

## GUIDELINES FOR BREASTFEEDING COALITIONS

Every breastfeeding coalition is encouraged to register with the USBC to have a listing in the [Coalitions Directory](#) on the USBC website. Registered statewide coalitions (and those representing U.S. territories) are also eligible to send two **Sponsored Attendees** to the National Breastfeeding Coalitions Conferences (NBCC). Note that the USBC only recognizes one official state-level coalition in each state (or U.S. territory).

Breastfeeding coalitions should meet, or be working towards meeting, the following guidelines (please read each item and check the box next to it):

- Coalition membership and leadership is multisectoral and includes, at a minimum, representatives from relevant government departments, non-governmental organizations including consumer (parents) groups, and health professional associations. (Reference: Innocenti Declaration)
- Coalition's mission statement and activities are focused on policy and practice change consistent with the mission of the USBC to "drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States"; *The Surgeon General's Call to Action to Support Breastfeeding* (2011); *The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies* (2013); the Innocenti Declarations of 1990 and 2005; or other similar national and/or international initiatives. (Reference: documents listed)
- State/territorial coalitions have state/territorial-wide representation and conduct operations or activities of state/territorial-wide scope. (Reference: based on USBC membership policy)
- Coalition's activities are free of commercial influence and other conflicts of interest, and the coalition supports and adheres to the *International Code of Marketing of Breast-milk Substitutes* ("the Code"). This includes, but is not limited to, a policy that the coalition will not accept financial or other support from companies that violate in principle or practice the Code and its subsequent resolutions. (Reference: Innocenti Declaration; USBC donations policy)
- Coalition has regular meetings that are open to diverse potential stakeholders who are welcome to attend and participate.