

The United States Breastfeeding Committee: Everything You Always Wanted to Know (but Were Afraid to Ask!)

Bi-Monthly Breastfeeding Coalitions Teleconference
October 14, 2008



Precursors



- 1981: International Code of Marketing of Breast-milk Substitutes adopted by World Health Assembly
- 1984: Surgeon General's Workshop on Breastfeeding and Human Lactation held in Rochester, NY
- 1990: *Innocenti Declaration on the Protection, Promotion, and Support of Breastfeeding* adopted by the World Health Organization and United Nations Children's Fund

Innocenti Operational Targets



- Appoint a national breastfeeding coordinator of appropriate authority, and **establish a multisectoral national breastfeeding committee composed of representatives from relevant government departments, non-governmental organizations, and health professional associations;**
- Ensure that every facility providing maternity services fully practices all ten of the Ten Steps to Successful Breastfeeding set out in the joint WHO/UNICEF statement "Protecting, promoting and supporting breastfeeding: the special role of maternity services" ;
- Take action to give effect to the principles and aim of all Articles of the International Code of Marketing of Breast-Milk Substitutes and subsequent relevant World Health Assembly resolutions in their entirety;
- Enact imaginative legislation protecting the breastfeeding rights of working women and establish means for its enforcement.

USBC is Born!



- **1995:** National Alliance for Breastfeeding Advocacy (NABA) formed
- **1996:** First National Breastfeeding Leadership Roundtable convened by NABA
 - 1996-1998: twice-yearly meetings
 - hosted by several organizations
- **1998:** National Breastfeeding Policy Conference held in Washington, DC
- **1998:** USBC formed
- **2000:** USBC incorporated in the State of Florida

USBC History



- 2000: HHS *Blueprint for Action on Breastfeeding* published
- 2001: *Breastfeeding in the United States: A National Agenda* published
- 2002: USBC received 501(c)3 status
- 2004-2006: DHHS/OWH run the National Breastfeeding Awareness Campaign
- 2006: (First) National Conference of State Breastfeeding Coalitions
- 2008: Second National Conference of State / Territory Breastfeeding Coalitions

Membership Categories



- **Voting Members:** Any non-governmental, not-for-profit organization of national scope that is based in the United States and is supportive of the mission of the USBC... excepting such organizations whose primary purpose is to market or sell products or services in support of infant formula feeding.
- **Governmental Members:** Federal governmental agencies that impact breastfeeding mothers and children (non-voting)

Membership Categories



- **Honorary Members:** The persons currently serving as President of the United States and/or the President's spouse, the Secretary of Health and Human Services, the Secretary of Agriculture, and the Surgeon General of the United States (non-voting)
- **Individual Members:** Individuals with outstanding achievement or contribution in the field of breastfeeding (non-voting)
- **Advisory Members:** For-profit or non-profit organizations with an interest in supporting breastfeeding mothers and children (non-voting)

Membership Facts



- Each category has an application and/or invitation process.
- Five year renewable membership term.
- Organizations appoint one representative and one alternate representative to attend twice yearly meetings in Washington, DC (January & August).
- Each representative serves on one Administrative and one Program Committee.

Membership Statistics



- 1998: 20 people
 - 17 organizations
 - 2 agencies
- 2008: 73 people
 - 34 national non-profit organizations (voting members)
 - 7 governmental members (non-voting)
 - 2 individual members (non-voting)

Leadership Team (LT)



- Called the Board of Directors the Leadership Team (LT) in original bylaws
- Comprised of five officers: Chair, Vice Chair, Treasurer, Corresponding Secretary, Recording Secretary
- Two year terms, staggered
- No more than three consecutive terms
- Volunteer leadership performed most program and administrative functions

Board of Directors (BoD)



- Revised bylaws effective 10/3/2008 eliminate “LT” terminology
- Same term limitation – no more than six consecutive years
- Meets monthly by teleconference, also before and after January & August USBC meetings
- Executive Director serves as an ex officio (non-voting) member; attends meetings; reports to Board

Board Structure



- Elected Officers (one (1) year term): Chair-Elect
- Succession Officers (no election – one (1) year terms):
 - Chair becomes Past Chair; Chair-Elect becomes Chair
- Elected Officers (two (2) year terms):
 - Treasurer (elected in odd years)
 - Secretary (elected in even years)
- Elected Directors (two (2) year terms, staggered):
 - Three to eight (3-8) Directors
 - Once elected, the Board of Directors will appoint three (3) of the Elected Directors to serve as chairs of the Governance, Membership and Finance Committees.

