

Tips for Lobbying

(Modified and used with permission by the AAP Federal Affairs Office)

Remember:

- You are a constituent—voter and taxpayer!
- Your goal is to inform and persuade
- Know background information about your legislator
- What is the impact of this legislation on your community? Region? State?
- Personalize your message as appropriate—Tell your story!
- *Give examples from patients in your practice and how the legislation would impact them.*
- Follow-up is crucial

Effective advocacy can hinge on an effective legislative interview.

This means:

- Educating without condescending
- Being supportive without interfering
- Creating trust without misleading
- Taking enough time without being a pest

The 10 “Knows” of lobbying

1. Know subject
2. Know member
3. Know district
4. Know political situation
5. Know how to anticipate problems
6. Know how to listen to what is said and not said
7. Know how to compromise
8. Know how to build coalitions
9. Know how to use the media
10. Know how to maintain your sense of humor and enjoy the process





Breastfeeding Report Card — United States, 2009

Improving the health of mothers and their children is a primary goal of the Centers for Disease Control and Prevention (CDC). Protecting, promoting, and supporting breastfeeding, with its many known benefits for infants, children, and mothers, is a key strategy toward this goal.

Throughout your community, everyone plays a role in fostering breastfeeding. When health care professionals, legislators, employers, business owners, and community and family members work together, their efforts can increase the number of women who are able to start breastfeeding and the length of time they continue to breastfeed.

The 2009 Breastfeeding Report Card shows how breastfeeding is being protected, promoted, and supported in each state* using five “outcome” and nine “process” indicators. This allows you to make comparisons across states and indicators and work to increase breastfeeding nationwide.

The five outcome indicators are derived from the breastfeeding goals outlined in Healthy People 2010, a description of the nation’s health priorities. They profile the extent to which infants in a state are breastfed.

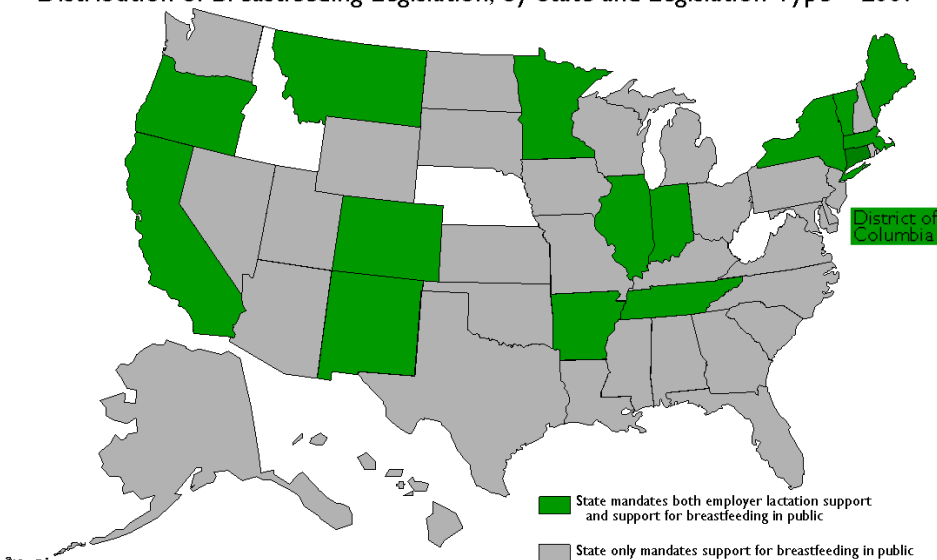
The nine process indicators measure elements of breastfeeding-friendly communities. Each indicator is measured in every state, allowing easy state-by-state comparisons.

OUTCOME INDICATORS – The five outcome indicators directly track the Healthy People 2010 breastfeeding objectives. Outcomes are estimated using data from the annual CDC National Immunization Survey (NIS).

PROCESS INDICATORS – The nine process indicators measure five different types of breastfeeding support: birth facility support; professional support; mother-to-mother support; state legislation; and public infrastructure (public facilities and services).

As measures of a state’s ability to protect, promote, and support breastfeeding, the report card indicators show where a state has been successful and where more work is needed.

Distribution of Breastfeeding Legislation, by State and Legislation Type – 2009



Source: National Conference of State Legislatures, 2009

The Breastfeeding Report Card can help you:

- Tell the story of breastfeeding practices in your state.
- Monitor progress and celebrate state successes.
- Identify opportunities for growth and improvement in breastfeeding protection, promotion, and support within your state.

* All references to “states” include the District of Columbia and the 50 US States.



