Welcome to the 54th
Bi-Monthly Breastfeeding
Coalitions Webinar

Background

- Moderator: Denae Heartfield, Coalitions Relations Coordinator, U.S. Breastfeeding Committee
- USBC and the CDC Division of Nutrition, Physical Activity, and Obesity co-host this series of bi-monthly webinars
Background

- The webinars are held every two months (in even numbered months) on the second Tuesday of the month from 2-3 p.m. ET.

- These sessions bring together state, territorial, tribal breastfeeding coalitions to share best practices and news and to network and collaborate on issues of national significance.

Webinar Access

- Access is open to all interested breastfeeding coalition members.

- Topic/speaker details are posted 1-2 weeks before each session on a page on the USBC public website:
  - [www.usbreastfeeding.org/coalitions-webinars](http://www.usbreastfeeding.org/coalitions-webinars)

- Session details are also posted in the Coalitions Learning Connection (user account required):
  - [www.usbreastfeeding.org/CLC](http://www.usbreastfeeding.org/CLC)
Series Format Update

☐ AS OF 4/1/2015: To streamline access, these webinars have now been set up as a series.

☐ You only need to register for the series once, and you will then receive auto-reminders of each session with the topic/speaker details.

☐ Even though you may not be able to attend every session live, the series registration will still send you auto-reminders so that you have easy updates on the topic and links to the live webinar and archives.

Webinar Materials

☐ To find archives of past sessions:
  ☐ Follow the link from your confirmation or reminder e-mails
  OR
  ☐ Go to [www.usbreastfeeding.org/coalitions-webinars](http://www.usbreastfeeding.org/coalitions-webinars)
Webinar Materials

Q&A

- During today’s sessions, all attendees will be in listen only mode.

- Questions may be submitted at any time during the webinar. Please type your questions into the Questions box on your webinar control panel.
Webinar Control Panel

Audio
Use: Telephone
• Mic & Speakers

Talking:
MUTED

Type question here.
Send

Questions
2012-06-12 State Breastfeeding Coalitions
Webinar Webinar ID# 279-356-538

Technical Issues

Audio problems? Other questions?
Please e-mail coalitions@usbreastfeeding.org
Today’s Topic

Coalitions Building a Grassroots to Treetops Movement: Needs Assessment Findings and Capacity Building Supports

Today’s Presenter

Kinkini Banerjee
Senior Manager, Coalitions Relations
USBC
Today’s Webinar

- Needs Assessment Highlights
- “Markers Of Effective Coalitions”
  Matrix & Toolkit
- Coalition Capacity Building Support

Recipe for Change

Coalitions as Vehicles of Change
SGCTA Socio-Ecological Model

Purpose:

- To examine existing structural & functional models of coalitions
- To collect information on current activities of state coalitions
- To identify “Markers of Effective Coalitions”
How Was This Done?

Online Surveys:
- 1 survey completed collectively by coalition leaders (collaborative process)
- 2-3 surveys completed by coalition members (completed by a representative sample of state coalition members (2-4 per state; hospital, public health, employer, mom, community support, etc.)

How Was This Done?

Phone interviews with leader and member representatives from each coalition to learn about:
- Coalition strategic goals and priorities
- Projects and initiatives
- Linkages and partnerships, including with state health department/WIC, and
- Readiness to seek and utilize available funding opportunities
If you don't measure it, you can't improve it.
- Peter Drucker

Fiscal Structures

State Breastfeeding Coalition Financial Structure

<table>
<thead>
<tr>
<th></th>
<th># of coalitions</th>
</tr>
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<tbody>
<tr>
<td>Tax ID</td>
<td>30</td>
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<tr>
<td>Bank Account</td>
<td>35</td>
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<tr>
<td>Fiscal Sponsor</td>
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Paid Staff

Coalitions with Paid Staff

Funding Sources

Coalition Funding
**State Support**

State Breastfeeding Coordinator (non-WIC)

- **Yes**: 25 coalitions (43.1%)
- **No**: 20 coalitions (33.3%)
- **No answer**: 5 coalitions (8.3%)

**Governance**

Coalitions with a Strategic Plan

- **Yes**: 22 coalitions (43.1%)
- **No**: 26 coalitions (50.9%)
- **No Answer**: 2 coalitions (4.0%)
Leader Demographics

State Breastfeeding Coalitions Board/Leadership Team Demographics

State Breastfeeding Coalitions Committee, Taskforce or Workgroup Chair Demographics

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Coalitions Building a Grassroots to Treetops Movement: Needs Assessment Findings and Capacity Building Supports
Coalition Governance

State Breastfeeding Coalition Governance and Meeting Development

Coalition Membership

State Breastfeeding Coalition Membership Representation
State Breastfeeding Coalitions Webinar
8/11/15

USBC
Coalitions Building a Grassroots to Treetops Movement: Needs Assessment Findings and Capacity Building Supports
Membership

Type of Membership

<table>
<thead>
<tr>
<th>Type of Membership</th>
<th># of coalitions</th>
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<tbody>
<tr>
<td>Individual</td>
<td>41 (80%)</td>
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<tr>
<td>Organizational/Agency members</td>
<td>8 (16%)</td>
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<tr>
<td>E-mail list supporters</td>
<td>2 (4%)</td>
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Local Connections

