

LEARN CONNECT ACT



usbc

United States Breastfeeding
COMMITTEE

PROTECTING • PROMOTING • SUPPORTING

Annual Report

2018



Welcome

USBC Mission: To drive **collaborative** efforts for policy and practices that create a **landscape of breastfeeding support** across the United States.

What does it mean to “**drive collaborative efforts**”? For USBC, that means **LEARNING, CONNECTING,** and **ACTING** together to support breastfeeding.

In this report, you can explore what USBC has achieved in 2018, and what’s on the horizon for us for 2019. **LEARN** about the upcoming expansion of membership, new board, and expanded staff team. **CONNECT** with others in the field via engagement opportunities including webinars, learning communities, and constellations. **ACT** with the National Breastfeeding Conference & Convening, legislative action opportunities, and more. Beyond this report, you can continue to engage with us on the USBC’s online collaboration platform, subscribe to our Action Alerts and *Weekly Wire* emails, follow us on social media, and stay in touch!

Together, we are making real change for breastfeeding families. 2018 made us proud, and 2019 is going to be even better!

USBC Vision: Thriving families and communities

USBC Values:

Leadership: The USBC depends upon the development, engagement, and inspiration of collaborative leaders who serve on behalf of our common cause. They may draw upon the wisdom of organizations, but serve as individuals.

Integrity: The USBC champions honesty, transparency, and accountability as integral to the success of our collaborative efforts.

Inclusion: The USBC places a premium on meaningful opportunities for all voices to be heard. A commitment to diversity and equity infuses our work and decision-making.

2018 USBC Staff Team



Amelia Psmythe
Interim Executive
Director



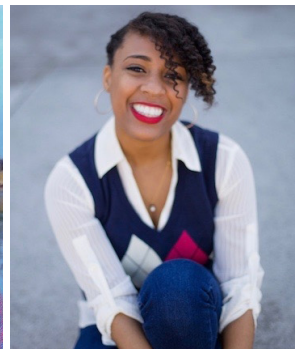
Kinkini Banerjee
Coalition Relations
Director



Cheryl Lebedevitch
Sr. Workplace Program
Manager & Policy Analyst



Camille Abbe
Events & Public
Relations Manager



Denae Schmidt
Member Relations &
Operations Manager



Alyssa Speece
Constellation Program
Manager



Sarah Walz
Sr. Communications &
Program Coordinator



Lynette Anwulika Anigbo
Development &
Evaluation Coordinator



Adilene Robinson
Member Relations & Ad-
ministrative Coordinator



Miriam Rodriguez
Coalition Relations
Coordinator

Who We Are...



I am thrilled and honored to welcome USBC's new board class! Made up of six returning board members and five new members, this is a powerful collection of change-makers. Between creating our plan for 2019 and preparing our meals at our first in-person meeting, it became very clear that this group of leaders is ready to help all of USBC transform the First Food movement. To all of our members, Constellations, partners, and beyond, get ready for great things!

— Mona Liza Hamlin, USBC Board Chair



USBC Board of Directors 2018-2019



Mona Liza Hamlin
Chair



Emily Taylor
Chair Elect



Suzanne Haydu
Treasurer



Brenda Reyes
Secretary



Camie Goldhammer
Elected Director



Scott Hartman
Elected Director



Nekisha Killings
Elected Director



Jeanette Kowalik
Elected Director



Kimberly Moore-Salas
Elected Director



Andrea Serano
Elected Director



Laurel Wilson
Elected Director



CRASH Committee Highlights

In August 2013, the USBC Board of Directors formed the CRASH Committee to enhance the ability of USBC governance, membership, personnel, and coalitions to build structures, systems, and a culture of inclusiveness to engender a more equitable and just First Food field. The committee's name comes from the name of a cultural competency training program for medical professionals.

CRASH works to normalize, operationalize and internalize USBC's explicit focus on equity, and provides guidance in the implementation of USBC's Strategic Goal 4, "Create and Model a Culture of Inclusion, Diversity, & Equity." Transformation Teams within the committee represent the four domains of CRASH's charter - Governance, Membership, Coalition, and Personnel/Staff - exploring and advising recommendations for changes to the USBC bylaws, policies, practices, and procedures. While CRASH oversees work and focuses on cultural change, Transformation Teams work to operationalize policy and structural change.

What is CRASH?

"CRASH" is an acronym for the following essential components of culturally competent health care:

Consider **Culture**, show **Respect**, **Assess/Affirm** differences, show **Sensitivity** and **Self-awareness**, and do it all with **Humility**.

