Dear Breastfeeding Advocates:

The 10th National Breastfeeding Conference & Convening offers a critical space for connecting, learning, and strengthening our collective capacity to advance equity via effective and inclusive policy and program development, leadership development and organizational transformation. This unique multi-racial, intergenerational event will engage movement makers and practitioners, including coalition representatives from American Indian tribes, U.S. state and territories and cultural/ethnic identity groups, USBC member representatives from national non-profit organizations and health professional associations, representatives from local, state and federal government departments, community based organizations, and consumer (parents) groups, to harvest wisdom and generate solutions.

This year’s conference theme is Many Voices United: Transforming the Landscape of Breastfeeding. The conference committee welcomes proposals which explicitly advance breastfeeding equity across the continuum of care via innovative and systemic solutions that span sectors. We want to amplify your achievements and strategic breakthroughs that are helping turn the tide, address inequities and advance a culture of health and justice in your communities. Your active participation at the 2020 NBCC will build the solidarity needed to fuel change in the First Food field, and accelerate critical improvements in the landscape of breastfeeding support.

General Guidance

- Applicants are encouraged to highlight best practices and models in systems innovation and leadership.
- Applicants are encouraged to clearly demonstrate how an equity lens has informed program, strategies, and activities presented, and/or how an equity mirror was utilized to address internal structures, culture, and policies.
- For proposals about programs, and projects implemented by and for communities of color, it is mandatory that a Person of Color present her/his/their work, instead of someone else speaking on their behalf.
- Applicants are encouraged to include case studies, sample documents, templates, tools and models that spur system-based perspectives and transformations, and can be easily adapted. Please highlight these in the proposal description.
- Presentations utilizing non-traditional methods such as, videos, poems, play, storytelling, art, etc. are encouraged.

Learning Arcs:

You may submit an abstract relevant to the following three categories:

1. Advocacy & Agency: Sessions in this arc highlight successful advocacy mechanisms and campaigns that educate and inform organizational and community advocacy planning while identifying how to navigate systems of power. Agency also refers to each individual’s and organization’s capacity and ability to step into their role as breastfeeding advocates and influencers.

2. Continuity of Care: Sessions in this arc explore how to ensure breastfeeding families do not “fall through the cracks” during transitions in care, such as moving from hospital to home or returning to work or school environments, and identify best practices to ensure every family gets the education and support they need to meet their personal breastfeeding goals.
3. Policy, Systems, and Environmental Changes: Sessions in this arc focus on transformative systems that support the diverse needs of breastfeeding families. This includes approaches that seek to go beyond programming and into the development of systems that create structures in everyday life that make healthy choices practical and available to all community members.

Session Formats

For **Breakout panel sessions**, each submission selected should anticipate 15-20 minutes to present in a panel that will be 75-90 minutes in length, with related proposals combined into that panel.

Please note, all accepted breakout panel speakers will need to submit the following promptly after being accepted:

- Updated CV/Resume
- Short Bio for Introductions
- Current photo for NBCC app
- Two Bio Disclosure forms (provided by USBC)

**Lunch Table Topics** will foster discussion among a table of 8-10 attendees on Friday, June 12.

**Posters** — Presented in the form of a bulletin display and delivered primarily through the use of graphics and handout materials. Participants have the opportunity to interact on a one-to-one basis with the presenter during specified breaks. Posters will be on display all day Friday, June 12, and Saturday, June 13, until 3pm (or based upon your departure time).

Evaluation Criteria

Reviewers are members of the NBCC Conference Program Committee, representing national organizations and breastfeeding coalitions. Each proposal will be reviewed by at least three reviewers and the final scores will then be averaged. Scoring of submissions is based on the following criteria:

- Does it have a well-developed description that maps to one of the three learning arcs?
- Does it have a focus that fits the target audience?
- Does it have an equity focus?
- Does it have two or more clearly defined, realistic, measurable learning objectives?
- Does it address one or more conference objective(s)?
- Is it solutions oriented?
- Will it contain tools, templates and/or other pertinent resources?

Important Dates to Remember

**Submission deadline:** Sunday, February 16, 2020, at 11:59 pm ET.

Applicants will be notified of their status by March 15.

Important Notes

- All listed presenters must be registered and in attendance at the conference.
- Due to budgetary considerations, it is not possible to offer travel, lodging subsidies or waivers of registration fees to presenters, except to those separately designated as a Subsided Attendee by their coalition.
- Presenters are responsible for printing handouts for their sessions, should they need them.