Presence of local/community coalitions in the State

- Yes: 41 coalitions (82%)
- No: 8 coalitions (16%)
- No Answer: 2 coalitions (4%)
Coalition Culture

Member Engagement Levels

- Strongly agree
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Strongly disagree

Coalition Structure

State Breastfeeding Coalitions Board Meetings

- Average # of Meetings held
- Average # of times agenda sent prior to meeting
- Average # of times minutes sent after meeting

State Breastfeeding Coalitions Membership Meetings

- Average # of meetings held
- Average # of times agenda sent prior to meeting
- Average # of times minutes sent after meeting
Coalition Communications

State Breastfeeding Coalition Communications

Networking opportunities among coalition members
Public relations efforts/outreach to the broader community
Revision of regular progress updates and information to members
Acknowledgment of state and local coalition accomplishments
Legislative and administrative advocacy efforts with state elected officials and policymakers
Media relations efforts to promote awareness of coalition accomplishments and breastfeeding issues
Provision of regular progress updates and information to members
Acknowledgment of state and local coalition achievements
Public relations efforts/outreach to the broader community
Networking opportunities among coalition members

Not sure/not applicable
Little to no extent
Moderate extent
Large extent

Coalition Communications

Coalition Communications

# of coalitions

Currently use
Learning to use now
Want/plan to learn to use
Not interested at this time

Facebook
Twitter
Webinar
Email lists
Coalition website
Coalition blog
Citizen surveys
Email lists to all
Email lists to all
**Community Engagement**

Has your coalition conducted a needs assessment within your community or among your members?

- Yes: 31 coalitions (63.3%)
- No: 18 coalitions (36.7%)

**Coalition Impact**

State Breastfeeding Coalitions Engagement Levels in SGTA 1-10

- Very active
- Moderately active
- Minimally active
- Not active

Actions:

- Action 10: Standard Care
- Action 9: Health Professional
- Action 8: Continuity of Care
- Action 7: Maternity Care Practices
- Action 6: Formula Marketing
- Action 5: Promotion Campaigns
- Action 4: Community Organizations
- Action 3: Peer Counseling
- Action 2: Fathers & Grandmothers
- Action 1: Support Mothers
Coalition Impact

State Breastfeeding Coalitions Engagement Levels in SGTA 11-20

- Very active
- Moderately active
- Minimally active
- Not active

# of coalitions engaged

State Breastfeeding Coalitions Engagement Levels in SGTA 11-20

- Action 20: National Leadership
- Action 19: National Monitoring System
- Action 18: Research Capacity
- Action 17: Research Funding
- Action 16: Child Care
- Action 15: Babies at work
- Action 14: Workplace Support
- Action 13: Paid Leave
- Action 12: Donor Milk
- Action 11: Access to Professional Care

Highlights of Findings

Most state coalitions are working on:
- Maternity care practices
- Workplace support

Many are also working on:
- Child care
- Continuity of Care: Peer and Professional Support
- Insurance coverage, providers
- Milk Banks/Donor Milk
Coalition Strengths

- Passionate, committed breastfeeding advocates, investing time and talent as volunteers
- Most coalitions have some kind of informal or formal planning structure – committees, work groups
- Almost all coalitions invest in community breastfeeding awareness activities that make them visible entities

Coalition Strengths

- State and local coalitions are resources for each other, complementing activities/efforts.
- Coalitions with support from and strong partnerships with state health departments, are much better primed to receive funding, and utilize the expertise and potential of their members and achieving success with programs and initiatives
Coalition Challenges

- Small core of volunteers shoulder most of the coalition responsibilities
- Lack of diversity in the leadership team. Lack of community stakeholders in coalition leadership
- Coalition management not for the faint-hearted - challenging to fully utilize the talents and expertise of volunteer members so they feel their time is productive, and their contributions are valuable

Coalition Challenges

- Too many barriers to coalition participation – members are often unable to take time off from work, get no reimbursement for mileage for travel, as coalition participation is not directly related to their day-to-day work
- Turf tensions sometimes arise as membership pool grows. Coalitions face challenges in engaging in collective visioning processes
Coalition Challenges

- Lack of administrative funding negatively impacts coalition functioning. Loss of 1-2 core people derails coalition
- Most do not have multi-year funded projects. Activities are dictated by the short-term funding opportunities, so coalitions do not always have bandwidth to take the long view and commit to a multi-year ambitious efforts

Findings: Unanimous Needs

- Funding, fundraising and grant writing support
- “Governance 101” (coalition development, agendas for productive meetings, recordkeeping, clear roles for board, staff, and volunteers, strategic planning)
- Conducting community needs assessment
- Using data to map gaps and needs, build case
- Recruiting and engaging members
- Increasing diversity, inclusion, cultural sensitivity
Findings: Unanimous Needs (continued)

- Developing clear communication strategies and continuous internal/external communication to build public will
- Utilizing technology (websites, webinars, tele/video conferencing, tools for collaboration & peer sharing)
- Developing effective evaluation and improvement processes

