Welcome

Thank you for joining us as we celebrate the U.S. Breastfeeding Committee’s progress in 2019 toward achieving our mission to drive policy and practice changes to create a landscape of breastfeeding support.

We are proud to have one of the youngest, most diverse boards in the national nonprofit sector. This year USBC underwent a significant membership expansion – growing our membership by 43% – and furthering our capacity to engage and center voices from the margin as we seek to define and influence political change levers.

I am thankful for the work we collectively do to ignite and sustain a fair and equitable landscape of breastfeeding support for families and communities across the United States. Our effort to build a vibrant First Foods ecosystem inclusive of people, partnerships, programs, and policies that empower families to reach their breastfeeding goals would not be possible without you and your engagement. I am grateful to all of you who support our advocacy efforts, which are vital, but unfunded, aspects of this work, and I invite you, if you are not already making a monthly contribution, to join us.

When I first visited the Hill in my new role as Executive Director of the USBC, I saw with my own eyes the valuable relationships that the USBC leadership team has built with Representatives and Senators from both sides of the aisle. Last year, the team galvanized the field to achieve the passage of the Fairness for Breastfeeding Mothers Act, the inclusion of funding for CDC breastfeeding support programs in House and Senate appropriations bills, and the passage of the Traveling Parents Screening Consistency Act of 2019 in the House. These are substantial achievements! Advocacy efforts are also underway for the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act to ensure that 9 million more workers have the right to pump at work.

It is our collective efforts on important legislation like this that support the progress of the entire field and breastfeeding people and families across the country.

Moving into 2020, our efforts will continue to center an agenda that elevates policy, systems, and environmental changes that ensure that the most vulnerable members of our society get the healthiest start possible through breastfeeding. We can do this together through a shared commitment, as individuals and as organizations, to advocating for breastfeeding-friendly federal legislation and by ensuring that the field is well poised and supported to move forward legislation at the state level. Together, we can make significant change for all breastfeeding families. The USBC is thankful for your engagement, passion, and commitment.

Onward!

USBC Mission:
To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

USBC Vision:
Thriving families and communities

USBC Values:
Leadership: The USBC depends upon the development, engagement, and inspiration of collaborative leaders who serve on behalf of our common cause. They may draw upon the wisdom of organizations, but serve as individuals.
Integrity: The USBC champions honesty, transparency, and accountability as integral to the success of our collaborative efforts.
Inclusion: The USBC places a premium on meaningful opportunities for all voices to be heard. A commitment to diversity and equity infuses our work and decision-making.
A note from the USBC staff team....

Under the leadership of our Interim Executive Director, Amelia Psmythe Seger, the Executive Team, and our Board of Directors, the USBC staff embraced our leadership transition period as a chance to create and embody a new path forward for the USBC. Our strengthened work would not have been possible without Amelia’s guidance and vision during the interim period. We are so grateful to her for her skilled facilitation and commitment to the mission of the USBC. In October, we were thrilled to welcome Nikia Sankofa as our new Executive Director. Her public health lens and system-level thinking have already spurred exciting conversations about the next phase for the USBC. We’re digging deep and celebrating all the ways that we are uniquely poised to serve the First Food field. Here’s to an amazing 2020!

Welcome Nikia!

October 2019

Gratitude & well wishes,
Kinkini!
As I reflect on 2019, I’m grateful for the USBC staff team’s resilience and commitment to excellence amidst the extended leadership transition. With their dedicated efforts, the USBC voted to transform its membership categories so that breastfeeding coalitions and community-based organizations joined national nonprofit members as equal partners. We nearly doubled in size, but we grew exponentially in diversity and inclusion. Throughout our first in-person member meeting and conference as an expanded member organization, many of us celebrated the palpable change.

As mammals, we are born knowing to breastfeed. We breastfeed to connect in peace and love, to forge lifelong bonds, to heal and nourish and protect, to grow strong. Today, the USBC is a special space where people come together to meet those same needs for ourselves, for our field, and for our nation. With this, we enter 2020 with unprecedented potential.

— Emily Taylor, USBC Board Chair

USBC Board of Directors 2019-2020

Emily Taylor
Chair

Mona Liza Hamlin
Past Chair

Amy Barron Smolinski
Treasurer

Brenda Reyes
Secretary

Stephanie Carroll
Elected Director

Camie Goldhammer
Elected Director

Scott Hartman
Elected Director

Nekisha Killings
Elected Director

Kimberly Moore-Salas
Elected Director

Andrea Serano
Elected Director

Tina Sherman
Elected Director
The year 2019 was quite transformative for the United States Breastfeeding Committee! Welcoming Nikia Sankofa as our Executive Director is just one of the many accomplishments we had this year.