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

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Breastfeeding Report Card - United States, 2009

State	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
U.S. National	73.9	43.4	22.7	33.1	13.6
Alabama	58.8	26.6	11.4	24.2	6.3
Alaska	88.5	48.9	26.2	45.5	16.9
Arizona	76.5	45.3	22.3	29.7	11.9
Arkansas	61.5	26.9	10.6	23.6	6.3
California	84.7	53.0	31.1	42.4	18.6
Colorado	82.5	59.5	30.5	49.2	22.6
Connecticut	74.9	41.9	23.3	35.1	14.4
Delaware	66.7	32.8	15.4	28.1	7.5
Dist of Columbia	69.6	45.6	20.2	31.3	13.3
Florida	75.7	37.2	18.2	30.7	11.9
Georgia	62.5	36.4	18.1	28.0	14.8
Hawaii	88.2	56.3	35.0	44.9	22.4
Idaho	79.8	55.1	25.3	46.7	17.7
Illinois	69.5	38.7	15.9	28.5	11.9
Indiana	71.1	37.2	18.9	28.9	10.6
Iowa	68.1	33.2	15.8	32.3	10.6
Kansas	78.1	43.8	23.6	36.0	16.8
Kentucky	53.6	28.9	15.8	27.2	9.4
Louisiana	49.1	20.7	9.9	17.8	5.0
Maine	75.0	45.7	26.0	38.7	18.1
Maryland	76.4	43.3	25.4	28.5	10.1
Massachusetts	78.2	44.7	24.5	39.0	13.5
Michigan	64.8	31.2	14.4	23.5	10.7
Minnesota	79.9	51.6	24.7	39.8	15.0
Mississippi	48.3	20.1	8.7	16.8	4.6
Missouri	65.3	33.1	14.9	24.8	8.5
Montana	82.7	56.8	30.6	40.8	20.5
Nebraska	76.8	46.2	22.6	31.7	11.9
Nevada	79.3	45.3	22.5	31.8	9.7
New Hampshire	78.4	55.1	30.5	42.6	20.6
New Jersey	81.4	53.0	27.4	29.7	13.2
New Mexico	72.6	42.2	25.7	33.2	14.0
New York	76.4	49.4	28.9	24.9	9.6
North Carolina	66.9	36.7	18.9	30.2	13.1
North Dakota	71.1	37.6	20.6	33.7	11.1
Ohio	58.5	29.7	12.0	22.4	9.1
Oklahoma	65.6	27.4	12.4	30.6	8.4
Oregon	91.4	63.0	37.0	56.6	20.8
Pennsylvania	67.6	35.8	19.4	29.3	10.1
Rhode Island	75.4	40.4	19.8	31.8	8.7
South Carolina	61.3	30.4	13.9	25.5	9.6
South Dakota	76.8	47.5	22.1	36.5	17.6
Tennessee	58.8	37.9	14.8	28.2	12.8
Texas	78.2	48.7	25.3	34.2	14.2
Utah	92.8	69.5	33.9	50.8	24.0
Vermont	80.1	59.5	38.4	49.2	23.5
Virginia	79.7	48.3	25.8	38.7	18.8
Washington	86.4	58.0	35.0	48.8	25.3
West Virginia	58.8	27.2	12.6	21.3	8.4
Wisconsin	75.5	48.6	25.9	45.2	16.8
Wyoming	84.2	50.8	26.7	46.2	16.8

NOTE: Percents in **bold** are those that have met the Healthy People 2010 goal.

Source: Centers for Disease Control and Prevention National Immunization Survey, Provisional Data, 2006 births.
http://www.cdc.gov/breastfeeding/data/NIS_data/index.htm

