USBC Updates

CDC/USBC Bi-monthly Coalitions Webinar
February 9, 2016

TOP 10 SUPPORT RESOURCES FOR COALITIONS
Number 10: Individual Website Profiles

- Entry point to many site tools
- Anyone can get user account
- Components:
  - Contact info
  - Coalition affiliation
  - Bio
  - Areas of Expertise
  - Demographics
MyPage

- Public version of individual profile
- Set visibility preferences for all data
- Connections & Followers

Number 9:
Group Website Profiles
What’s In Group Profiles

- Organizational contact info
  - Phone, e-mail, website link especially important
- Membership demographics
  - USBC equity priority to track demographics of member organizations and coalitions
- Engagement Levels
  - Define organization’s level of interest in topic areas
- Activity Descriptions
  - Populates public SGCTA Action Directory

SGCTA Action Directory

- 20 public pages
  - SGCTA Implementation Strategies
  - USBC resources
  - Activities at National, State, and Community levels (populated from Group Profile data)

www.usbreastfeeding.org/action-directory
Action 7. Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding

Table of Contents
- USBC Resources
- National Activities
- State/Community Activities

denotes a USBC member organization listing

Implementation Strategies
- Accelerate implementation of the Baby-Friendly Hospital Initiative
- Establish transparent, accountable public reporting of maternity care practices in the United States
- Establish a new advanced certification program for perinatal patient care
- Establish systems to control the distribution of infant formula in hospitals and ambulatory care facilities

USBC Resources
- Key Website Features: News Room, Advocacy HQ, and Coalitions Directory
- Learning Community: Maternity Care Practices Learning Community
- Webinar & Conference Archives: Maternity Care Practices
- Publication: Best Practices Guide for implementation of Newborn Exclusive Breast Milk Feeding in Electronic Health Records
- Publication: Model Policy: Payer Coverage of Breastfeeding Support and Counseling Services, Pumps and Supplies
- Publication: Implementing The Joint Commission Core Measure on Exclusive Breast Milk Feeding

Number 8:
Online Learning Communities
Learning Communities

- USBC website houses 20+ online learning communities on breastfeeding-related topic areas from the SGCTA and beyond
- Open to all site users: explore and join communities of greatest interest
- Can choose to subscribe to receive email, or view only in website

www.usbreastfeeding.org/learning-communities
Coalitions Learning Connection

- 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 servs 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

Number 7:
Coalition Community Workspaces
State Coalition Community Workspaces

- Private sharing space within USBC website, can use them for coalition members or leaders (or both)
- For internal collaboration: communication to/between members & sub-groups, file archiving & sharing, blogs, roster, calendar

Local Coalition Option...
- Can request to have a separate local forum (list serv) and file library within state community
Number 6:
Complimentary Infrastructure Support

Membership Benefits

- BoardSource
  - leading organization promoting exceptional nonprofit governance and board service
  - professional advice, webinars, publications, etc.

- Nonprofit Risk Management Center
  - advice, live and archived webinars
  - discounted ($29!) price to build own risk management plans and policies with web tools
Free Seminars/Webinars

- **Nonprofit Legal Webinars** from Venable (no login required, free service provided by USBC legal council)
- **Nonprofit Financial Seminars** from ORBA (no login required, free resource provided by USBC audit firm)

Number 5:
Webinar Series
USBC Webinar Series

- Breastfeeding Intervention Examples (CDC/USBC 2/2/2 series)
- Capacity Building (Power Tools series)
- *new* Racial Equity (associated online Learning Community)
- *new* Collective Impact (associated online Learning Community)

Racial Equity Online Learning Community

Inclusive learning process open to the field:

- bi-monthly theme presented in webinar to begin month
- file library sharing selected general readings, as well as readings related to each theme
- moderated forum with questions to stimulate discussion and sharing among community participants
- blog posts including review of shared information and discussion of community insights

www.usbreastfeeding.org/equity-community
Number 4:
Advocacy Supports
Advocacy

- Open
  - Legislative & Policy Advocacy Learning Community
- Databases of Org & Coalition Advocacy Contacts
  - Periodic networking calls
  - Private community for sharing
- Database of content/topic experts
  - Embedded in website
State Legislation/Policy
Tools & Resources