Reasons to Celebrate CRASH in 2018

- Created and modeled an open application policy to recruit committee members from the broader First Food field, including actively seeking applicants from outside USBC's current ecosystem
- Reviewed CRASH Diversity, Equity, and Inclusion (DEI) recommendations and prioritized the transition of grassroots stakeholders into USBC membership
- Encouraged the development of comprehensive USBC membership guidelines by USBC's Membership Engagement Committee to ensure meaningful inclusion, shared accountability, and collective capacity to interrupt racial inequities
- Reviewed and recommended rigor, transparency, and the utilization of an equity lens in USBC Board of Directors nominations process
- Emphasized creating a vibrant and inclusive learning and connecting space at the 2018 Membership Meeting and National Breastfeeding Coalitions Convening (NBCC), which led to the creation of a Host Committee committed to modeling values of equity and solidarity throughout the convening spaces
- Facilitated Identity Caucus gatherings at the 2018 NBCC
- Recommended exploring new funding to create financial support for cultural coalition representatives to attend 2019 NBCC, and USBC secured funding through a cooperative agreement with the Association of Maternal and Child Health Programs and Centers for Disease Control and Prevention for coalition development support and sponsorship of conference attendees from cultural coalitions



Thank you to our all-volunteer CRASH Committee members!

Liz Brooks	Christina Ratleff
Felisha Floyd	Brenda Reyes, Co-Chair 2017-18
Camie Goldhammer	Lourdes Santaballa
Mona Liza Hamlin	Emily Taylor
Leonila Rivera Hernandez	Cissy Watkins
Sahira Long, Co-Chair 2017-19	

Looking Ahead...

- Update the CRASH DEI recommendations to meet the needs of USBC's expanded membership network
- Provide capacity building support to USBC's network via webinars on topics of equity and inclusion



Membership

BIG CHANGES!

In early 2018, the USBC's membership network of national nonprofit organizations approved bylaw amendments by a 2/3 majority vote, expanding membership categories to include State, Territorial, Tribal, Local and Cultural (STLTC) breastfeeding coalitions, and Community-Based Organizations. This historic decision to transform the composition of USBC's membership demonstrated our steadfast commitment to inclusive, equitable collaboration to build a robust grassroots to treetops movement.

The Membership Engagement Committee, a standing committee of the USBC, worked diligently over the course of three months to design a smooth and equitable membership transition process which included the development of application materials and a more highly engaged on-boarding process. With full endorsement of the USBC Board, it is with great pride that USBC has launched applications for the following new membership categories:

- **Affiliate Nonprofit Organizations (Voting member)**
- **Associate Nonprofit Organizations (Voting member)**
- **STLTC Breastfeeding Coalitions (Voting member)**
- **Affiliate For-Profit Organizations (Non-voting member)**

We project that the expansion of membership categories will more than double our membership, ensuring wider access to the USBC's curated resources and collaborative efforts. This momentous change will ultimately advance our efforts for policy and practices that create a landscape of breastfeeding support across the United States.



Who We Are

Voting Members

- National Nonprofit Organizations
- Associate Nonprofit Organizations
- Affiliate Nonprofit Organizations
- State/Territorial Coalitions
- Tribal Coalitions and Organizations
- Local and Community Coalitions
- Cultural Coalitions

Non-Voting Members

- Federal Governmental Agencies
- Affiliate For-Profit Organizations

Who We Were

Voting Members

- National Nonprofit Organizations

Non-Voting Members

- Federal Governmental Agencies
- Advisory Organizations

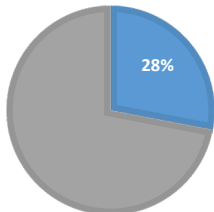
Membership Categories



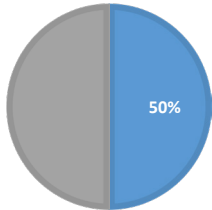
Membership

Membership Engagement

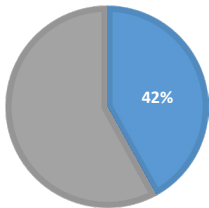
28% OF MEMBER ORGS REPRESENTED ON USBC COMMITTEES



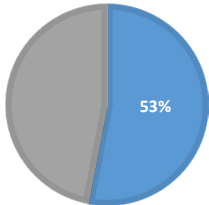
50% OF MEMBER ORGS ENGAGED IN VIRTUAL LEARNING COLLABORATIVE



42% OF MEMBER ORGS REPRESENTED AT ANNUAL MEMBERSHIP MEETING



53% OF MEMBER ORGS REPRESENTED AT NATIONAL CONFERENCE



USBC's 20th year in service has been an exciting time of transition Throughout this year of learning, development, and growth, one thing has become undoubtedly evident – we are better together.

Membership Benefits

As the USBC's membership continuously evolves, we will continue to prioritize the needs of our member organizations by:

- Creating spaces to learn and practice cultural humility
- Supporting engagement in Learning Communities in various topic areas
- Providing backbone services to developing Constellations

We encourage our member organizations to maximize their membership by utilizing all of the USBC resources available to them. A full list of membership benefits can be viewed on our [new membership webpage](#). We hope that you will continue to engage with us in the virtual learning collaborative and at our in-person meetings and events.