As outgoing Chair, I am thrilled to watch this beloved organization continue on the path of centering equity in our work to promote, protect, and support breastfeeding.

With the staff and board working closely together, we are well on our way to even more achievements in 2020!

— Mona Liza Hamlin, USBC Past Chair
Thank You to Our Volunteer Committees!

* indicates staff liaison to committee

### Awards Committee

- Kinkini Banerjee*
- Shanita Fort
- Camie Goldhammer
- Scott Hartman
- Tamika Harris
- Jeanette Kowalik
- Sekeita Lewis-Johnson
- Sahira Long
- Carol MacGowan
- Kimberly Moore-Salas, Chair
- Miriam Rodriguez*
- Mary Ryngaert
- Linda Smith
- Treva Smith
- Laurel Wilson
- Grace Renee Yee

### Conference Program Committee

- Camille Abbe
- Kinkini Banerjee*
- Stephanie Carroll, Co-Chair
- Liz Chang
- Mona Lisa Hamlin
- Tamika Harris
- Malia Luarkie
- Carol MacGowan
- Tiana Pyles
- Miriam Rodriguez*
- Stephanie Rodriguez-Moser
- Tytina Sanders-Bey, Co-Chair
- Andrea Serano
- Alyssa Speece
- Emily Taylor
- Cissy Watkins
- Lindsae Wilkes
- Grace Renee Yee

### Constellation Steering Committee

- Ifeyinwa Asiodu
- Brenda Bandy
- Mona Lisa Hamlin
- Cheryl Lebedevitch*
- Amelia Psmythe Seger*
- Alyssa Speece*
- Emily Taylor, Chair

### Conference Program Committee

- Ifeyinwa Asiodu
- Kinkini Banerjee*
- Elizabeth Brooks
- Shennell Ford
- Mona Lisa Hamlin
- Ana Maria Linares
- Sahira Long, Co-Chair
- Nandi A. Marshall
- Elise Morse-Gagne
- Amelia Psmythe Seger*
- Miriam Rodriguez*
- Lourdes María Santaballa, Co-Chair
- Treva Smith
- Emily Taylor
- Cissy Watkins
- Zakiyah Kiara Williams
- Michal Young

### Finance & Audit Committee

- Stephanie Carroll
- Ann Dozier
- Mona Lisa Hamlin
- Suzanne Haydu, Chair
- Rebecca Mannel
- Denae Schmidt*
- Amy Smolinski
- Emily Taylor

### CRASH Committee

- Ifeyinwa Asiodu
- Kinkini Banerjee*
- Elizabeth Brooks
- Shawn Ford
- Mona Lisa Hamlin
- Ana Maria Linares
- Sahira Long, Co-Chair
- Nandi A. Marshall
- Elise Morse-Gagne
- Amelia Psmythe Seger*
- Miriam Rodriguez*
- Lourdes María Santaballa, Co-Chair
- Treva Smith
- Emily Taylor
- Cissy Watkins
- Zakiyah Kiara Williams
- Michal Young

### Membership Engagement Committee

- Kinkini Banerjee*
- Elizabeth Brooks
- Stephanie Carroll
- Robbie Gonzalez-Dow
- Nekisha Killings, Chair
- Muswamba Mwamba
- Tiana Pyles
- Adilene Robinson
- Mary Ryngaert
- Lourdes Maria Santaballa
- Denae Schmidt*

### Transition & Search Committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominating Committee</td>
<td>Kinkini Banerjee*, Elizabeth Brooks, Stacy Davis, Dominique Gallo, Muswamba Mwamba, Amelia Psmythe Seger*</td>
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</tbody>
</table>
In August 2013, the USBC Board of Directors formed the CRASH Committee to enhance the ability of USBC governance, membership, personnel, and coalitions to build structures, systems, and a culture of inclusiveness to engender a more equitable and just First Food field. The committee’s name comes from the name of a cultural competency training program for medical professionals.

CRASH works to normalize, operationalize, and internalize USBC’s explicit focus on equity, and provides guidance in the implementation of USBC’s Strategic Goal 4, “Create and Model a Culture of Inclusion, Diversity, & Equity.” Transformation Teams within the committee represent the four domains of CRASH’s charter - Governance, Membership, Coalition, and Personnel/Staff - exploring and advising recommendations for changes to the USBC bylaws, policies, practices, and procedures. While CRASH oversees work and focuses on cultural change, Transformation Teams work to operationalize policy and structural change.