- USBC action campaign software available to coalitions w/ bills pending in state legislature...
  - Targets state legislators with e-mails from your supporters, can also target USBC Action Alert list
  - Talking points & text from past campaigns

- Creating an updated catalog of state laws

- Updating state law inventory & analysis => recommended bill language for each type of state law

Content Resources

Photo Galleries:
www.usbreastfeeding.org/photo-project

Story Collectors:
www.usbreastfeeding.org/support-stories
Number 3: Communications & Media Supports

Communications

- Weekly Wednesday Wire: News & Views
  - Our top “picks,” esp. major news outlets
- Breastfeeding in the News blog
  - Aggregator of ALL mentions of breastfeeding in both traditional and online news media
- Social Media
  - Facebook: [www.facebook.com/usbreastfeeding](http://www.facebook.com/usbreastfeeding)
  - Twitter: [www.twitter.com/usbreastfeeding](http://www.twitter.com/usbreastfeeding)
  - YouTube: [www.youtube.com/usbreastfeeding](http://www.youtube.com/usbreastfeeding)
  - Twitter lists: [https://twitter.com/USbreastfeeding/lists](https://twitter.com/USbreastfeeding/lists)
  - Twitter tutorial coming soon!
Media

- Open Media Advocacy Learning Community
- Databases of Org & Coalition Media Contacts
  - Periodic networking calls
  - Triage of media inquiries
  - Private community for sharing w/ talking points aggregator (under construction)
- Database of content/topic experts
  - Embedded in Individual Profiles in website

NBM Social Media
Advocacy Campaigns

National Breastfeeding Month 2015

August 1-7: Breastfeeding at Work: Let's Make it Work! with World Breastfeeding Week
#WorkingFamilies #SWMA #PaidLeave #WBW15

August 7-10: Innocenti Declaration: 25 Year Anniversary

August 11-17: Breastfeeding in Health Care Coverage: Mind the Gaps!
#ACA #HealthPlan #Medicaid #TRICARE

August 18-24: Breastfeeding in the Community: Wherever Moms Are!
#FAMAct #NIP

August 25-31: Black Breastfeeding Week: Lift Every Baby
#BBW15 #BlackBreastfeeding

Join the #WellnessWed Twitter chat on the week’s theme, each Wednesday from 2-3pm ET!
www.usbreastfeeding.org/nbm

#NBM15
Number 2:
Matrix of Effective Coalitions (MEC) & Associated Library

Needs Assessment

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

Many are also working on:
- Child care
- Insurance coverage, providers of lactation support

They have many, many needs...from fundraising to communication to evaluation...and beyond.
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 & Sustainability

### MEC Matrix

<table>
<thead>
<tr>
<th>GOVERNANCE &amp; LEADERSHIP</th>
<th>START-UP</th>
<th>YOUNG</th>
<th>DEVELOPED</th>
<th>SEASONED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong governance documents w/ clearly defined roles &amp; practices</td>
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<tr>
<td>Coalition members are beginning to explore and discuss governance roles.</td>
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<tr>
<td>There are minimal written guiding principles, or administrative procedures. Leadership may have begun the process of developing policies and procedures.</td>
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<tr>
<td>The coalition maintains clear procedures, with roles and responsibilities for leadership, membership and committees/task forces/work groups. Members receive orientation.</td>
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<table>
<thead>
<tr>
<th>EFFECTIVE LEADERSHIP DEVELOPMENT</th>
<th>START-UP</th>
<th>YOUNG</th>
<th>DEVELOPED</th>
<th>SEASONED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership culture of the coalition is emerging, and the coalition does not have the bandwidth to support leadership development.</td>
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<tr>
<td>The coalition has a coherent plan for leadership development.</td>
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<tr>
<td>Leadership roles and responsibilities for leadership, membership and committees/task forces/work groups have been developed to expand diversity of the leadership team.</td>
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<tr>
<td>Leadership saboteurs, collaborative leadership, building consensus and drawing people into the process of leadership development, ongoing capacity for change by nurturing skills of emerging leaders, and investing in board development and succession planning.</td>
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**USBC Updates**
Number 1:
National Breastfeeding Coalitions Conference