Looking Ahead....

Beginning in 2019, the USBC will disseminate an annual needs assessment and satisfaction survey to membership organizations to assist USBC in developing more capacity-building support for the field.

It is our goal to equip you with strategies and tools that lead to higher self-awareness and build your capacity to protect, promote, and support breastfeeding with an equity lens.

Stay tuned for more!



Virtual Learning Collaborative

By the Numbers

- 16 webinars across 3 free bi-monthly series
- 24 hours of free education
- 26 speakers from 17 organizations
- Total attendees = **2,066**



“Thank You! I have learned so much today as to how to better utilize your website to **LEARN, CONNECT, and ACT!** A very informative session and greatly appreciated.”

— “The Ins and Outs of USBC’s Collaboration Platform” attendee

CDC-USBC Bi-Monthly Coalitions Webinar Series

- “Building a Breastfeeding Support Program within the Ho-Chunk Nation Community” ~ Allie Isaacson and Shawn Meyers, Ho-Chunk Nation Breastfeeding Coalition
- “The Ins and Outs of USBC’s Collaboration Platform” ~ USBC staff
- “The First 1,000 Days: Nourishing Healthier Futures” ~ Lucy Sullivan, 1,000 Days
- “Advocating for Reduced Breastfeeding Disparities in Los Angeles County, California” ~ Arissa Palmer and Katie Waters-Smith, BreastfeedLA
- “Mom2Mom Global and Breastfeeding in Combat Boots: Breastfeeding Support for Active Military Personnel and Families” ~ Amy Barron Smolinski and Felisha Brooks-Floyd, Mom2Mom Global
- “Everything You Need to Know About the 2019 NBCC” ~ USBC staff

Power Tools for Coalitions Webinar Series

- “Understanding and Leveraging the Significance of Newsletters in the Social Media Age” ~ USBC staff
- “Breastfeeding Legislation and Policy Toolkit: Updates and Beyond” ~ USBC staff
- “The Who, What, When, and Why of Social Media” ~ USBC staff
- “The State of Paid Leave: A Conversation” ~ Tina Sherman, MomsRising
- “Designing for Equity: Lessons Learned from the ‘Make the Breast Pump Not Suck’ Hackathon & Policy Summit” ~ Jennifer Roberts, Make the Breast Pump Not Suck

Thank you to all speakers and attendees!



Virtual Learning Collaborative

Online Learning Communities

- Individualized capacity building assistance to state, local, and territorial coalitions
- 26 online communities, hosted by USBC
- Open to any interested member of the First Food field
- New this year - “Lactation Support for Incarcerated Women Learning Community”

Coalition Group Profiles

- 102 group profiles for state, territorial, tribal, local, and cultural breastfeeding coalitions on the USBC website (17 complete)
- Open to any breastfeeding coalition
- Want help requesting or filling out a profile? Just ask!
coalitions@usbreastfeeding.org

“This was an excellent presentation!! ... Our coalition will seek and reach out to our local military breastfeeding groups to invite reps to participate in our efforts!!”
— “Breastfeeding Support for Active Military Personnel and Families” attendee

Racial Equity Webinar Series

- “Infant and Young Child Feeding During Emergencies” ~ Katherine Shealy, Centers for Disease Control and Prevention; Aunchalee Palmquist, Carolina Global Breastfeeding Institute; Felisha Floyd, National Association of Professional and Peer Lactation Supporters of Color; Lourdes Santaballa, Alimentación Segura Infantil; Tracy Erickson, Texas Department of Health Services, WIC Program
- “Effective Collaborations and Breastfeeding Promotion Strategies for Asian, Southeast Asian and Pacific Islander Communities” ~ Jeanne Kettles, Tonya Lang, and Grace Yee, Asian Southeast Asian Pacific Islander Taskforce
- “The Role of Leadership in Advancing Equity” ~ Elissa Sloan Perry, Management Assistance Group
- “Breastfeeding Culture in Hispanic Mothers in the USA” ~ Cresta Archuletta and Ana Maria Linares, National Association of Hispanic Nurses, College of Nursing, University of Kentucky
- “Reclamation of Pueblo Traditions and Breastfeeding” ~ Malia Luarkie, Indigenous Women Rising

Looking Ahead....

- ❑ USBC’s Collective Impact Webinar Series is re-launching in February 2019
- ❑ Learn more and sign up for the series:
www.usbreastfeeding.org/collective-impact

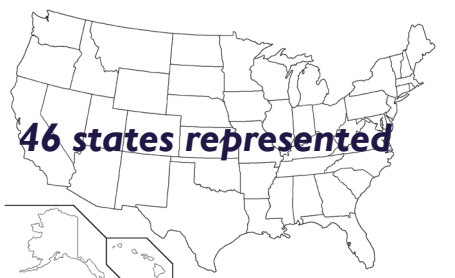
Thank you to the W.K. Kellogg Foundation and the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity and Obesity and the Office for State, Tribal, Local, and Territorial Support for their support of USBC’s webinar series.



