



Sixth National Breastfeeding Coalitions Conference

A NEW DAY:

Community Engagement for Equity in the First Food Movement



AUGUST 5-7, 2016 • ARLINGTON, VA

2016 NBCC Poster Judging Criteria

1. The topic is clearly stated and the title reflects the content
2. The content is relevant to the conference Presentation Topic Categories (listed below)
3. The content addresses one or more of this year's Conference Objective(s) (listed below)
4. Any data collection procedures and analysis methods are appropriate
5. The presentation is clearly organized and the results are stated clearly
6. Presenter responds to questions appropriately

Grade on scale of 1-3: 1 low, 3 high; max total is 18

Conference Objectives:

1. Develop leaders with knowledge and skills in coalition building and the formation and management of public health collaborations and partnerships, to address state/local contexts and build the necessary infrastructure for success, including:
 - Refine the skills of experienced coalition leaders and develop the skills of new (or emerging) coalition leaders;
 - Emphasize innovative partnerships and cross-sector collaborations, guided by the framework and [five conditions of Collective Impact](#); and
 - Provide a community platform for intentional practice, including collective seeing, learning, and doing, to maximize effectiveness.
2. Augment the virtual Learning Collaborative by providing an in-person forum for the sharing and exploration of best practices and lessons learned to enhance impact of coalitions' work to implement the strategies of [The Surgeon General's Call to Action to Support Breastfeeding](#), as a critical bridge between the grassroots (families) and treetops (national stakeholders) via engagement with USBC-affiliated Constellations.
3. Build coalition capacity and commitment to achieve diversity, equity, and inclusion* in breastfeeding support, including skills to apply both an "equity lens" to inform and guide external strategies and activities, and an "equity mirror" to examine internal structures, culture, and policies.
4. Expand coalition awareness of opportunities to strategically apply national policy developments to the state/local level by building and strengthening working relationships with health departments and other state- or community-level organizations, in order to encourage integration of breastfeeding into other areas of the public health agenda.

Each of these is an essential step in building the capacity of coalitions to successfully increase the incidence, duration, and exclusivity of breastfeeding, thus helping to achieve the Healthy People 2020 national breastfeeding objectives.

**Our definition of diversity includes diversity by position, gender, race, creed, age, sexual orientation, national origin, disability, family status, gender identity, formal education, life experience, religion, communication styles, geographic location, and work-related skill sets and experience. [Reference: USBC Diversity Values Statement]*

Presentation Topic Categories:

Numbers 1-4 represent major areas of the "Call to Action." Numbers 5-8 represent backbone functions/infrastructure needed to impact 1-4.

1. Families & Communities (e.g., work on Actions 1-6 of SGCTA)
2. Health Care (e.g., work on Actions 7-12 of SGCTA)
3. Employment (e.g., work on Actions 13-16 of SGCTA)
4. Research & Surveillance (e.g., work on Actions 17-19 of SGCTA)
5. Policy & Advocacy (e.g., activities to articulate and advance agenda)
6. Public Will & Funding (e.g., activities to build support to prioritize breastfeeding)
7. Convening (e.g., activities to engage stakeholders, guide strategy, and establish shared measurements to support aligned activities)
8. Communications & Networking (e.g., activities to serve as hub/connector)
9. Coalition Capacity Building (e.g., activities to ensure strong governance/leadership, membership, operations)