Call for Presentation Proposals: opening this week, submit for breakout panels, posters, and/or breakfast table topics

Friday, August 5: Pre-conference workshops; evening opening session & reception

Saturday-Sunday, August 6-7: main conference (plenary & concurrent sessions)

Monday, August 8: Advocacy Day

Subsidized Attendees: at least 2/state
The CRASH Committee recommendations, adopted by USBC Board last fall, include the following for the Membership domain of the USBC (among others):

- Review current categories, invitation/application processes, fees/costs, and **assess and address barriers to participation**, especially for non-national organizations.
- Prioritize outreach to **non-health care sector and non-national** organizations....Set measureable and time-bound goals for increased organization diversity.
- Explore **participation through other venues** such as conference calls and webinars.
### Membership Category Review Process

- In Summer 2015 CRASH Membership Transformation Team conducted a thorough review of current USBC bylaws membership categories
  - deep deliberation and dialogue about how to implement these recommendations
  - additional review and input from the Board, then put forward proposal
- Coalition categories are just one part of broader proposal w/ revisions as well as new categories...
- Membership category changes are also just one part of larger bylaws amendment proposal...

### 4 Coalition Categories

- **State/Territorial:**
  - only one for each U.S. state and territory
  - existing breastfeeding coalitions registered with USBC are automatic members, no need to apply/renew; registration process for new coalitions
- **Tribal:**
  - any Federally Recognized Tribe (in Federal Register as Indian Entity Recognized & Eligible to Receive Services from U.S. Bureau of Indian Affairs)
  - supportive of the mission of the USBC
4 Coalition Categories (cont.)

- **Local/Community:**
  - Any breastfeeding coalition serving a city, town, county, metro area, or intrastate region of U.S.

- **Cultural:**
  - Any breastfeeding coalition serving a specific racial/ethnic/cultural group within U.S. at a sub-national level

*Note: A national intertribal organization, or national breastfeeding coalition serving a specific racial/ethnic or cultural group, would apply under existing category of National Nonprofit Member.*

Coalition Category Details

- **Voting membership in USBC**
  - The organization (coalition) is the member
  - Appoint individual reps who exercise the vote
  - Members formally vote to:
    - elect the Board
    - revise governing documents: Articles of Inc. & bylaws
    - all members invited to provide non-binding feedback/comments on position statement drafts

- **Individual reps eligible to run for USBC Board**
  - When on Board, serve as individuals (not org reps)
Membership Process

- Open application (except for existing state/territorial coalitions already registered)
  - brief online form to fill out
  - no dues or fees
  - agree to breastfeeding coalition principles, including diverse representation

Membership Meetings

- Currently held each January & August
- Coalition members not expected to attend every meeting in person: general sessions will be webcast
- NBCC travel support could extend to allow attendance at the meeting held before NBCC (state/territorial = subsidy; tribal = scholarship)
- Special Constellation update web meetings following each meeting (e.g., 9/2015 special session)
- Note: January 2016 membership meeting cancelled due to snowstorm
What about Regions?