2018 National Breastfeeding Coalitions Conference: Advancing Public Health Through an Equity-Centered Breastfeeding Movement

NBCC 2018 by the Numbers

- **250** attendees
- 46 states, 2 territories, 2 provinces, 1 district represented
- 15 volunteers on the Conference Program & CRASH Ctes
- 10 awards presented: 3 Emerging Leaders, 7 Tribal Trailblazers
- 63 presenters in plenaries, panels, peer sharing, and posters
- 43% of attendees identified as a person of color



46 states represented

- Attendees identified as 50% coalition representatives, 18% national nonprofit members, 15% open attendees, 5% WIC employees, and 3% sponsors and exhibitors

Overall the entire weekend was so inspiring, the theme of equity and coming together to help protect, promote, and support breastfeeding was just incredible... I came out of the weekend feeling refreshed and energized in the work that we do.

— NBCC 2018 attendee

[The conference provided] a sense of community and inclusiveness that I have not experienced before.

— NBCC 2018 attendee

NBCC 2018 Firsts

- 40% of participants were first-time attendees!
- The first baby born during NBCC!
- 60% of attendees downloaded our first-ever NBCC app!
- First time providing no-cost childcare for attendees, provided by local WIC peer counselors!
- First time NBCC was not hosted in DC!



Speaker Spotlight: Dr. Jann Murray-Garcia

In learning sessions over three days, NBCC plenary speaker Jann Murray-Garcia wove history, politics, and culture for systems-level analyses of complex race issues. Attendees learned how racism, privilege, and power influence group processes in obvious and subtle ways. She demonstrated tangible ways in which we could all “flip the script” to dismantle invisible norms that perpetuate dominant culture supremacy. Dr. Garcia made the case for cultural humility as a core leadership competency, and described how it incorporates a lifelong commitment to self-evaluation, redressing power imbalances, and developing non-paternalistic partnerships – all key aspects of authentic and inclusive collaborative work.

Looking Ahead...

- ❑ NBCC 2019: June 14-15 in Bethesda, MD
- ❑ Stay updated on our website: www.usbreastfeeding.org/conference
- ❑ Connect with the Facebook event: www.usbreastfeeding.org/nbcc-fb

See you there!

Thank you NBCC supporters & sponsors!

Funding for this conference was made possible (in part) by:

- Centers for Disease Control and Prevention
 - Office for State, Tribal, Local & Territorial Support
 - Division of Nutrition, Physical Activity, and Obesity
- W.K. Kellogg Foundation

Sponsors:

- Pacify (Silver)
- American College of Obstetricians & Gynecologists (Bronze)

Thank you for your participation!



Advocacy in Action

The USBC mobilizes timely and strategic outreach to policymakers and the public in support of policies and legislation that support breastfeeding families. We listen to your input and use it to build our policy agenda. Then, with your help, we put it into action – connecting with multi-sectoral stakeholders, including federal agencies, members, partners, breastfeeding coalitions, Congressional champions, and individuals across the Nation. **Together, we continue to bring the voices of breastfeeding families to the halls of Congress.**



Since funding was first directed to support breastfeeding programs in FY2012, breastfeeding initiation has increased more than 6% and exclusive breastfeeding at 6 months has increased more than 8%.

Secured **\$8M** in Federal Appropriations for Breastfeeding

While many programs faced deep cuts in Fiscal Year 2019 negotiations, breastfeeding appropriations maintained level funding. This funding supports critical programs and initiatives to improve maternity care practices, increase access to peer & professional support, ensure continuity of breastfeeding care, and increase support for breastfeeding employees.

Passed Friendly Airports for Mothers (FAM) Act Provisions into Law

All large- and medium-sized airports are now required to provide a clean, private, non-bathroom space in each terminal for the expression of breast milk. These FAM Act provisions were included in the five-year reauthorization of the Federal Aviation Administration.

“I ... was so happy and impressed that Chicago Midway had a Mother’s Room which was clean and had everything needed to pump. It helped relieve some of the anxiety and stress about having to be away from my baby. I wish all airports had something similar so we can keep doing what’s best for our babes while juggling careers!”