Breastfeeding Report Card - United States, 2009

State	Average mPINC Score	Percent of live births occurring at facilities designated as Baby Friendly (BFHI)	Percent of breastfed infants receiving formula before 2 days of age	Number of IBCLCs* per 1,000 live births	Number of La Leche League groups per 1,000 live births	Number of state health department FTEs** dedicated to breastfeeding	State legislation about breastfeeding in public places	State legislation mandating^ employer lactation support	Breastfeeding coalition with public website
U.S. National	63	2.87	25.6	2.20	0.34	79.79	49	15	41
Alabama	55	0	26.2	0.97	0.17	1.00	yes	no	yes
Alaska	73	22.42	18.7	9.28	0.81	0.25	yes	no	yes
Arizona	62	0	36.7	1.48	0.14	1.50	yes	no	yes
Arkansas	48	0	21.2	1.52	0.31	3.50	yes	yes	yes
California	69	8.40	28.2	1.94	0.21	6.40	yes	yes	yes
Colorado	66	2.93	22.7	2.40	0.51	0.80	yes	yes	yes
Connecticut	70	12.34	20.0	3.94	0.72	1.00	yes	yes	yes
Delaware	63	0	18.3	2.88	0.08	2.00	yes	no	yes
Dist of Columbia	76	0	28.4	1.02	0.11	3.00	yes	yes	yes
Florida	68	1.48	30.8	1.61	0.28	1.00	yes	no	yes
Georgia	56	0	21.0	1.80	0.22	2.00	yes	no	yes
Hawaii	62	8.88	22.0	2.30	0.21	0.50	yes	no	yes
Idaho	65	6.50	13.9	1.88	0.44	1.00	no	no	yes
Illinois	60	1.31	28.5	2.11	0.38	2.00	yes	yes	yes
Indiana	62	4.64	20.3	2.67	0.46	2.33	yes	yes	yes
Iowa	61	0	15.6	2.08	0.34	0.50	yes	no	yes
Kansas	59	0	19.2	2.31	0.98	0.50	yes	no	no
Kentucky	57	5.48	20.2	1.97	0.24	2.00	yes	no	no
Louisiana	54	0	24.8	1.49	0.27	1.00	yes	no	no
Maine	77	18.33	16.0	5.74	0.85	1.00	yes	yes	no
Maryland	61	0	25.6	3.06	0.46	1.50	yes	no	yes
Massachusetts	75	2.95	19.3	4.43	0.45	1.40	yes	no	yes
Michigan	64	0	32.6	2.07	0.25	1.00	yes	no	yes
Minnesota	65	0	19.2	2.58	0.49	1.00	yes	yes	no
Mississippi	50	0	25.9	1.29	0.19	2.00	yes	no	yes
Missouri	63	0	19.6	1.89	0.50	2.00	yes	no	yes
Montana	63	0.25	17.8	2.25	0.64	0.50	yes	yes	yes
Nebraska	57	21.29	21.2	2.01	0.71	0.25	no	no	yes
Nevada	57	0	32.3	0.83	0.17	2.00	yes	no	yes
New Hampshire	81	5.77	18.7	6.14	1.27	0.50	yes	no	yes
New Jersey	60	0	36.4	2.21	0.39	2.00	yes	no	yes
New Mexico	64	0	26.5	2.42	0.23	1.00	yes	yes	yes
New York	67	2.17	38.3	2.19	0.37	1.75	yes	yes	yes
North Carolina	61	0	24.6	2.84	0.45	2.00	yes	no	yes
North Dakota	59	0	17.4	1.47	0.23	0.50	yes	no	yes
Ohio	67	3.14	19.7	2.70	0.41	1.00	yes	no	yes
Oklahoma	57	0	14.9	1.63	0.27	2.75	yes	no	no
Oregon	74	6.42	13.8	4.27	0.51	1.00	yes	yes	yes
Pennsylvania	61	0.08	18.2	2.24	0.40	2.00	yes	no	yes
Rhode Island	77	12.78	23.4	4.69	0.40	1.00	yes	no	yes
South Carolina	57	0	27.1	1.61	0.27	1.00	yes	no	yes
South Dakota	61	0	23.1	2.12	0.08	1.00	yes	no	yes
Tennessee	57	0.24	15.9	1.73	0.21	1.00	yes	yes	no
Texas	58	0.93	27.1	1.38	0.18	6.00	yes	no	yes
Utah	61	5.94	24.6	1.34	0.27	2.50	yes	no	yes
Vermont	81	3.72	12.4	9.98	1.54	1.00	yes	yes	no
Virginia	61	0.49	19.7	3.04	0.42	2.00	yes	no	yes
Washington	72	6.85	23.0	4.16	0.51	1.40	yes	no	yes
West Virginia	55	0	21.8	2.46	0.23	1.00	yes	no	yes
Wisconsin	69	12.69	10.6	2.79	0.51	1.60	yes	no	no
Wyoming	68	0	13.2	1.77	1.14	0.86	yes	no	no

* IBCLC - International Board Certified Lactation Consultant.

**FTE - Full-Time Equivalent.

^State requires employers to provide space and time for lactation.



Breastfeeding Report Card Indicators – 2009

Birth Facility Support

- State mPINC score
- Percent of live births occurring at facilities identified as part of the Baby-Friendly Hospital Initiative
- Percent of breastfed infants receiving formula before 2 days of age

Birth facility policies and practices significantly impact whether a woman chooses to start breastfeeding and how long she continues to breastfeed. Several specific policies and practices, in combination, determine how much overall support for breastfeeding a woman birthing in a given facility is likely to receive and how likely her baby is to receive formula in the first 2 days.