**Reasons to Celebrate in 2019**

- CRASH welcomed the largest and the most diverse cohort of new members this year, representing WIC, academia, community-based organizations, health professional organizations, families, health systems, and breastfeeding coalitions.
- CRASH members provided hosting and facilitation support at the NBCC, ensuring that attendees were welcomed and supported throughout the event.
- CRASH continued to monitor the demographics of USBC member representatives and took steps to increase representation of minority voices in our collaborative work.

**Looking Ahead to 2020**

- CRASH is completing a review of the status of implementation of the CRASH recommendations, and proposing strategies to strengthen the influence of USBC’s network to eliminate inequities in the First Food field.
- CRASH invites you to join the Racial Equity Online Learning Community, and the many collaborative work and action communities, so together we can build a movement to ensure that all families are supported during pregnancy, birth, breastfeeding, and beyond.

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**What is CRASH?**

“CRASH” is an acronym for the following essential components of culturally competent health care:

- Consider **Culture**
- show **Respect**
- Assess/Affirm **differences**
- show **Sensitivity** and **Self-awareness**
- do it all with **Humility**

---

“I attended the African American/Black Identity Caucus Meeting [at NBCC 2019] and it was so healing...it did my soul good to be in a room of peers who look like me to remind me that I’m not alone.”

— 2019 NBCC Attendee
Growing Together

After a historic vote to transform USBC’s membership makeup, the USBC expanded exponentially. In 2019, the USBC grew from 60 member organizations to 106 organizations – a 43% increase!

The USBC is proud to represent the First Food field more broadly than ever before. The USBC membership now extends from grassroots coalitions to treetops national nonprofits, with representation from affiliate non-voting governmental and for-profit members. Refer to the graph below for a rendering of the organizational diversity now represented by USBC membership.

We look forward to continuing to leverage our work together in 2020 to make real change for breastfeeding people and their families!

Members make it happen!

47% of presenters at NBCC 2019 were from USBC member organizations

52% of presenters on USBC-hosted webinars in 2019 were from USBC member organizations

USBC Member Organizations by Type and Quantity

<table>
<thead>
<tr>
<th>Year</th>
<th>Advisory Organization</th>
<th>Affiliate For-Profit Organization</th>
<th>Affiliate Non-Profit Organization</th>
<th>Emeritus Member</th>
<th>National Non-Profit Organization</th>
<th>Breastfeeding Coalition</th>
<th>Governmental Organization</th>
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<tbody>
<tr>
<td>2018</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2019</td>
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# USBC Member Organizations

## National Nonprofit Members (Voting)

- 1,000 Days
- Academy of Breastfeeding Medicine
- Academy of Nutrition and Dietetics
- American Academy of Family Physicians
- American Academy of Nursing
- American Association of Birth Centers
- American Breastfeeding Institute
- American College of Nurse-Midwives
- American College of Obstetricians and Gynecologists
- American Nurses Association
- American Public Health Association
- Association of Maternal & Child Health Programs
- Association of State Public Health Nutritionists
- Association of Women’s Health, Obstetric and Neonatal Nurses
- Baby Café USA
- Baby-Friendly USA
- Black Mothers’ Breastfeeding Association
- BreastCancer.org
- Breastfeeding USA
- Carolina Global Breastfeeding Institute
- Center for Health Equity, Education and Research
- Centering Healthcare Institute
- Childbirth and Postpartum Professionals Association (CAPPFA Foundation)
- Every Mother, Inc.
- FHI 360
- HealthConnect One
- Healthy Children Project, Inc.
- Human Milk Banking Association of North America
- ImprovingBirth
- Institute for the Advancement of Breastfeeding & Lactation Education
- International Board of Lactation Consultant Examiners
- La Leche League Alliance for Breastfeeding Education
- La Leche League USA
- Lactation Education Accreditation and Approval Review Committee
- Lamaze International
- Mom2Mom Global
- MomsRising
- National Alliance for Breastfeeding Advocacy: Research, Education and Legal
- National Association of Neonatal Nurses
- National Association of Pediatric Nurse Practitioners
- National Association of Professional and Peer Lactation Supporters of Color
- National Perinatal Association
- National WIC Association
- Nemours Children’s Health System (Nemours Foundation)
- Public Citizen
- Reaching Our Sisters Everywhere
- United States Lactation Consultant Association
- Women-Enriched Systems’ Enrichment

