



United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

USBC REGISTRATION FOR STATE/TERRITORY BREASTFEEDING COALITIONS

Each state/territory breastfeeding coalition is encouraged to register with the USBC.

Registered state/territory coalitions will:

- Have a listing in the USBC state/territory coalitions directory on the www.usbreastfeeding.org website.
- Receive access for two **Designated Contributors** to the new USBC coalitions electronic forum. The state/territory WIC breastfeeding coordinator will be the third Designated Contributor for each state or territory.
- Be eligible to receive funding to send two **Sponsored Attendees** to the 2008 National Conference of State Breastfeeding Coalitions (NCSBC). The state/territory WIC breastfeeding coordinator will be the third Sponsored Attendee for each state or territory.

Guidelines, Roles, and Responsibilities

Registered Coalitions should meet, or be working towards meeting, the following guidelines (please read and check the box next to each item):

- Coalition membership and leadership is multisectoral and includes, at a minimum, representatives from relevant government departments, non-governmental organizations including consumer (parents) groups, and health professional associations. (Reference: Innocenti Declaration)
- Coalition's activities are free of commercial influence and other conflicts of interest, and the coalition supports and adheres to the International Code of Marketing of Breast-milk Substitutes ("the Code"). This includes, but is not limited to, a policy that the coalition will not accept financial or other support from companies that violate in principle or practice the Code and its subsequent resolutions. (Reference: Innocenti Declaration; USBC bylaws)
- Coalition's mission statement and activities are consistent with the USBC Strategic Plan, *Breastfeeding in the United States: A National Agenda*; the Blueprint for Action on Breastfeeding; and the Innocenti Declarations of 1990 and 2005 or other similar national and/or international initiatives. (Reference: Innocenti Declaration; USBC Strategic Plan/National Agenda; DHHS Healthy People 2010 Goals)
- Coalition has state-wide/territory-wide representation and conducts operations or activities of state-wide/territory-wide scope. (Reference: USBC membership policy)
- Coalition has regular meetings that are publicized state-wide/territory-wide to diverse potential stakeholders who are welcome to attend and participate. (Reference: Innocenti Declaration, modified)



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Coalition will assign two Designated Contributors to the USBC electronic forum (by submission of this form) and two Sponsored Attendees for the NCSBC (when conference registration opens in the fall). These may be the same or different individuals. It is strongly preferred that, in each pair, one individual represent consumer (parents) groups and the other represent health professional associations. The state/territory WIC breastfeeding coordinator will be a third Designated Contributor and third Sponsored Attendee for each, representing the governmental constituency.

- Designated Contributors to the electronic forum and Sponsored Attendees to the NCSBC have a responsibility to 1) participate actively in these programs/services, and 2) share the resources and knowledge gained from this participation with their coalition and with others throughout their state/territory.
- By their registration, the Designated Contributors to the electronic forum and Sponsored Attendees to the NCSBC agree to follow USBC policies on participation in USBC programs and services.

Coalition will be expected/asked to communicate with the USBC at least twice a year. The Designated Contributors and Sponsored Attendees will serve as the contact persons for the Registered Coalition, and as such will receive formal requests for reports to be submitted, as well as other important announcements and information sent via the USBC's email list. It is the coalition's responsibility to ensure that the contact information for these individuals is kept up to date. To change the coalition's Designated Contributors, please use the attached form.