Two initiatives, one national and one global, provide informative measures of birth facility support. The Maternity Practices in Infant Nutrition and Care (mPINC) Survey, initiated by CDC, in collaboration with the Battelle Centers for Public Health Research and Evaluation in 2007, measures breastfeeding-related maternity care practices at intrapartum care facilities across the United States and compares the extent to which these practices vary by state. Thus, the state mPINC score represents the extent to which each state's birth facilities provide maternity care that supports breastfeeding.

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation based on the WHO/UNICEF Ten Steps to Successful Breastfeeding for Hospitals.

To be designated as "Baby-Friendly," facilities undergo external evaluation to demonstrate that the facility meets all of the Ten Steps requirements. All types and sizes of birth facilities can seek the Baby-Friendly designation. Some states have several small Baby-Friendly facilities, others have only one or two large ones, and still others have none at all. Because facilities vary in size and the number of births, measuring their impact on public health requires more than just counting the number of Baby-Friendly facilities per state. The best way to measure their impact is to look at the proportion of births in a given state occurring at facilities that have earned the Baby-Friendly distinction.

Professional Support

- Number of International Board Certified Lactation Consultants (IBCLCs) per 1,000 live births

International Board Certified Lactation Consultants (IBCLCs) are health professionals who specialize in the clinical management of breastfeeding. IBCLCs work in many health care settings, such as hospitals, birth centers, physicians' offices, public health clinics, and their own offices. A strong statewide group of professional breastfeeding experts (IBCLCs) is needed to assist the mother-infant pair, create and administer lactation programs, and educate other health professionals about breastfeeding. Much of an IBCLC's work is done one-on-one. Therefore, only a rough estimate can be made of their availability to provide professional support within a state. The best measure is the ratio of IBCLCs to the number of live births.

Mother-to-Mother Support

- Number of La Leche League Groups per 1,000 live births

La Leche League is an organization of trained and accredited volunteer mothers who provide mother-to-mother support and help to pregnant women considering breastfeeding and mothers who are breastfeeding in group

meetings, as well as online and via telephone. This kind of assistance is an important element of comprehensive breastfeeding support. The number of La Leche League groups per 1,000 live births provides a broad estimate of the availability of breastfeeding assistance in a given community.

Legislation

- Laws protecting breastfeeding in public
- Laws mandating support for breastfeeding mothers who return to work

Most states now have some form of legislation (laws) protecting the basic human right to breastfeed. Unfortunately, despite protective laws, mothers and babies who breastfeed in public still face obstacles and negative reactions. Legislation reflects social acceptance of breastfeeding as a normal activity, concern for the health and well-being of children, and the importance of breastfeeding as a public health issue.

Laws mandating support for breastfeeding mothers who return to work encourage mothers to continue breastfeeding after returning to work by requiring a minimum level of breastfeeding support from the employer. Such laws support the economic goals of employers and employees as well as the well-being of mothers and children.

Healthy People 2010 Targets

Objective 16-19 – Increase the proportion of mothers who breastfeed their babies:

- In early postpartum to 75%
- At 6 months to 50%
- At 12 months to 25%
- Exclusively through 3 months to 40%
- Exclusively through 6 months to 17%

Infrastructure

- Number of state health department full-time equivalents (FTEs) responsible for breastfeeding
- Statewide breastfeeding coalitions with public websites

State health departments are the central state agencies responsible for the public health and welfare of women and children. Among their many responsibilities, employees in these agencies help ensure appropriate consideration of breastfeeding in public programs and services. FTEs dedicated to the protection, promotion, and support of breastfeeding are needed to develop, implement, monitor, and maintain breastfeeding interventions.

A statewide coalition dedicated to breastfeeding represents a basic level of community support for breastfeeding. Though these coalitions differ in terms of what they do and how they do it, they share a commitment to empower community members to be local change agents. Coalition members make the case to their community for the importance of breastfeeding.

State coalitions with publicly available websites have an effective way to communicate. On their Web site, coalition members can share information with existing members and also recruit new members interested in breastfeeding issues. Coalition Web sites are also an excellent way to reach community members who want quality breastfeeding information and online support.

The CDC Breastfeeding Report Card was first released in 2007 and is updated annually.

Indicator data sources and National Immunization Survey statistical information available at: www.cdc.gov/breastfeeding/data/

For more information:

Division of Nutrition, Physical Activity, and Obesity
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