## Affiliate Nonprofit Members (Voting)

- Precious Jewels Moms Ministries

## Associate Nonprofit Members (Voting)

- Centro Pediátrico de Lactancia y Crianza

## Breastfeeding Coalition Members (Voting)

- Adelante, The Latino Network for Health and Education
- Alabama Breastfeeding Committee
- Alaska Breastfeeding Coalition
- Alimentación Segura Infantil
- Appalachian Breastfeeding Network
- Arkansas Breastfeeding Coalition
- Asian Breastfeeding Task Force
- BreastfeedLA
- Breastfeeding Coalition of Delaware
- Breastfeeding Hawaii
- Breastfeeding Sisters That Are Receiving Support
- California Breastfeeding Coalition
- Coalition of Oklahoma Breastfeeding Advocates
- Colorado Breastfeeding Coalition
- Connecticut Breastfeeding Coalition
- District of Columbia Breastfeeding Coalition
- Florida Breastfeeding Coalition
- Georgia Breastfeeding Coalition
- Indigenous Breastfeeding Counselor
- Indiana Breastfeeding Coalition
- Kansas Breastfeeding Coalition
- Kentuckiana Lactation Improvement Coalition
- Lactation Improvement Network of Kentucky
- Maryland Breastfeeding Coalition
- Minnesota Breastfeeding Coalition
- Montana State Breastfeeding Coalition
- Nebraska Breastfeeding Coalition
- New Hampshire Breastfeeding Task Force
- New Jersey Breastfeeding Coalition
- New Mexico Breastfeeding Task Force
- New York Statewide Breastfeeding Coalition
- North Carolina Breastfeeding Coalition
- North Dakota Breastfeeding Coalition
- Ohio Breastfeeding Alliance
- Southeast Michigan IBCLC’s of Color
- Tarrant County Breastfeeding Coalition
- Tennessee Breastfeeding Coalition
- Texas Breastfeeding Coalition
- Virginia Breastfeeding Coalition
- Vital Village Network’s Boston Breastfeeding Coalition
- West Virginia Breastfeeding Alliance
- Wisconsin Breastfeeding Coalition

## Governmental Members (Non-Voting)

- DHHS, Office on Women’s Health
- DHHS, Centers for Disease Control and Prevention
- DHHS, Agency for Healthcare Research and Quality
- DHHS, Food and Drug Administration, Center for Food Safety & Applied Nutrition
- DHHS, Health Resources and Services Administration, Maternal and Child Health Bureau
- DHHS, Indian Health Service
- DHHS, National Institutes of Health, National Institute of Child Health and Human Development
- USDA, Food and Nutrition Service

## Emeritus Members (Non-Voting)

- Ruth A. Lawrence, MD, FAAP, FAACP, FABM

*New member organization in 2019*
There’s opportunity for growth in engagement!

- **80%** of member organizations attended the January 2019 Membership Meeting
- **76%** of member organizations attended the June 2019 Membership Meeting
- **80%** of member organizations attended the June 2019 National Breastfeeding Conference & Convening
- **42%** of member organizations attended the September 2019 Membership Meeting
- **37%** of member organizations are participating in USBC Constellations

Average Membership Engagement with USBC Webinar Series:

<table>
<thead>
<tr>
<th>Webinar Series</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>Collective Impact</td>
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<tr>
<td>Power Tools</td>
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<tr>
<td>Racial Equity</td>
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<tr>
<td>CDC-USBC Bi-Monthly</td>
<td>15%</td>
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</tbody>
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Participants in the June 2019 Membership Meeting
Virtual Learning Collaborative
Webinar Team Leaders: Kinkini, Miriam, Amelia, & Alyssa

By the Numbers

- **21 sessions** across 4 free bi-monthly series
- **26 hours** of free education
- **36 speakers** from **25 organizations**
- **52%** of webinars presented by USBC member organizations
- Total attendees = **3,021**