— Megan, New York

Connecting & Amplifying the First Food Field

- Published 45 editions of the *Staying Abreast: Weekly Wire* e-Newsletter, sent to more than **16,000 subscribers**
- Hosted two Federal Legislation & Policy Updates at USBC Membership Meetings and two Advocacy Networking Calls, featuring updates from 13 organizations
- Trained 49 advocates at the NBCC advocacy workshop
- Gathered **1,851 individual responses** to “116th Congressional Session: Breastfeeding Policy Priorities” survey
- Published four editions of the “2018 Breastfeeding Legislation & Policy Update,” compiling information and action opportunities on a total of 23 policy topics
- Coordinated five sign-on letters with a combined **486 signing organizations**
- Hosted three easy action tools, which sent **13,435 messages** to Members of 115th Congress



116th Congressional Session: Breastfeeding Policy Priorities

As voted on by the field, these are the top five priorities going into the new Congressional session.

1. Increasing access to paid family leave
2. Maintaining health plan coverage of breastfeeding support and supplies
3. Supporting working parents
4. Maintaining federal funding for breastfeeding support programs
5. Increasing access to lactation support providers

Looking Ahead...

- ☐ Welcome Congress Week: Join the USBC for a week of in-person and virtual advocacy February 18-22

Learn more on page 17!

Stay updated by signing up for USBC Action Alerts: www.usbreastfeeding.org/signup

The advocacy efforts of the USBC are donor supported – thank you!



Connecting through Constellations

What is a Constellation?

A Constellation is an **action-focused work team** populated by interested member and partner organizations. Constellations develop a common agenda, identify priority strategies, and implement activities that change the policy landscape. The USBC provides **backbone support** (online workspace, meeting design, and facilitation) to support these high-impact collaborative efforts.

Constellations in 2018

40 national organizations come together for collaborative efforts through four Constellations. These groups convened a total of **31 times** in 2018!

18 Constellation group virtual meetings • 12 subgroup virtual meetings • One in-person meeting



The **Lactation Support Providers Constellation** launched the **Lactation Support Provider Training Directory** and **Pathways Directory** that describe and link to national lactation support training and accreditation organizations as a resource for aspiring lactation support providers.

The **Paid Leave Constellation** launched **two sign-on letters** on behalf of American families. The first letter, **signed by 66 organizations**, urges 12 weeks of guaranteed paid family and medical leave. The second letter requests improvements to the Military Parental Leave Program and was **signed by 52 organizations**.



The **Workplace Support Constellation** mobilized a letter signed by **57 organizations** on the revision of a critical federal resource and launched the **Breastfeeding Works webinar series** to shine a light on legal protections and support resources for breastfeeding employees.



The **Physician Education & Training Constellation** is advancing their Breastfeeding Action Plan; including the development of a **model Breastfeeding and Lactation Policy for Medical Trainees**.

USBC launched a collaborative group for Workplace Support, and will soon be bringing backbone support to **Learning Communities** for interested organizations to learn, connect, and share resources. USBC will support the development of Constellations whenever groups are ready to take action.

Organizational Stewards have stepped forward for the **Continuity of Care, Donor Milk, and Research Coordination & Translation** emerging Constellations, receiving backbone support services from the USBC.

“This is by far the strongest collaboration or work group I’ve ever been part of. The Lactation Support Provider Constellation has done what no other has accomplished.”
— LSP Constellation Participant

Looking Ahead...

USBC will support development of:

- Maternity Care Practices Constellation
- Truth in Marketing Constellation

Thank you Constellation Stewards and participants!



Strengthening Our Work Through Dynamic Partnerships

USBC participates in a variety of collaborative work groups and initiatives to ensure that the needs of breastfeeding families are addressed within broad public health as well as maternal, infant, and child health efforts.

Breastfeeding Public Health Partners (BPHP)

BPHP is a group of national organizations that collaborate to support national public health priorities to improve the health and overall wellbeing of women, infants, children and families through individual and collective efforts. USBC participates in this group and hosts their online workspace. In 2018, BPHP hosted the Charting the Course Together webinar series, with USBC presenting on three of the four webinars.

Children’s Healthy Weight Collaborative Improvement & Innovation Network (CollIN)

The Children’s Healthy Weight CollIN, funded by HRSA-MCHB, and spearheaded by the Association of State Public Health Nutritionists, is designed to support Title V programs to promote nutrition, physical activity, and breastfeeding through collaborative learning and quality improvement practices. USBC serves on the steering committee and leads the Breastfeeding Driver work stream, providing technical assistance to participating state teams to advance equity in breastfeeding support. In 2018, 11 breastfeeding state teams worked on a variety of issues to establish new policies or practices that address social and ecological barriers to breastfeeding. CollIN-funded projects have resulted in 17 new policies, one piece of pending state legislation, 10 mini grants issued in one state that requires recipients to put in place at least one policy by the end of 2018.

