a multitude of activities for kids and adults including family yoga, music class, sign language class, baby wearing workout, stroller workout, henna, face painting, balloon artist, and a bouncy house. This will be our 4th year to host this event. It has been held in the Denver Metro Area, where our most diverse families live. Last year we held the event at City Park in the heart of Denver and we drew traffic from both the Denver Zoo and the Museum of Nature and Science.

Poster #10: Improving Diversity in the Lactation Professional Field
Sahira Long, Mudiwah Kadeshe, and Jennifer Tender, *District of Columbia Breastfeeding Coalition

In 2014, two members of the District of Columbia Breastfeeding Coalition (DCBFC) were invited to participate in a Reaching Our Sisters Everywhere Master Training with Coach Linda Smith. In exchange for receiving the valuable education and training, the DCBFC committed to training 20 women of color to become IBCLCs over the next two years, thereby helping to increase the diversity of the lactation field. This poster will provide an overview of the development of and outcomes of the District of Columbia Breastfeeding Coalition’s Lactation Consultant Preparatory Course.

Poster #11: WIC Breastfeeding Support. Learn Together. Grow Together – A New Social Marketing Campaign to Reach a New Generation of WIC Moms
Valery Soto, *United States Department of Agriculture, Food and Nutrition Service

This poster will highlight the updated USDA breastfeeding promotion campaign which supports breastfeeding moms with comprehensive, current and culturally appropriate messaging, materials, and a website. Officially launched in 2018, the campaign utilizes a social marketing approach based on extensive formative research. The goal of the campaign is to equip WIC moms with the information, resources and support they need to successfully breastfeed and in doing so move the needle on breastfeeding initiation and continuation rates; increase knowledge and ability to breastfeed; increase referrals to WIC; and help staff promote and support WIC moms in reaching their breastfeeding goals.

Poster #12: Benefits of Breastfeeding Support in a Pediatric Clinic Setting
August Marshall, Helen Scott, and Sandra Madubuonwu, Methodist Le Bonheur Community Outreach

The Le Bonheur Pediatric Breastfeeding Clinic (BF clinic) is offered to nursing mothers, their families, and partners, who are patients within the Le Bonheur Pediatric Group Clinic (LBPGC). The LBPGC is a group of pediatric clinics located at multiple
sites in Shelby County, Tennessee. Through the partnership with the LBPGC, the BF clinic is able to offer convenient care to parents who may otherwise not have sought out breastfeeding assistance at no additional cost. The pediatric clinic setting reduces time and transportation for mothers by allowing them to “bundle” a breastfeeding clinic appointment with a pediatrician appointment, or to allow pediatricians to immediately refer mothers during a visit. Additionally, with this partnership, the breastfeeding clinic can provide a more streamlined plan of care due to easy communication with the pediatricians about any medical concerns. The feeding session evaluation and hands-on support offered to families in the breastfeeding clinic is invaluable to breastfeeding parents. All staff in the breastfeeding clinic are International Board Certified Lactation Consultants (IBCLCs) and Registered Nurses (RNs).

Poster #13: Forming the Allegheny County Breastfeeding Coalition: Accomplishments and Barriers Identified Over a 2-Year Period
Sharon Leavitt, Allegheny County Breastfeeding Coalition

This poster will discuss the accomplishments of and the barriers identified by a local volunteer organization working to normalize breastfeeding as the primary infant feeding choice in our community.

Poster #14: Community Breastfeeding Project
Ileana Berrios, Faith Peterson, Mary Nissi Lemon

Breastfeeding Latina presents their latest project on building relationships with the community and assisting medical professionals by serving as a liaison in breastfeeding community services. Our presenters will provide information on the importance of offering breastfeeding and childbirth education early in pregnancy to at-risk communities.

Poster #15: Integrating a Breastfeeding Peer Counselor into a Hospital Obstetric Clinic
Chrisonne Hollis-Henderson and Jennifer A Tender, The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

We are evaluating if prenatal education by a WIC Breastfeeding Peer Counselor in a hospital-based obstetricians’ office can improve women’s breastfeeding self-efficacy and increase the percentage of WIC clients who exclusively breastfeed in the hospital compared to women who receive standard prenatal care.

Poster #16: Up in Smoke: Wildfire Smoke & Breastfeeding
Terry Miller, Montana State Breastfeeding Coalition/ MT NAPA Program

Wildfire trends across the U.S. are escalating. Higher temperatures, smaller snow packs, longer droughts and warm seasons are increasing wildfire activity, especially in the West. With the increase in the size of wildfires and this trend not showing any indication of slowing down, we are only starting to understand the deeper health impact of wildfire affected communities. Wildfire smoke contains wood particulates, gasses and chemicals that can enter the lungs and cause an inflammatory response. These particulates are also small enough to enter the bloodstream. During smoke events infants and pregnant individuals are encouraged to stay indoors, and use HEPA filters. Working with MT urban-rural interface community and state health department guidelines, this poster presentation will detail partner resource sharing, and expand on current recommendations to include the breastfeeding mother and infant.

Poster #17: Creating an Innovative Equity and Community Based Infant Feeding Program in Puerto Rico
Lourdes María Santaballa, Yaheli Concepción Morales, and Tania Silva Meléndez, Alimentación Segura Infantil, Puerto Rico Breastfeeding Promotion Collaborative Group

Following Hurricanes Irma and Maria in Puerto Rico, Alimentación Segura Infantil was founded as a community based response to the infant feeding crisis. Since its incorporation in October 2017, we have collected data on the numbers impacted and the satisfaction of the families served. We will discuss our organizational structure, equity focused mission, and some of the challenges and resistance we have encountered.

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