**CDC-USBC Bi-Monthly Coalitions Webinar Series**

- “Exposed: Discrimination Against Breastfeeding Workers” ~ Liz Morris and Jessica Lee, WorkLife Law Center
- “Idaho Breastfeeding Coalition Facilitates Hospital and WIC Community Partnership” ~ Cindy Galloway and Cindi Bennett, Idaho Breastfeeding Coalition
- “Emerging Leaders in the Lactation Profession: Co-designing Opportunities and Programs with Community,” ~ Erica Pike and Melody Cunningham, Boston Breastfeeding Coalition, Vital Village
- “Safe Infant Sleep Practices: Integrating Breastfeeding & Safe Sleep,” ~ Stacy Scott, National Institute for Children’s Health Quality; and Lorena Kaplan, Kennedy Shriver National Institute of Child Health and Human Development
- “The Physician Engagement and Training Focused on Breastfeeding Project’” ~ Ngozi Onyema-Melton and Kera Beskin, American Academy of Pediatrics

**Power Tools Webinar Series**

- “Alameda County Breastfeeding Coalition: Organizing for Effectiveness” ~ Jeanne Kettles and Tonya Lang, Alameda County Breastfeeding Coalition
- “The World Breastfeeding Trends Initiative (WBTi): the US results,” ~ Karin Cadwell, Healthy Children Project’s Center for Breastfeeding
- “Advancing Inclusive and Equitable Breastfeeding Support at the Grassroots,” ~ Jarene Fleming, Virginia Department of Health; Vanessa Hanible, DC Breastfeeding Coalition; Angela Love-Zaranka, Virginia Breastfeeding Coalition; Uranus “Rae” Mapson, Southern Maryland Breastfeeding Alliance; Jennifer AF Tender; DC Breastfeeding Coalition
- “Building Relationships: A Key to the Rise of our Indigenous Breastfeeding Communities’” ~ Amber Kapuamakamaeokalani Wong Granite, Breastfeeding Hawai’i Coalition

Thank you to all speakers and attendees!
Virtual Learning Collaborative

Racial Equity Webinar Series

• “Reclaiming Breastfeeding in Indigenous Communities” ~ Camie Goldhammer, Native American Breastfeeding Coalition of Washington/National Association of Professional and Peer Lactation Supporters of Color; and Kimberly Moore-Salas, Navajo Nation Breastfeeding Coalition
• “Secure Your Own Mask Before Helping Others: Confronting Implicit Bias within Ourselves” ~ Stacy Davis and Felisha Floyd, National Association of Professional and Peer Lactation Supporters of Color,
• “Advocating for Families Who Have Been Failed by the Heath Care and Legal Systems” ~ Jada Wright Nichols, Blossom Health and Maternal Wellness
• “Cultural Communities Supporting Breastfeeding in Kansas” ~ Stephanie Rupnicki and Stacy Yeager, The Kansas Breastfeeding Coalition, Inc.

Collective Impact Webinar Series

• “Building Strong Foundations for Meaningful Change,” ~ Amelia P Smythe and Alyssa Speecy, U.S. Breastfeeding Committee
• “The Art & Practice of Facilitation: Designing Purposeful Meetings” ~ Kimberly Broomfield-Massey, EMSTAR Research Inc.; Andrea Serano, Reaching Our Sisters Everywhere; Cheryl Lebédvitch, U.S. Breastfeeding Committee
• “Beyond Collaboration: Create a Culture of Belonging” ~ Ernelyn J. Navarro, California Breastfeeding Coalition
• “Community-Centered, Digital Innovations for Equitable Care” ~ Kimberley Seals Allers, Maternal and Child Health Communication Collective

This was an inspiring and gratifying program. Thank you! In a small rural community where numbers of mothers are smaller than in a large city, this information is helpful.
— “Emerging Leaders in the Lactation Profession: Co-designing Opportunities and Programs with Community” attendee

I always am fascinated about how lactation can be connected to so many topics. Everyone could use lactation knowledge no matter what area they work in!
— “Advocating for Families Who Have Been Failed by the Health Care and Legal Systems” attendee

Kansas has an amazing story - I have watched them over the years, as they have worked so hard to build support across many sectors, and to address the largest gaps in support. It is impressive how collaborative this work is.
— “Cultural Communities Supporting Breastfeeding in Kansas” attendee

Thank you to the W.K. Kellogg Foundation and the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity and Obesity and the Center for State, Tribal, Local, and Territorial Support for their support of USBC’s webinar series.
Thank you for your participation!

Forming meaningful connections in person was truly enjoyable. As someone with only one year under her belt in this field, these face-to-face connections are so important...I will absolutely be applying those skills to my work.

— NBCC 2019 attendee

Our first ever “speed dating” style networking event was a big success! Attendees had just three minutes to connect before switching to chat with another individual, and the conversations were rich! More than a few of us had to be pulled from our conversation companions after the bell rang.

