



United States Breastfeeding  
COMMITTEE  
PROTECTING • PROMOTING • SUPPORTING

# 2011 Annual Report Summary



## Strategic Goal A: Ensure that quality breastfeeding services are an essential component of health care for all families.

- Promoting toolkit: *The Joint Commission Core Measure on Exclusive Breast Milk Feeding*
- Partnered with The Joint Commission on Speak Up™ campaign, “What You Need to Know About Breastfeeding”
- Promoting *Core Competencies in Breastfeeding Care and Services for All Health Professionals*, added reference for each competency



## Strategic Goal B: Reduce marketing that undermines optimal breastfeeding.

- In draft: *Statement on Marketing of Human Milk Substitutes*
- Submitted comments to FDA on infant formula labeling claims



## Strategic Goal C: Ensure that women and their families in the workforce are supported in optimal breastfeeding.

- Continuing partnerships for implementation of federal law
  - Co-hosted “Listening Sessions” with Department of Labor (DOL) and National Partnership for Women and Families (NPWF)
  - Submitted comments on the DOL Request for Information
- Published *Statement on Lactation Accommodations in the Workplace*
- Advocating for/advising on Breastfeeding Promotion Act of 2011
  - Co-sponsored Congressional briefing, *Improving the Health of Families: How Employers and the Economy Benefit*, with the American Dietetic Association
- Participating in Work-Family Coalition
  - Signatory to NPWF sign-on letter to support appropriation of \$23 million for a State Paid Leave Fund
- Participated on the HHS Office on Women’s Health expert panels addressing breastfeeding support in hospitals and universities/schools



## Strategic Goal D: Ensure that USBC is a sustainable and effective organization, funded, structured, and aligned to do its work.

- Growing reserves; expanding fundraising initiatives
- Building membership base: 4 new voting members, 1 new individual member, 1 new honorary member, 1 new advisory member
- Strategic partnership with the Association of State & Territorial Public Health Nutrition Directors (ASTPHND); hosted breastfeeding workshop in June 2011
- Strengthening governance framework: regular assessments, new meeting format, enhanced communication/coordination and committee roles
- Relaunched e-newsletter, *Staying Abreast*; enhanced Facebook and blog presence
- Maintaining partnership and support for state, territory, and tribal coalitions
- Published *Statement on Infant/Young Child Feeding in Emergencies*
- Provided a national expert voice on various panels, committees, editorials
- Advocating to ensure supportive federal policy
  - Other comments submitted on WIC, NIH/NICHD Visioning Process, donor milk, HHS Strategic Plan, mPINC survey
- Joint letter to Congressional Appropriations Committees
  - 38 national organization and 98 regional/state/local organization sign-ons
  - Published briefing document; hosted webinar briefing
  - Ask: \$15 million from Prevention & Public Health Fund
  - Report language inserted; status pending