MEC Matrix & Toolkit

- Governance & Leadership
- Membership
- Culture
- Impact
- Funding
- Meeting & Operations
- Communication

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Coalitions Building a Grassroots to Treetops Movement: Needs Assessment Findings and Capacity Building Supports
Matrix & Markers of Effective Coalitions

- Four stages of growth continuum: Start-up, Young, Developed, & Seasoned
- Seven categories:
  - Governance & Leadership
  - Membership
  - Culture
  - Meetings & Operations
  - Communication
  - Impact
  - Funding
- Pending indicator on CDC Breastfeeding Report Card

MEC Matrix

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USBC
Coalitions Building a Grassroots to Treetops
Movement: Needs Assessment Findings
and Capacity Building Supports

25
MEC Matrix

1. Governance & Leadership
   - Purposeful, productive Board/Leadership Team meetings
   - Strong governance documents w/ clearly defined roles & practices
   - Effective leadership development
   - Equity and inclusion values are core

MEC Matrix

1. Governance & Leadership
   - Coalition has a strategic plan centered on a shared vision/mission and scaled in alignment with strengths and capacity (internal coalition view)
   - Strategic plan informed by needs assessment and key stakeholder interviews (community/state view)
   - Strategic plan connects to prevention strategies, including the SGCTA (public health view)
MEC Matrix

2. Membership

- Membership Types
- Local, Community & Cultural Coalitions
- Members from diverse sectors
- Member participation
- Member demographics (*not counted in N.A.*)

MEC Matrix

3. Coalition Culture

- Conflict Resolution, Code of Conduct
- Coalition leadership fosters a positive and cohesive work environment
- Member's strengths and skills are identified and utilized by the coalition
- Members have meaningful input in defining the shared agenda
MEC Matrix

4. Meeting & Operations

- Purposeful, productive General Membership meetings
- Attendance, formats, barriers and facilitators to participation
- Communication media

MEC Matrix

5. Communication

- Consistent internal communications
- External communications build coalition visibility and credibility among key decision-makers
MEC Matrix

6. Impact

- Community engagement
- Coalition is engaged with a diverse spectrum of organizations across sectors
- Coalition makes an impact across spectrum of SGCTA outcomes

MEC Matrix

7. Funding & Sustainability

- Mission connected to funding
- Organizational sustainability
- Strong connections with state public health partners
Framework for a Bigger Tent

Coalition Capacity Support

Ways to Connect & Engage
USBC Coalition Support

Since convening first National Breastfeeding Coalitions Conference in 2006, the USBC has supported increased capacity and engagement of coalitions in all 50 states, DC, U.S. territories, and Indian Tribal Organizations.

- Recently expanded to include local/community & cultural coalitions
- Programs and resources for coalitions include:
  - National Conferences (every other August)
  - Webinar series
  - Networking resources

Virtual Collaborative Content Offerings

- Breastfeeding Intervention Examples from both national partners and state coalitions (existing CDC/USBC 2/2/2 series)
- Capacity Building (existing Power Tools series)
- Collective Impact (new series, fall 2015)
- Racial Equity (new series, fall 2015)
Coalitions Learning Connection (CLC)

- Archives of all past webinars and conference sessions, classified by topic and searchable by keyword
- Libraries and discussion forums for coalitions to share files and ask questions/discuss amongst themselves
- Targeted list servers and restricted sharing communities for various coalition leader roles
- All those connected to breastfeeding coalitions at any level are welcome
  
  www.usbreastfeeding.org/coalitions-connect

Website Profiles

Individual:

- Entry point, anyone can get one
- Includes bio, areas of expertise, demographics
- Can set MyPage visibility preferences

Group:

- Demographic data on coalition memberships, to supplement existing data on coalition leadership
- Topic Area Engagement Levels
- Action Directory Descriptions
Key Website Features

- Action Directory
  www.usbreastfeeding.org/action-directory
- Learning Communities
  www.usbreastfeeding.org/learning-communities

The Potential & Promise of New Opportunities
Promise of New Opportunities

- **ASTHO**: Breastfeeding State Learning Community
- **NACCHO**: Reducing Disparities in BF Trough Peer and Professional Lactation Support
- **CGBI**: EMPower (Hospital based MCP)

Maternity Care Breastfeeding Projects

- CDC IJO5 States
- ASTHO States
- BFB States
- EMPower Communities (coming soon)
Workplace Breastfeeding Projects

- CDC 1305 States
- ASTHO States

Peer/Professional or Community Support Breastfeeding Projects

- CDC 1305 States
- ASTHO States
- BFB States
- NACCHO Communities
CD-Funded State and Community Breastfeeding Activities

State Public Health Actions
ASTHO award
NACCHO award

Thank you!

USBC
Coalitions Building a Grassroots to Treetops
Movement: Needs Assessment Findings
and Capacity Building Supports
Questions?

CDC Updates
Thank you for all you do!

Action 20. Improve national leadership on the promotion and support of breastfeeding.

- Create a federal interagency work group on breastfeeding.
- Increase the capacity of the USBC and affiliated state coalitions to support breastfeeding.