Honoring Who Was In The Room

The NBCC had more than **330 registered attendees**, with **155 first-time attendees**!

Folks came from 48 states plus D.C., Puerto Rico, and Canada, and just about **half of the attendees identify as people of color**.

USBC offered **Continuing Education credits** for the first time, and 92 attendees participated.

USBC presented **21 awards to breastfeeding leaders**: 2 Emerging Leaders, 7 Tribal Trailblazers, 12 Cultural Changemakers.

Attendees enjoyed **57 plenary, panel, peer sharing, and poster presentations**!
The USBC is the true leader and mentor in helping us all to center equity as breastfeeding advocates.

— NBCC 2019 attendee
Advocacy in Action

Advocacy Team Leaders: Amelia, Cheryl, Kinkini, & Nikia | Communications Team Leaders: Cheryl, Camille, & Sarah

The USBC mobilizes timely and strategic outreach to policymakers and the public in support of policies and legislation that support breastfeeding families. We listen to your input and use it to build our policy agenda. Then, with your help, we put it into action – connecting with multi-sectoral stakeholders, including federal agencies, members, partners, breastfeeding coalitions, Congressional champions, and individuals across the Nation. Together, we continue to bring the voices of breastfeeding families to the halls of Congress.

Secured $9M in Federal Appropriations for Breastfeeding

Collective action and coordinated advocacy this year resulted in a $1 million funding increase for the CDC’s Hospitals Promoting Breastfeeding program. This funding is helping to build a landscape of breastfeeding support across the United States by supporting critical programs and initiatives to improve maternity care practices, increase access to peer and professional support, ensure continuity of breastfeeding care, increase support for breastfeeding employees, and address disparities in breastfeeding rates. Mobilizing funding for the field is a top priority for the USBC.

Passed Fairness for Breastfeeding Mothers Act into Law

With the passage of the Fairness for Breastfeeding Mothers Act, certain public buildings that contain a public restroom are required to also provide a lactation room, other than a bathroom, that is hygienic and available for use by a member of the public. This means that advocates and visitors to Capitol Hill, Senate and House office buildings, the Smithsonian buildings, courthouses, customshouses, and other federal facilities around the nation will have access to a clean, private lactation space.

USBC Resources

- Revamped Policy & Action section of USBC website
- Hosted three Federal Legislation & Policy Updates and one Advocacy Networking Call, featuring updates from eight organizations
- Reported with timely analysis at all stages of the federal budget process
- Published state breastfeeding reports for all 50 states, D.C., and Puerto Rico
- Published a variety of news releases and op-eds highlighting policy solutions to challenges faced by breastfeeding families

Stay updated by signing up for USBC Action Alerts: www.usbreastfeeding.org/signup
Advocacy in Action

Connecting & Amplifying the First Food Field

Virtual Collaboration
- Coordinated 6 organizational sign-on letters with a total of 433 signing organizations
- USBC Constellations coordinated three sign-on letters with a total of 186 signing organizations
- Signed on to 24 organizational letters
- Submitted Public Comments to U.S. Department of Labor Proposed Overtime Rule; Healthy People 2030 objectives proposal (in coordination with BPHP); and Dietary Guidelines for Americans
- Hosted four action tools, sending a total of 7,556 messages to members of Congress
- Sent over one million emails to supporters, with an average of 12 per month

Loudest day of action: November 18, 2019, with 1,362 messages sent to legislators!

In-Person Collaboration
- Advocacy Day 2019: 39 breastfeeding advocates, 10 board members, and 8 staff members from 27 states and territories met with their members of Congress at the U.S. Capitol
- Held first EVER Advocacy Day while Congress was in session—making for an impactful and exciting day!
- Two additional USBC leadership team visits to Capitol Hill, meeting with a total of 26 Congressional offices

I used to feel like a tiny little ant, but after today, I feel like an eagle that can change the world!
— Advocacy Day participant

2020 Legislative Look Ahead
- Fiscal Year 2021 breastfeeding appropriations
- Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act
- Support for breastfeeding in new Dietary Guidelines for Americans
- Friendly Airports for Mothers (FAM) Improvement Act of 2019
- Traveling Parents Screening Consistency Act of 2019
- Legislative and policy changes to protect breastfeeding families during the Coronavirus disease (COVID-19) pandemic

The advocacy efforts of the USBC are donor supported – thank you!
Collaborating with Constellations

Constellation Team Leaders: Amelia, Alyssa, & Cheryl

What is a Constellation?
A Constellation is an action-focused work team populated by interested member and partner organizations. Constellations share a learning journey, develop a common agenda, identify priority strategies, and implement activities through an equity lens to change the policy landscape. The USBC provides backbone support (online workspace, meeting design, and facilitation) to support these high-impact collaborative efforts.

