



2012 Annual Report Summary



Strategic Goal A: Ensure that quality breastfeeding services are an essential component of health care for all families.

- Received W. K. Kellogg Foundation grant to build and sustain national/state coalitions to generate collective action to implement policy, systems, and environmental changes; applying “Collective Impact” model with specific focus on increasing access to and continuity of skilled support between hospitals and community health settings.
- Partnering with the National Initiative for Children’s Healthcare Quality to support the Best Fed Beginnings initiative to help hospitals improve maternity care and increase the number of Baby-Friendly hospitals; engaging with the initiative by:
 - ◊ Providing support to state coalitions to develop systems to advance continuity of lactation care to support implementation of Step 3 (prenatal education) and Step 10 (post-discharge care) of the *Ten Steps to Successful Breastfeeding*;
 - ◊ Implementing process to draft/promote recommendations to Electronic Medical Record (EMR) vendors to guide capture of data on infant feeding practices.
- Hosted national partners’ meeting to enhance coordination of state- and community-level Ten Steps implementation; met with American Hospital Association; continued discussions with Partnership for a Healthier America.
- Continued discussions with National Database of Nursing Quality Indicators; serving on new expert panel for perinatal core measures.
- Continued promotion of toolkit on *Implementing The Joint Commission Core Measure on Exclusive Breast Milk Feeding and Core Competencies in Breastfeeding Care & Services for All Health Professionals*.

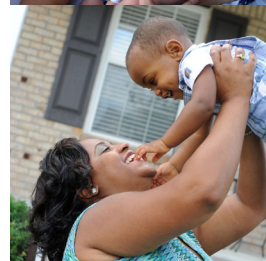


Strategic Goal B: Reduce marketing that undermines optimal breastfeeding.

- Convened focus group of national organization leaders to discuss how breastfeeding community interacts with infant feeding industry; work group to prepare guidance.
- Partnered with Public Citizen on campaign to “Keep Infant Formula Marketing Out of Healthcare Facilities”, including letter sent to 2600 hospital executives, co-signed by 100+ organizations, and petition to three major formula companies.
- Engaging with state and community initiatives, including:
 - ◊ Sent letter to Michigan Governor and Newark (NJ) Mayor regarding partnerships with Nestle/Gerber (meeting dates pending with both offices).
 - ◊ Preparing guidance document for states, cities, and towns to educate elected officials about the WHO Code and offer suggestions for relationships with industry.

Strategic Goal C: Ensure that women and their families in the workforce are supported in optimal breastfeeding.

- Continuing to partner on implementation and promotion of federal law:
 - ◊ Providing additional feedback to Department of Labor;
 - ◊ Implementing project to enhance coordination and reach of effective messaging to mothers via outreach on consumer websites, blogs, and social media.
- Advocated for expansion of the “Break Time for Nursing Mothers” law:
 - ◊ Action alert on the Breastfeeding Promotion Act of 2011;
 - ◊ Highlighted the Act as priority focus for August 2012 Advocacy Day;
 - ◊ Strategizing and planning for 113th Congress; consulting with partners/lobbyist.
- Partnering to advocate for paid family leave as a member of the Work-Family Coalition:
 - ◊ Signed on to support appropriations for a State Paid Leave Fund;
 - ◊ Attended National Summit on Paid Sick Days and Paid Family Leave.



Strategic Goal D: Ensure that USBC is a sustainable and effective organization, funded, structured, and aligned to do its work.

Maintain a strong partnership with, and provide support for, a network of state, territory, and tribal breastfeeding coalitions.

- W. K. Kellogg Foundation grant also funds enhanced support for coalitions.
- Hosted Fourth National Conference of State/Territorial/Tribal Breastfeeding Coalitions – *Answering the Call: Coalitions Moving Into Action*.
- Continuing to host and maintain bi-monthly webinars, online coalitions directory, communications lists, and framework for coalitions regional representatives.

Serve as an expert voice and a clearinghouse of breastfeeding information.

- Responded to *TIME* magazine article with joint letter, “We are all mom enough”, co-signed by MomsRising and National Partnership for Women & Families.
- In celebration of National Breastfeeding Month, hosted “20 Action in 20 Days” campaign inviting social media conversations to spread the word about how, in the words of the Surgeon General, “Everyone can help make breastfeeding easier.”
- Redesigning USBC website; enhancing/expanding social media presence.
- Sent representatives to other meetings and summits, including:
 - ◊ W. K. Kellogg Foundation “First Food” National Fieldbuilders Gathering
 - ◊ Fourth Annual Summit hosted by Academy of Breastfeeding Medicine
 - ◊ Breastfeeding Summit: Reclaiming an African American Tradition, hosted by Reaching Our Sisters Everywhere
 - ◊ Assn. of State & Territorial Public Health Nutrition Directors Annual Meeting
 - ◊ CDC’s Weight of the Nation Conference
- Served on various groups and expert panels, including the Weight of the Nation Planning and Awards Advisory Committees, the National Alliance for Nutrition and Activity (NANA), and the Coalition on Children and Disasters.
- Relaunched *Staying Abreast* e-newsletter in *Weekly Wednesday Wire* format.

Coordinate advocacy to ensure that federal legislation and policy protects, promotes, and supports breastfeeding.

- Met with Surgeon General to discuss implementation of the Call to Action, including opportunities in the Affordable Care Act, National Prevention Strategy.
- Met with leadership of federal agencies to discuss coordination and collaboration:
 - ◊ Federal Interagency Work Group on Breastfeeding
 - ◊ Office of Human Services, Emergency Preparedness & Response, ACF/DHHS
 - ◊ Women, Infants and Children (WIC) Program, USDA
 - ◊ Office of the Assistant Secretary for Public Health, Public Affairs, DHHS (briefing on “It’s Only Natural” campaign)
- Hosted Advocacy Day with 85+ advocates visiting Congressional offices.
- Hosted Tweet Your Candidates campaign, providing tools for advocates to ask candidates to stand up for breastfeeding families, while also educating policymakers about how “Breastfeeding is Bipartisan.”
- Created the Breastfeeding Advocacy HQ on the USBC website, to highlight action campaigns and resources from USBC, members, partners, and state coalitions.
- Participated in the “What’s in it for Women?” campaign celebrating the inclusion of breastfeeding support, supplies, and counseling in the list of preventive services that all new insurance plans must cover without cost sharing.
- Continuing to advocate for breastfeeding on multiple fronts, with actions on the Breastfeeding Promotion Act, WIC Breastfeeding Peer Counselor Funding, Congressional appropriations, and the Prevention and Public Health Fund.