Central Louisiana Breastfeeding Coalition, Inc.

Transforming Ideas into Actions

Our History
Inception

- Formed in 1993
- Original name: Central Louisiana Breastfeeding Taskforce
- Made up of IBCLCs, RNs, Physicians
- Met once a month

Funding

- Finding your funder
  - Look for the obvious choice
  - Local, philanthropic foundation
  - Health initiative
- Grant process
  - Letter of Intent
  - Writing the proposal
Putting the Pieces Together

- Strategic planning meeting November 2005
- Recruited more diverse members to include non-medical individuals
- Bylaws
- Articles of Incorporation
- Team Leader Position

Non-profit Status

- Application process for 501(c)3
- Took approximately 7 months once application was submitted to receive our letter declaring us exempt
**Board Recruitment**

- Organizational Development
  - Assistance from professional consultant
  - Executive Board
  - Officers
- Diversity
- Representation
  - Physicians
  - Nurse managers
- Board meets once a quarter

**Formation of Committees**

- Committees meet each month during Coalition meeting
- Steering Committee (four committees’ chairs) meets every quarter

### Programs
- Mom on Call
- Mom at Work
- Public Awareness Campaign

### Fund Raising/Grant Writing

### Recruitment

### Promotions/Networks
Community Needs Assessment

- Review of Relevant Louisiana Data
- Literature Review
- Community Input: Focus Groups
  - Focus Group Training conducted by CWHEC/TUXCOE
  - 6 Focus Groups Conducted, 2 per parish

Recommendations

CNA confirmed our plan:
- Peer Counselor program: Mom on Call
- Workplace program: Mom at Work
- Public Awareness program
**Staff Evolution**

- Team Leader
  - Flexible environment, hospital environment
  - Part-time
- Administrative Assistant
  - March 2006
  - Half-time (20 Hours per week)
- Program Manager
  - January 2007
  - Full-time
- Staff meets every two weeks

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**A Place to Call Home**

- No office space until October 2006
  - Operated from administrative assistant’s home
  - Post Office Box
  - Wireless telephone
- Rapides Regional Medical Center provided the Coalition with office space in the form of an in-kind donation
Implementation Phase

- January 2007 to current
- Used long term work plan
- Mom on Call Implementation: 9/07
- Mom at Work Implementation: 1/08
- Public Awareness Campaign: “The Ribbon that Ties” it all together

We Didn’t Re-invent the Wheel!

- Used USDA’s Loving Support© Manual
- Revised as needed to reflect our population
- Attended Louisiana State WIC’s first Peer Counseling Training session presented by Every Mother, Inc. (Cathy Carothers and Kendall Cox)
- Cathy and Kendall presented training session for the CLBC members and staff
Mom on Call... Preparation:

- Seeking and recruiting potential Peer Counselors
- Hiring and training 2 Parish Coordinators to supervise and manage peer counselors, as well as represent the Coalition in each parish
  - Avoyelles Parish
  - Natchitoches Parish

Our Peer Counselors

- Recruited by local IBCLCs
- August 2007: Provided potential PCs with a two 8 hour day training session (Loving Support© model)
- Goal was to train twice the PCs that we planned to hire
- August 2007, hired:
  - 1 PC in Avoyelles parish
  - 2 PCs in Natchitoches parish
  - 4 PCs in Rapides parish
- Parish Coordinators meet with their peer counselors every two weeks
Let's Get Going!

- September 4, 2007: our first official day to enroll participants
- Referrals slow at first
- Gaining momentum

Recognizing Need for Change

- Program Manager role changed to Executive Director
- Realized need for Parish Coordinator position in Rapides Parish (20 hours)
  - For supervision of Rapides peer counselors
  - For implementation and management of Mom at Work
- Revised Administrative Assistant position
Developing Mom at Work

• Worked collaboratively with Tulane University Xavier Center on Excellence (TUXCOE) for program development.
• TUXCOE created forms, presentations, sample policies

Mom at Work Pilot Project

• July 2006 conducted “Becoming a Breastfeeding Friendly Employer” presentation to Roy O. Martin Lumber Company
• October 2006 CLBC attended dedication service to their “Raegan Room”
Mom at Work

- Awaiting Business Case for Breastfeeding materials
- Researching potential companies on Louisiana Department of Labor online database
- We will serve companies:
  - In Rapides parish
  - With greater than 20 employees
  - With a majority female employee population
  - With lower income positions
- Plan to roll out program January 2008

The “Ribbon that Ties”

Public Awareness Campaign is meant to be our “Ribbon that Ties” our Mom on Call and Mom at Work programs together
Public Awareness Campaign

- Brochures
- Radio Advertising
- Billboards
- Website
- Health Fairs
- Baby Fairs
- Breast Cancer Awareness Events
- Junior League Market Events
- Jambalaya – local NBC affiliate interviews

World Breastfeeding Week 2007

First Annual CLBC Zoo Day: Mingle With the Mammals

- Free admission and train ride
- Self-guided mammal tour
- 30 minute presentation featuring:
  - Reading of We Like to Nurse by Chia Martin
  - 3 minute movie featuring mammals, including humans
  - Door prizes

State Breastfeeding Coalitions Teleconference

December 11, 2007

Anil Danivas, Ann Kingrey, Jessica Maddox, Judith Harris
2008 CLBC Calendar: Mothers and Babies

- In-kind photography
- Provided mothers with complimentary 8x10 portrait
- Obtained sponsors for cover, months, and date pad to cover printing costs
- 2500 copies distributed throughout Central Louisiana

Ongoing Development

- Technical Advisor, Judith Harris, MPH, RD, IBCLC, meets with the Coalition every two months
- Pathway Consulting, Inc. (Jackie Hall) conducts periodic board training, staff training, and strategic planning sessions
State Breastfeeding Coalitions Teleconference

December 11, 2007

Anil Danivas, Ann Kingrey, Jessica Maddox, Judith Harris

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Coalition members meet every month
Not all members are able to make meetings
  - Communicate via e-mail
  - Utilize members’ highest and best contributions
Recent changes
  - Hired group babysitter
  - Changing format of meeting
Strengths:
- Dedicated, motivated, intelligent working people
- Organizational development and infrastructure
- Strategic plan (work plan) – moved ideas into action
- Funding – staff hiring, staff training, program implementation, program oversight/TA

It takes time, funding and community involvement.