Welcome to the #NBM16 Virtual Town Hall Meeting!

August 18 & 23, 2016
INTRODUCTORY LOGISTICS
Audio Logistics

- During the Town Hall, all attendee microphones will be muted due to the large size of the group.
- You can either use computer speakers or call in on the phone to hear the audio.
- Just make sure the Audio tab on your webinar control panel is set to the method you are using.
Webinar Control Panel

Welcome to the 35th Bi-Monthly State Breastfeeding Coalitions Webinar! The presentation will begin momentarily.
Comment Logistics

- We will be using online forms on the USBC website for both live dialogue during the event and ongoing submission of comments through the end of September.

- To post your comments, go to: www.usbreastfeeding.org/nbm16-feedback
Town Hall Moderators

- Megan Renner, Executive Director
- Amelia Psmythe, Deputy Director
Past Town Hall Meetings

- First Virtual Town Hall Meeting held in Spring 2014 to inform strategic planning process
- Second Virtual Town Hall Meeting held in 2014 to inform priorities for January 2015 Welcome Congress event
NATIONAL BREASTFEEDING MONTH 2016

#SGCTA to Support
#Breastfeeding at Five Years:
Reflecting Back...Looking Forward

Find and post events on the #NBM16 Calendar

USBreastfeeding.org/nbm

#NBM16
Town Hall Event

- **Purpose:** Gather feedback, perspectives, and ideas from individuals and grassroots advocates to shape our collective direction for the next five years

- **Comments will be compiled and shared with:**
  - USBC and its network, including USBC-affiliated Constellations
  - Surgeon General
  - Federal Interagency Breastfeeding Work Group
Meeting Format

- Exploring three key questions together for each section
- Guest panelists to answer questions verbally
- While they do so, you may type responses into the online comment forums
  - OR post anytime through 9/30
- Both individual and organizational comments welcome!
Join Us in the Comment Forums!

www.usbreastfeeding.org/nbm16-feedback

- There are separate forums for:
  - Families & Communities
  - Health Care
  - Employment
  - Cross-Sector (includes Research & Surveillance, PH Infrastructure, and Continuity of Care)

- Please respond to the questions posed on the appropriate section. You are not required to respond to all questions or all sections.
SGCTA @ 5 years!

The Surgeon General’s Call to Action to Support Breastfeeding
2011

U.S. Department of Health and Human Services
Background: Call to Action Framing

- Breastfeeding support more so than promotion
- Recommendations for environment/policy instead of for individuals
- Long term horizon
- Opportunities for positive change
- Wide variety of entry points to implementing change
Barriers to Breastfeeding in the United States

- Lack of Knowledge
- Social Norms
- Poor Family and Social Support
- Embarrassment
- Lactation Problems
- Employment and Child Care
- Barriers Related to Health Services
Public Health Perspective: Elements of Socio-ecological Model

- Mothers and Their Families
- Communities
- Health Care
- Employment
- Research
- Public Health Infrastructure

Everyone can help make breastfeeding easier!
Breakdown for Panelists & Online Comment Forums

- Families & Communities action areas
- Health Care action areas
- Employment action areas
- Cross-Sector action areas
  - Research
  - Public Health Infrastructure
  - Continuity of Care (Action 8)
Community Norms

- Be objective and constructive in your comments and feedback to help the review team compile comments into a draft report for the Surgeon General.
- Refrain from derogatory personal comments or unfounded accusations.
- Lift up what’s changed, what is new, what can be improved.
8/18 Panelist: Families & Communities

- Jada Wright Nichols
  - Owner, Blossom Health and Maternal Wellness
8/23 Panelist: Families & Communities

- Danica Davis
  - Co-Founder, Baobab Birth Collective
Families & Communities: Action Areas

- **Action 1.** Support Mothers
- **Action 2.** Fathers & Grandmothers
- **Action 3.** Peer Counseling
- **Action 4.** Community Organizations
- **Action 5.** Promotion Campaigns
- **Action 6.** Formula Marketing
Families & Communities: Question 1

- What accomplishments from the five years since the SGCTA are you most excited about?
- Did these efforts target or affect disproportionately impacted populations, i.e., those with the greatest disparities in breastfeeding rates? If so, how?
Families & Communities: Question 2

- Considering the focus of the USBC and the field on advancing equity in breastfeeding support, **what is missing** from the SGCTA that you see as an **important priority** for the next five years?
Families & Communities: What’s Missing?

- **Action 1.** Give mothers the support they need to breastfeed their babies.
- **Action 2.** Develop programs to educate fathers and grandmothers about breastfeeding.
- **Action 3.** Strengthen programs that provide mother-to-mother support and peer counseling.
- **Action 4.** Use community-based organizations to promote and support breastfeeding.
- **Action 5.** Create a national campaign to promote breastfeeding.
- **Action 6.** Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.
Families & Communities: Question 3

Looking at the whole (both existing action areas and any new ones suggested), which three implementation strategies do you think would have the greatest impact if prioritized over the next five years?