2019 Constellation Highlights
The Continuity of Care Constellation developed their charter statement and concept statement and divided into subgroups to begin working on the Continuity of Care blueprint.

The Pasteurized Donor Human Milk (PDHM) Constellation convened stakeholders and began to identify voices missing from the table. Their first collaborative action will be the development of a consensus statement on PDHM.

The Lactation Support Providers (LSP) Constellation produced an LSP Descriptor Chart in collaboration with the Physician Education & Training Constellation. During NBCC, they filmed a related video which will be shared with the field in 2020.

The Paid Leave Constellation convened to stay abreast of progress on paid leave efforts at the state and national levels.

The Physician Education & Training Constellation developed a model policy for medical trainees who are breastfeeding and collaborated with the LSP Constellation to articulate a guide on the role of physicians in breastfeeding support.

The Workplace Support Constellation collaborated with participants in the Physician Education & Training Constellation on the second presentation in the Breastfeeding Works webinar series titled, “Breastfeeding Works: Legal Protections for Lactating Employees and Students in the Health Care Industry.” The Constellation’s Law Gaps Sub-Group worked with Congressional champions to develop and introduce the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act, a bill to ensure that all breastfeeding workers have the right to break time and a private, non-bathroom space to pump breast milk during the work day. The sub-group also worked to mobilize the field to support a strong bill introduction, including a joint letter signed by 110 organizations.

Constellations in 2019
52 USBC member organizations and 15 partner organizations and stakeholder individuals came together for collaborative efforts through 6 Constellations.

Constellations hosted 32 virtual meetings in 2019.

Thank you Constellation Stewards and participants!
USBC participates in a variety of collaborative work groups and initiatives to ensure that the needs of breastfeeding families are addressed within broad public health as well as maternal, infant, and child health efforts.

**Breastfeeding Public Health Partners (BPHP)**

BPHP is a group of national organizations that collaborate to support national public health priorities to improve the health and overall wellbeing of women, infants, children, and families. BPHP is funded by the Centers for Disease Control and Prevention (CDC) and spearheaded by the National Association of County and City Health Officials (NACCHO).

**USBC’s 2019 highlights include:**

- Led the design and development of the Breastfeeding Public Health Partners Toolkit, connecting breastfeeding coalitions to public health organizations at the national, state, and local level.
- Partnered with NACCHO to launch the toolkit, including co-presenting at a training hosted by the CDC Department of Nutrition, Physical Activity, and Obesity and the NACCHO Annual Conference.
- Hosted the BPHP online workspace.

**Children’s Healthy Weight Collaborative Improvement & Innovation Network (CoIIN)**

The Children’s Healthy Weight CoIIN uses a state-to-state network to support Title V Maternal and Child Health Services Block Grant Programs in adopting evidence-based or evidence-informed policies and practices related to nutrition, physical activity, and breastfeeding. The CoIIN is funded by the Health Resources and Services Administration, Maternal and Child Health Bureau (HRSA-MCHB) and spearheaded by the Association of State Public Health Nutritionists.

**USBC’s 2019 highlights include:**

- Served on the CoIIN steering committee.
- Partnered with state teams to advance policy and practice solutions to address social and ecological barriers to breastfeeding.

**National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN)**

NAPPSS-IIN is a national initiative to improve the likelihood that infant caregivers and families receive consistent, evidence-based instruction about safe sleep and breastfeeding. NAPPSS-IIN is funded by HRSA-MCHB and spearheaded by the National Institute for Children’s Health Quality.

**USBC’s 2019 highlights include:**

- Served on the National Expert Advisory Committee.
- Co-chaired the National Action Team on Conversations Modules, which is working to develop customized learning opportunities to encourage adoption of the Conversations Approach to helping families practice safe sleep habits.

**Partnership to Provide State-level Support for Maternal Health and Early Child Feeding – Birth to 2 years**

This initiative aims to strengthen multi-sector partnerships and improve the capacity of state-level maternal child health stakeholders to implement optimal early childhood nutrition and feeding policies and practices. This initiative is funded by the CDC and spearheaded by the Association of Maternal & Child Health Programs (AMCHP).