National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN)

NAPPSS-IIN is funded by HRSA-MCHB and spearheaded by National Institute for Children’s Health Quality. It is a national initiative to make infant safe sleep and breastfeeding the national norm by activating systems, supports, and services to systematically work together and provide consistent, evidence-based, integrated and culturally congruent support and education to support infant caregivers and families. USBC serves on the National Expert Advisory Committee, and co-chairs the National Action Team on Developing Conversations Modules, charged with testing the “From Campaign to Conversations” learning modules and approach in diverse community settings.

Partnership to Provide State-level Support for Maternal Health and Early Child Feeding – Birth to 2 years

This initiative, funded by CDC and spearheaded by the Association of Maternal & Child Health Programs, will strengthen multi-sector partnerships and improve the capacity of state-level maternal child health stakeholders to implement optimal early child nutrition and feeding policies and practices. USBC will be partnering closely with cultural breastfeeding coalitions and community-based organizations for collective capacity building of all participating public health organizations to ensure consistency and quality of breastfeeding support to infants, parents, and families in distinct racial and ethnic subpopulations.



Black Breastfeeding Symposium participants

2018 Meetings & Conferences Attended

- Black Breastfeeding Symposium
- Breastfeeding & Feminism International Conference
- Chicago Region Breastfeeding Task Force Hospital and Community Partner Networking Event
- Children’s Healthy Weight Collaborative Improvement & Innovation Network Meeting
- National Action Partnership to Promote Safe Sleep Improvement and Innovation Network Meeting
- National WIC Association Annual Washington Leadership Conference
- New Mexico Breastfeeding Task Force Conference
- Access to Nutrition U.S. Spotlight Index 2018 launch

Thank you to our partners – we are stronger together!



Thank You USBC Supporters

USBC Donors by the Numbers



- 87 donors representing 30 states and DC
- Most popular time to give: end of the year
- 67% of donations were smaller than \$100
- 18 sustaining monthly members, ranging from \$5 to \$200
- 34 first-time donors

Thank you to everyone who has supported USBC in 2018!

18 new
monthly
donors

49
advocates
trained
at NBCC

5
joint letters
signed by
453
organizations

13,435
messages
to Congress

In 2018, USBC launched **#XOfor20**, our capital campaign highlighting the power of collective commitment and reaffirming our dedication to creating a landscape of breastfeeding support across the United States. We have seen firsthand what can be accomplished when people come together with love and sustained commitment to contribute to a shared vision. That's the wisdom behind our #XOfor20 campaign.

January is a great time to become a monthly donor and show your commitment to fighting for breastfeeding families for the long haul. With a monthly donation, you help bolster the USBC's organizational capacity and sustainability all year long. Your gift will automatically repeat once a month — and you can modify or cancel your gift at any time.

