

D2: The Business Case for Breastfeeding: Lessons Learned – Crystal Ballroom Salon A

Cathy Carothers, BLA, IBCLC, RLC, **Panel Moderator**

Tina Cardarelli, BSE, IBCLC, **Indiana Breastfeeding Alliance**

Erin Dugan, MPH, CLC, **Rhode Island Breastfeeding Coalition**

Amelia Psmythe, **Breastfeeding Coalition of Oregon**

In 2008, the Health Resources and Services Administration launched a three year national initiative to increase the number of worksites with lactation support programs. As the program has recently begun its third and final year, it is important to highlight the successes and learn from the challenges we have faced along the way. Three states from year one of The Business Case for Breastfeeding will share their experiences and answer questions regarding program implementation and business outreach. Cathy Carothers will moderate the discussion.

D3: Walking on Hot Coals Without Getting Burned: A Collaborative Approach to Conflict – Jefferson Room

Helene Dublisky, **Omega Coaching and Consulting**

How do you feel about addressing conflict situations? If you're like most of us, it's about as appealing as a root canal! Join us as we explore conflict – personal tendencies, how conflicts emerge, and productive alternatives to dealing with difficult situations. Get some practice with the skills in a safe environment before trying them out in the real world.

D4: State of the State Coalitions: A Town Hall Discussion – Potomac View Room

United States Breastfeeding Committee

Following a brief update on USBC's new strategic plan and an overview of current programs and future plans for coalitions support, attendees will participate in a "Town Hall" discussion about the two big "R's": resources (what do the coalitions need to succeed) and relationships (how can USBC and the coalitions best work together at the local, state, regional, and national levels).

9:30 – 10:00

Refreshment Break – Washington Ballroom

10:00 – 10:30

Special Address – Crystal Ballroom

Senator Jeff Merkley, Oregon

10:30 – 11:45

Plenary Session D – Crystal Ballroom

Cultivating Possibility: A Reflection on How to Make Big Things Happen

Helene Dublisky, **Omega Coaching and Consulting**

Amazing things are possible for those with a compelling vision and a passion for bringing it to life! In this session you'll view a short (30 minute) film about someone who made amazing things happen, and then join your neighbors to reflect on how you might do some of the same.

11:45 – 12:00

Closing Addresses – Crystal Ballroom

12:30 – 5:00

Advocacy Day (Optional event; pre-registration required. Lunch provided.)

*Registration/Hospitality Desk will also be open during scheduled breaks.

The National Conference of State/Territory/Tribal Breastfeeding Coalitions is funded in part by:

- o DHHS / Centers for Disease Control and Prevention
- o USDA / Food and Nutrition Service, Women, Infants and Children Program
- o DHHS / Health Resources and Services Administration, Maternal and Child Health Bureau grant T79 MC00011 – University of Alabama at Birmingham
- o DHHS / Office on Women's Health