**USBC’s 2019 highlights include:**

- Collated culturally diverse breastfeeding resources.
- Organized webinar sessions to highlight and disseminate culturally and linguistically relevant breastfeeding resources from the field.
- Launched the Cultural Changemakers Award, with eight grassroots leaders representing African American, Latinx, Asian American Pacific Islander, Appalachian, and Native American communities including in the inaugural cohort.
  - Awardee activities included: USBC Advocacy Day at the Capitol and policy briefing; focus group conversations on infant feeding practices, food security, and equity; and participation in the Early Child Feeding Forum hosted by AMCHP to promote deeper engagement between maternal and child health stakeholders.

Thank you to our partners – we are stronger together!
Thank You USBC Supporters

Fundraising Team Leaders: Camille & Cheryl

**USBC Donors by the Numbers**

- 170 total donors
- **Best fundraising day:** June 11 with 38 donations totaling $3,079
- Online donations totaled $11,971
- Cafepress store dividends resulted in $753
- $9,000 received in largest single 2019 donation
- $3,846 donated during USBC GivingTuesday fundraiser

**Thank you to everyone who has supported USBC in 2019!**

This year, for the first time, we offered a monthly donor appreciation program! Monthly donations of any dollar amount help USBC conduct our advocacy efforts, which cannot be supported through grant funding.

If you are not yet making a monthly donation to support our collective efforts protecting, promoting, and supporting breastfeeding, please consider pledging your support today!

[www.usbreastfeeding.org/donate](http://www.usbreastfeeding.org/donate)

Thank you donors and supporters – you make our work possible!
Thank You USBC Supporters

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Doraine Bailey
Brenda Bandy
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A sincere thank you to the additional USBC donors that elected to remain anonymous.
Financial Information

Operations Team Leader: Denae

USBC revenue streams include:
• Subcontracts through the Association of State Public Health Nutritionists (ASPHN) and the Centers for Disease Control & Prevention
• W.K. Kellogg Foundation grant
• Subcontract with Association of Maternal & Child Health Programs to support Cultural Changemaker awardees’ engagement with early child feeding and NBCC 2019
• Subcontract with ASPHN to support the Children’s Healthy Weight CollIN project
• Contributions from donations
• Membership dues
• Registration fees from the National Breastfeeding Conference & Convening 2019

Grants and contracts (72% of revenue) cover capacity building support provided to the field, collaboration support & tools, constellation backbone support, and strategic partnerships.

• Examples of **capacity building supports** include the National Breastfeeding Conference & Convening, USBC hosted webinars, and peer-sharing networking calls.
• Examples of **collaboration services & tools** include hosting USBC’s virtual platform and other virtual conferencing platforms.
• Examples of **constellation backbone support** include staff time dedicated to stewarding the Lactation Support Provider and Workplace Support constellations; consulting services on the Collective Impact model, meeting design and facilitation, shared learning process, and equity analysis; and high-level strategy to other Constellations to shape advocacy actions and policy, system, and environmental change.

Contribution-based revenue (28% of revenue) covers non-grant funded operational expenses, lobbying, and the opportunity to build USBC reserves.
Looking Ahead...

How can I best learn, connect, and act with the USBC?

**Learn**
- I am subscribed to the Weekly Wire
- I am registered for the USBC’s four webinar series:
  - Racial Equity Webinar Series
  - Power Tools Webinar Series
  - CDC-USBC Webinar Series
  - Collective Impact Webinar Series

**Connect**
- I have the National Breastfeeding Conference & Convening (NBCC) on my calendar
- I have bookmarked the NBCC website
- I follow the USBC on Facebook and Twitter
- I have added office@usbreastfeeding.org to my email contacts
- I have created an individual profile on the USBC website
- I have updated my personal and/or organizational profile on the USBC’s online collaboration platform

**Act**
- I get the USBC’s “Action Alert” updates
- I am a monthly or annual donor to the USBC
- I take action with the USBC’s online tools
- I have highlighted my work on a USBC-hosted webinar
- I will take action during National Breastfeeding Month
- I complete surveys and provide feedback to the USBC
- I submit updates from my organization for promotion via USBC communication channels
- I have shopped in the USBC’s store

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WWW.USBREASTFEEDING.ORG/STORE
NBCC 2021
SAVE THE DATE:
JUNE 11 & 12
Scottsdale, AZ