Please join us: www.usbreastfeeding.org/donate

#XO FOR 20

CELEBRATING 20 YEARS WORKING TOGETHER TO
PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING

Show Love (XO) & Commitment (for 20) months

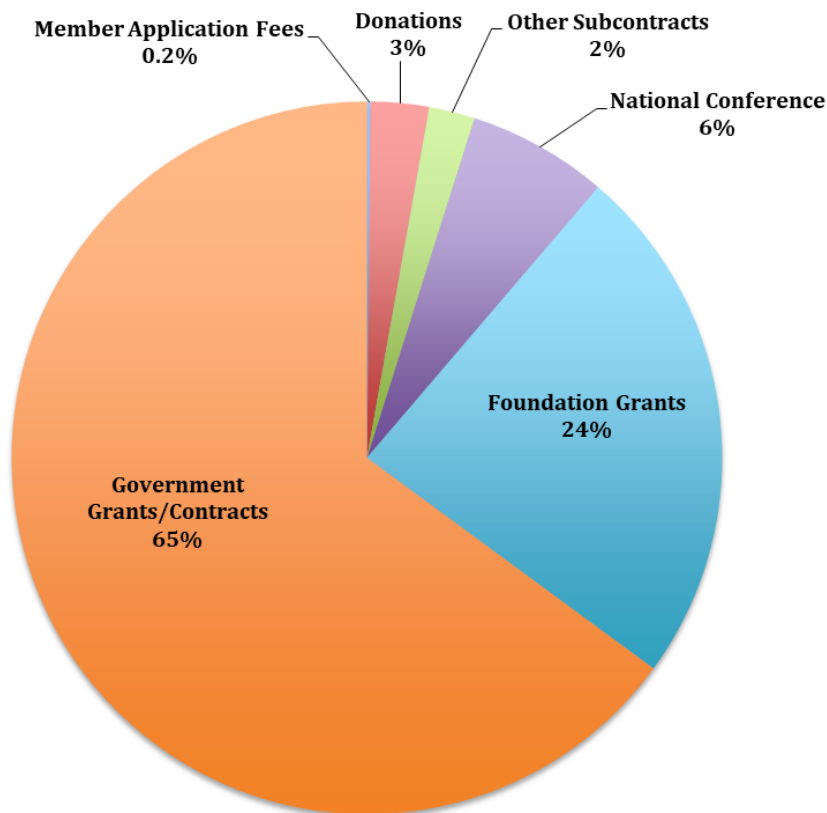
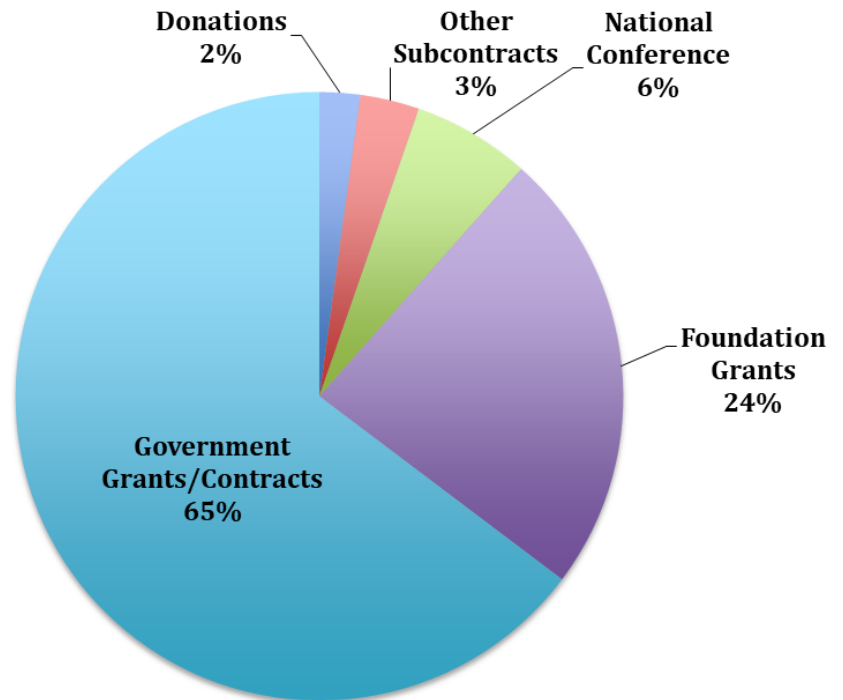
Thank you donors and supporters - you make our work possible!

Financial Information: Revenue



Revenue streams include governmental grants/subcontracts through the Association of State Public Health Nutritionists (ASPHN) and the Centers for Disease Control & Prevention; a W.K. Kellogg Foundation grant; a subcontract with ASPHN to support the Children Healthy Weight Collaboration Improvement & Innovation Network project; and a subcontract with the American Academy of Pediatrics to provide additional backbone services to the Physicians Education Constellation. Revenue streams also include contributions from donations, membership fees, and registration fees from the National Breastfeeding Conference and Convenings.

2017 Revenue



2018 Revenue



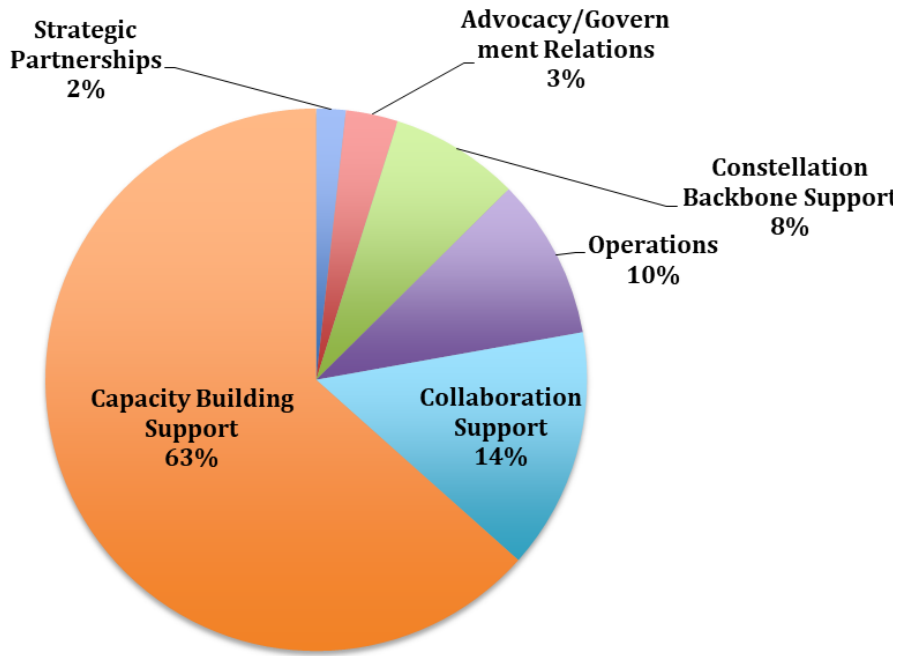
Financial Information: Expenses

Grants and contracts (91% of revenue) cover **capacity building support** provided to the field, **collaboration support**, **constellation backbone support**, and **strategic partnerships**.