How could these strategies best apply an equity approach?
Families & Communities: Top Priority Strategies?

- Action 1. Give mothers the support they need to breastfeed their babies.
- Action 2. Develop programs to educate fathers and grandmothers about breastfeeding.
- Action 3. Strengthen programs that provide mother-to-mother support and peer counseling.
- Action 4. Use community-based organizations to promote and support breastfeeding.
- Action 5. Create a national campaign to promote breastfeeding.
- Action 6. Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.
8/18 Panelist: Health Care

- Andrea Serano
- CHAMPS (Communities and Hospitals Advancing Maternity Practices)
8/23 Panelist: Health Care

- Catherine Sullivan

  Breastfeeding Coach, EMPower Breastfeeding (Enhancing Maternity Practices)
Health Care: Action Areas

- Action 7. Maternity Care Practices
- Action 9. Health Professional Training
- Action 10. Standard of Care
- Action 11. Access to Professional Care
- Action 12. Donor Milk
Health Care: Question 1

- What accomplishments from the five years since the SGCTA are you most excited about?
- Did these efforts target or affect disproportionately impacted populations, i.e., those with the greatest disparities in breastfeeding rates? If so, how?
Considering the focus of the USBC and the field on advancing equity in breastfeeding support, what is missing from the SGCTA that you see as an important priority for the next five years?
Health Care: What’s Missing?

- **Action 7.** Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding.

- **Action 9.** Provide education and training in breastfeeding for all health professionals who care for women and children.

- **Action 10.** Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians.

- **Action 11.** Ensure access to services provided by International Board Certified Lactation Consultants.

- **Action 12.** Identify and address obstacles to greater availability of safe banked donor milk for fragile infants.
Health Care: Question 3

- Looking at the whole (both existing action areas and any new ones suggested), which three implementation strategies do you think would have the greatest impact if prioritized over the next five years?

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Health Care: Top Priority Strategies?

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- **Action 12.** Identify and address obstacles to greater availability of safe banked donor milk for fragile infants.
8/18 Panelist: Employment

- Elizabeth Gedmark
- Senior Staff Attorney/Director of the Southern Office, A Better Balance: The Work & Family Legal Center
8/23 Panelist: Employment

- Jessica Lee
- Legal Fellow at the Center for WorkLife Law
Employment: Action Areas

- Action 13. Paid Leave
- Action 14. Workplace Support
- Action 15. Babies at Work
- Action 16. Child Care
Employment: Question 1

- What accomplishments from the five years since the SGCTA are you most excited about?
- Did these efforts target or affect disproportionately impacted populations, i.e., those with the greatest disparities in breastfeeding rates? If so, how?
Employment: Question 2

- Considering the focus of the USBC and the field on advancing equity in breastfeeding support, **what is missing** from the SGCTA that you see as an **important priority** for the next five years?
Employment: What’s Missing?

- **Action 13.** Work toward establishing paid maternity leave for all employed mothers.
- **Action 14.** Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.
- **Action 15.** Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.
- **Action 16.** Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.
Employment: Question 3

- Looking at the whole (both existing action areas and any new ones suggested), which **three implementation strategies do you think would have the greatest impact if prioritized over the next five years?**

- How could these strategies best apply an equity approach?
Employment: Top Priority Strategies?

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- **Action 15.** Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.

- **Action 16.** Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.
8/18 Panelist: Cross-Sector

- Brenda Bandy
  - Program Director, Kansas Breastfeeding Coalition
8/23 Panelist: Cross-Sector

- Robbie Gonzalez-Dow
  - Executive Director, California Breastfeeding Coalition
Cross-Sector: Action Areas

- Action 8. Continuity of Care
- Action 17. Research Funding
- Action 18. Research Capacity
- Action 20. National Leadership
Cross-Sector: Question 1

- **What accomplishments from the five years since the SGCTA are you most excited about?**
- **Did these efforts target or affect disproportionately impacted populations, i.e., those with the greatest disparities in breastfeeding rates? If so, how?**
Cross-Sector: Question 2

- Considering the focus of the USBC and the field on advancing equity in breastfeeding support, **what is missing** from the SGCTA that you see as an **important priority** for the next five years?
Cross-Sector: What’s Missing?

- **Action 8.** Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community.

- **Action 17.** Increase funding of high-quality research on breastfeeding.

- **Action 18.** Strengthen existing capacity and develop future capacity for conducting research on breastfeeding.

- **Action 19.** Develop a national monitoring system to improve the tracking of breastfeeding rates as well as the policies and environmental factors that affect breastfeeding.

- **Action 20.** Improve national leadership on the promotion and support of breastfeeding.
Cross-Sector: Question 3

- Looking at the whole (both existing action areas and any new ones suggested), which three implementation strategies do you think would have the greatest impact if prioritized over the next five years?
- How could these strategies best apply an equity approach?
Cross-Sector: Top Priority Strategies?

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Share Your Story:
www.usbreastfeeding.org/support-stories

Contact Us:
office@usbreastfeeding.org
coalitions@usbreastfeeding.org
Thank you!