



United States Breastfeeding  
COMMITTEE  
PROMOTING • SUPPORTING • PROTECTING

<p><b>January 23, 2008 FOR IMMEDIATE RELEASE</b></p>	<p style="text-align: right;"><b>CONTACT</b> United States Breastfeeding Committee Julie Jacocks, Operations Manager 202-367-1132 (tel), 301-385-8083 (cell) julie@usbreastfeeding.org</p>
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**BREASTFEEDING SAVES BABIES’ LIVES**

**Second National Conference of State/Territory Breastfeeding Coalitions (NCSBC)**  
*Strength through Diversity: Advancing Breastfeeding Advocacy*

January 26-28, 2008  
Doubletree Hotel Crystal City – National Airport  
Arlington, VA

**January 23, 2008**—One of the most important events in protecting, promoting and supporting breastfeeding, the **Second National Conference of State/Territory Breastfeeding Coalitions (NCSBC)**, will be presented by the United States Breastfeeding Committee (USBC) from January 26 to 28, 2008, at the Doubletree Hotel Crystal City – National Airport in Arlington, Virginia.

Representatives of more than 90 organizations—including a breastfeeding coalition from every state/territory and the 43 USBC member organizations—will convene to further national breastfeeding goals to improve the rates of breastfeeding initiation and duration. The Second National Conference of State/Territory Breastfeeding Coalitions, *Strength through Diversity: Advancing Breastfeeding Advocacy*, will focus on enhancing skills to develop effective coalitions, sharing the latest information on best practices and research, and networking.

Plenary speakers at the conference include:

- **Miriam H. Labbok, MD, MPH, MMS, FACPM, FABM, IBCLC**, *Director, Center for Infant and Young Child Feeding and Care, The University of North Carolina at Chapel Hill*  
On Saturday, January 26, at 7:30 p.m., Dr. Miriam Labbok will open the conference with a presentation on the rationale and recommendations for supporting six months of exclusive breastfeeding, focusing on three sectors: health and health systems; social, economic and political; and media and marketing.
- **Joan Detz**, *Speaker Coach and Media Trainer*  
On Sunday, January 27, at 9:00 a.m., Joan Detz will train the coalitions on every step of creating an effective message for the media.
- **James M. Hudson, JD**  
On Sunday, January 27, at 1:00 p.m., Jim Hudson’s presentation on behalf of the Center for Lobbying in the Public Interest will contribute to “advancing breastfeeding advocacy” by providing training on the legal principles and legislative insights needed for effective lobbying.

- **Kristin Rowe-Finkbeiner**, *Co-founder and Executive Director, MomsRising.org*  
In the closing session on Monday, January 28, at 10:30 a.m., MomsRising.org co-founder and Executive Director Kristin Rowe-Finkbeiner will discuss the common, shared issues mothers in America face and paths toward solutions—with an emphasis on the fact that even individuals can make a big difference.

View the entire schedule online at <http://www.usbreastfeeding.org/State-Coalitions/2008-NCSBC>. For more information on the USBC, visit [www.usbreastfeeding.org](http://www.usbreastfeeding.org).

*The USBC is an organization of organizations. Opinions expressed by the USBC are not necessarily the position of all member organizations and opinions expressed by USBC representatives are not necessarily the position of the USBC.*

The National Conference of State/Territory Breastfeeding Coalitions is financed with Federal funds totaling \$166,279 or 87 percent of the total costs of the program. The remaining 13 percent is financed by non-governmental sources. Government support is included from:

- DHHS/Centers for Disease Control and Prevention
- USDA/Food and Nutrition Service, Women, Infants and Children Program
- DHHS/Health Resources and Services Administration, Maternal and Child Health Bureau
- DHHS/Office on Women's Health

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## Participating Coalitions and Organizations

The following state/territory breastfeeding coalitions and USBC member organizations will participate in the **2008 National Conference of State/Territory Breastfeeding Coalitions**:

### State/Territory Coalitions

Alaska Breastfeeding Coalition  
American Samoa Breastfeeding Coalition  
Arizona Breastfeeding Coalition  
Arkansas Breastfeeding Coalition  
California Breastfeeding Coalition  
Colorado Breastfeeding Task Force  
CNMI Breastfeeding Coalition  
Connecticut Breastfeeding Coalition  
Breastfeeding Coalition of Delaware  
Florida Lactation Consultants Association  
Georgia Breastfeeding Coalition  
Guam Island Breastfeeding Coalition  
Breastfeeding Promotion Council of Hawaii  
Idaho State Breastfeeding Workgroup  
Illinois Breastfeeding Task Force  
Indiana Breastfeeding Alliance  
Iowa Lactation Task Force  
Kansas Breastfeeding Task Force  
Kentucky Breastfeeding Coalition  
Maine State Breastfeeding Coalition  
Maryland Breastfeeding Coalition  
Massachusetts Breastfeeding Coalition  
Michigan Breastfeeding Network  
Minnesota Breastfeeding Coalition  
Mississippi Breastfeeding Coalition  
Missouri Breastfeeding Coalition  
Montana State Breastfeeding Coalition  
Nebraska Breastfeeding Coalition  
Breastfeeding Task Force of Nevada  
New Hampshire Breastfeeding Task Force  
New Jersey Breastfeeding Task Force  
New Mexico Breastfeeding Task Force  
New York Statewide Breastfeeding Coalition  
North Carolina Breastfeeding Coalition  
Healthy North Dakota Breastfeeding Committee  
Ohio Breastfeeding Alliance  
Ohio Breastfeeding Coalition  
Coalition of Oklahoma Breastfeeding Advocates  
Breastfeeding Coalition of Oregon  
Pennsylvania Breastfeeding Coalition  
Puerto Rico Breastfeeding Committee  
Rhode Island Breastfeeding Coalition  
South Carolina Breastfeeding Coalition  
South Dakota Breastfeeding Coalition  
Tennessee Breastfeeding Coalition  
Texas Breastfeeding Coalition  
Utah Breastfeeding Coalition  
Vermont Breastfeeding Network  
Virginia Breastfeeding Coalition  
Breastfeeding Coalition of Washington  
DC Breastfeeding Coalition  
West Virginia Breastfeeding Coalition  
Breastfeeding Committee of Wisconsin, Partnership for Activity and Nutrition

Wyoming Breastfeeding Task Force  
Breastfeeding Coalition of the Uniformed Services

### USBC Member Organizations

Academy for Educational Development  
Academy of Breastfeeding Medicine  
African-American Breastfeeding Alliance  
American Academy of Family Physicians  
American Academy of Nursing  
American Academy of Pediatrics  
American Breastfeeding Institute  
American College of Nurse-Midwives  
American College of Obstetricians and Gynecologists  
American College of Osteopathic Pediatricians  
American Dietetic Association  
American Nurses Association  
American Public Health Association  
Another Look  
Association of Military Surgeons of the United States  
Association of State & Territorial Public Health Nutrition Directors  
Association of Teachers of Maternal & Child Health  
Association of Women's Health, Obstetric and Neonatal Nurses  
Baby-Friendly USA  
Coalition for Improving Maternity Services  
DHHS/Agency for Healthcare Research and Quality  
DHHS/Centers for Disease Control and Prevention  
DHHS/Food and Drug Administration  
DHHS/Health Resources and Services Administration, Maternal and Child Health Bureau  
DHHS/Indian Health Service  
DHHS/Office on Women's Health  
Every Mother  
Healthy Children Project  
Human Milk Banking Association of North America  
Int'l Board of Lactation Consultant Examiners  
International Lactation Consultant Association  
La Leche League International  
Lamaze International  
National Alliance for Breastfeeding Advocacy: Research, Education, and Legal  
National Association of Pediatric Nurse Practitioners  
National Black Nurses Association  
National Healthy Mothers, Healthy Babies Coalition  
National WIC Association  
UCLA Center for Healthier Children, Families, and Communities  
UNC Center for Infant and Young Child Feeding & Care  
USDA, Food and Nutrition Service, Women, Infants and Children Program  
Wellstart International  
Women's International Public Health Network