- **Currently:**
  - Seven geographic regions of state/territorial coalitions, plus tribal region = automatic voting members
  - The regions’ coalitions elect 2 reps per region
  - Reps receive travel support to attend meetings & NBCC

- **Proposed changes:**
  - Replace geographic regions with “cultural alliances”, comprised of all the cultural coalitions for a specific racial/ethnic or cultural group
  - Keep travel support, reallocate from geographic to cultural reps, elected by the coalitions in their “alliance”

Transition Timeline

- Proposed bylaws revisions undergoing legal review
- May have one additional Q&A period or web session for membership (March)
- Then mailed ballots: must be adopted by a two-thirds (2/3) majority vote of all voting members (April-May)
- **Expected implementation in June-July 2016**
  - State coalitions would just automatically *be* members (and any existing registered territorial)
  - All others could apply and designate member reps
  - Expect webinar member orientation for coalitions
COALITION MEASURE ON CDC BREASTFEEDING REPORT CARD

Past Report Cards

- **2007-2010**: included “presence of an active state breastfeeding coalition”
  - measured by the presence of a website

- **2011-2014**: no indicator for coalitions
*NEW* Coalition Indicator

- Worked w/ CDC to design coalition indicator for future Breastfeeding Report Cards, based on
  2013 Needs Assessment survey (leader version)

- Goals:
  - To better communicate about the “State of the State Coalitions”
  - To serve as an advocacy tool to initiate, enhance, and sustain support (monetary and non-monetary)

Indicator Composition

- Based on priority questions in each of seven areas:
  - Governance & Leadership
  - Membership
  - Culture
  - Meetings & Operations
  - Communication
  - Impact
  - Funding & Sustainability

- Applies numerical values to range of responses (similar to mPINC survey scoring)
- Translates each to a scale of 1-100
(1) Governance & Leadership

- Governance documents & practices (Q37)
- Demographics of leadership, does reflect state population (Q28, Q29, compare demographics of each race/ethnicity w/ census data)
- Purposeful, productive Board meetings [(Q13: # of times agenda sent out & Q14: # of times minutes sent out) ÷ Q11: # of meetings held]
- Attendance at Board/Leadership Team meetings (Q15 - % of board members attending)

Q37 calculation example

Not sure/NA=0; Little/no=33; Moderate=66; Large=100

Each row gets score (minus last two), then all averaged

Note: Conflict Resolution process & Code of Conduct not counted here, but under Culture.
**2) Membership**

- Presence of local/community coalitions (Q24)
- Diversity of individuals in membership (Q23)
- Sectoral diversity of membership (Q35 – column 4: “member of coalition”)
- Types of membership (Q22)

**Q35**: Get percentage by dividing # of checks in column 4 (member of coalition) by total possible (30), then analyze distribution and assign scores
(3) Culture

- Conflict resolution practices (Q37 – presence of last 2 items)
- Member engagement (total average of 7 items in Q38)

Q38: Strongly disagree=0, disagree somewhat=25, neither=50, agree somewhat=75, strongly agree=100; each row gets score, then all averaged.

(4) Meetings & Operations

- Is there a paid person (Q17 – full-time or part-time)
- Purposeful, productive Membership meetings (see method for Board meetings)
- Attendance at Membership meetings (Q16 - % of members attending)
- Number of ways (media) currently used for communication (Q26)

Q26: Not interested=0; want/plan=33; learning=66; currently use=100; each row gets score, then all averaged.
(5) Communications

- Use of internal communication (Q36, a, c, d)
- Use of external communication (Q36: b, d, e, f)

(6) Impact

- Community engagement via needs assessment (Q27)
- Working across range of SGCTA actions (Q30)
- Engaged with diverse spectrum of orgs across sectors (Q35 – both members and non-members)
(7) Funding & Sustainability

- Number of funding sources (Q5)
- State government funding: Y/N (pull out of Q5, for separate scoring)
- Foundation grants funding: Y/N (pull out of Q5, for separate scoring)

Q5 (1st bullet):
- None marked = 0;
- 1-2 marked = 33;
- 3-4 marked = 66;
- 5-6 marked = 100

Next Steps

- Abbreviated “Leader Update Survey” to be launched this week to ensure up-to-date data transferred to CDC
- Only includes questions from indicator (will reference question number from original survey)
- One response per state coalition: invitation w/ link will be sent to your Primary & Poll Contact
- Tentative plan to add to 2016 report card (timing TBD); all components described here compiled into one composite indicator score (0-100)
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