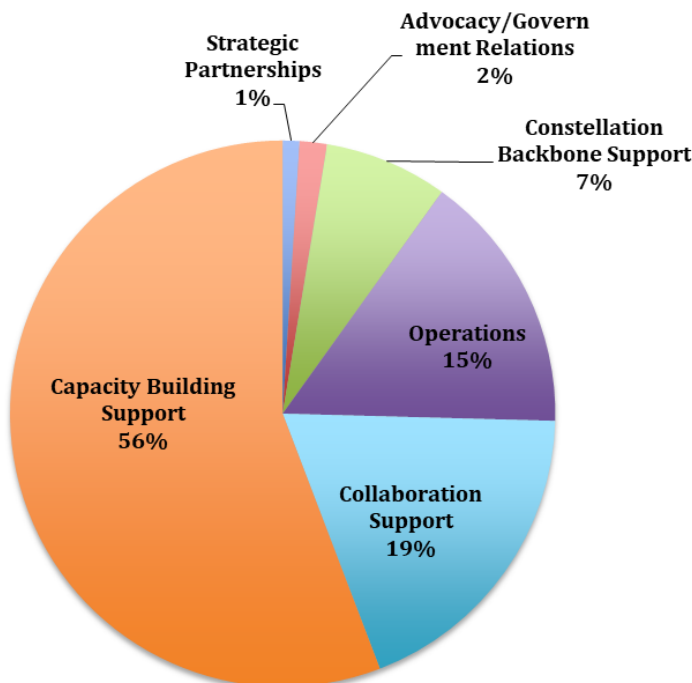
- **Capacity building support** includes the National Breastfeeding Conference & Convening, USBC hosted webinars, and peer-sharing networking calls.
- **Collaboration support** includes hosting USBC's virtual platform and other virtual conferencing platforms.
- **Constellation backbone support** includes staff time dedicated to Stewarding the Lactation Support Provider and Workplace Support constellations, as well as consulting services on the Collective Impact model, meeting design and facilitation, shared learning process, equity analysis, and high-level strategy to other Constellations.

Contribution-based revenue (9% of revenue) covers non-grant funded **operational expenses**, **advocacy/government relations**, and the opportunity to build USBC reserves.

2017 Expenses



2018 Expenses





Looking Ahead...

How can I best learn, connect, and act with the USBC?

Learn

- I am subscribed to the *Weekly Wire*
- I am registered for the USBC's four webinar series
 - o Racial Equity Webinar Series
 - o Power Tools Webinar Series
 - o CDC-USBC Webinar Series (not just for coalitions!)
 - o Collective Impact Webinar Series



Connect

- I have NBCC 2019 on my calendar
- I have RSVP'd to the NBCC Facebook event
- I have bookmarked the NBCC website
- I participate in peer networking meetings
- I engage in advocacy networking calls
- I have joined relevant and exciting online learning communities
- I follow USBC on Facebook and Twitter
- I have updated my personal and/or organizational profile on USBC's online collaboration platform



Act

- I get USBC's "Action Alert" updates
- I have highlighted my work on a USBC-hosted webinar
- I commit to participate in Welcome Congress Week
- I will take action during National Breastfeeding Month
- I am a one-time or monthly donor to USBC
- I complete surveys and provide feedback to USBC



Participate in Welcome Congress Week February 18-22, 2019

- Who:** Breastfeeding advocates across the country, including you!
- What:** One week of dedicated Congressional advocacy in support of breastfeeding families.
- Where:** Online and/or in-person using USBC's action tools and templates. Share on social media with #BreastfeedingFriendlyCongress
- When:** February 18-22
- Why:** Welcome legislators to this new Congressional session with messaging that builds awareness of policymakers' role in supporting breastfeeding and communicates priorities for the coming session as determined by the First Food field.

To learn more and download materials:
www.usbreastfeeding.org/welcome-congress

Welcome Congress Week Activities

1. **Messaging Monday:** Tweet, email, and call your Members of Congress.
2. **Tap Your Friends Tuesday:** Invite friends and family to take the action. Let's amplify!
3. **Welcome Wednesday:** Mail or deliver a welcome packet to your Members of Congress.
4. **Thank You Thursday:** Thank your Members of Congress with an easy action tool.
5. **Friends and Family Friday:** Invite friends and family to sign up for USBC's advocacy action alerts.

Join our Facebook event to stay updated:
www.usbreastfeeding.org/welcome-116-fb

We look forward to learning, connecting, and acting together in 2019!



#XO FOR 20

**CELEBRATING 20 YEARS WORKING TOGETHER TO
PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING**

Show Love (XO) & Commitment (for 20) months



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