Current Board (2008-9)



Chair:

Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC

Vice Chair:

Marian Tompson

Treasurer:

Linda C. Pugh, PhD, RNC, FAAN

Corresponding Secretary:

Robin W. Stanton, MA, RD, LD

Recording Secretary:

Jeanne Blankenship, MS, RD

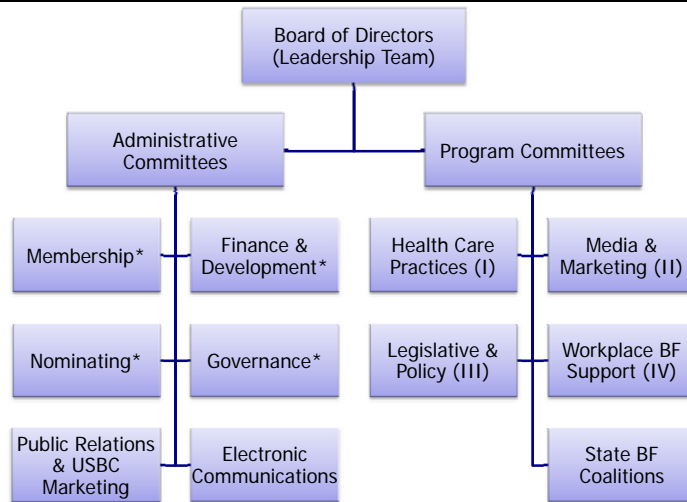
Committees



- Committee chairs appointed by BoD
 - Representatives choose which committees to serve on, with the exception of Membership and Nominating
- Council of Chairs (CoC) = Advisory Body comprised of all Committee Chairs
- CoC Meetings
 - Before & after Jan. and Aug. USBC meetings
 - Spring and fall conference calls with BoD

Organizational Chart

* standing committee



Funding



- ❑ Contracts and grants for specific projects and publications
- ❑ Donations from individuals
- ❑ Donations from Code-Compliant organizations and corporations
- ❑ Membership application fees
- ❑ Pursuing foundation funding

Member organizations (or the individuals themselves) pay expenses for their representatives to attend USBC meetings.

Operations



- ❑ Maintain DC address and phone/FAX numbers with management firm
- ❑ Accounting services with management firm
- ❑ Public Website hosting transitioning to management firm

- ❑ Independent Contractor handles all other management and administration tasks
- ❑ Based in Illinois; mail and messages forwarded
- ❑ Contact Megan Renner at:
mrenner@usbreastfeeding.org

Vision/Mission



- ❑ **Vision:** In order to achieve optimal health, enhance child development, promote knowledgeable and effective parenting, support women in breastfeeding, and make optimal use of resources, we envision breastfeeding as the norm for infant and child feeding throughout the U.S.
- ❑ **Mission:** To improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding.

Strategic Goals (2001)



1. Assure access to comprehensive, current, and culturally appropriate lactation care and services for all women, children, and families.
2. Ensure that breastfeeding is recognized as the normal and preferred method of feeding infants and young children.
3. Ensure that all federal, state, and local laws relating to child welfare and family law recognize and support the importance and practice of breastfeeding.
4. Increase protection, promotion, and support for breastfeeding mothers in the work force.

Health Care Practices Committee (Goal I)



Acting Chair: Miriam H. Labbok, MD, MPH, IBCLC, FACPM, FABM
labbok@email.unc.edu

Current projects:

- Paper on "Core Competencies in Breastfeeding Care for All Health Professionals"
- *Project on Achieving Exclusive Breastfeeding:
 - Improving maternity care practices
 - Ensuring effective integration of exclusive breastfeeding and family planning services
 - Updating pre-service training
 - Obtaining third party payment

Media & Marketing Committee (Goal II)



Chair: Cathy Carothers, BLA, IBCLC, RLC

cathycarothers@suddenlink.net

Current projects:

- Planning monthly topical press releases
- Disseminating templates that can be used by coalitions
- *Developing quarterly newsletter, including news from USBC meetings, USBC member organizations and committees, breastfeeding coalitions, etc.
- Planning for promotion of launch of *Breastfeeding: A Vision for the Future*

Legislative & Policy Committee (Goal III)



Chair: Gerald Calnen, MD, FABM

gcalnen@cox.net

Current projects:

- Drafting/designing *Breastfeeding: A Vision for the Future* manifesto; launch planned in early 2009
- Commenting on WIC reauthorization
- *Planning online advocacy campaigns for workplace breastfeeding legislation on both the state and federal levels
- *Seeking funding/organizational partner for Congressional briefing luncheon

Workplace BF Support Committee (Goal IV)



Chair: Chris Mulford, RN, IBCLC

chrismulfo@comcast.net

Current projects:

- *Building a web repository of workplace breastfeeding support resources
- *Collaboration on advocacy campaign efforts for workplace breastfeeding legislation

The United States Breastfeeding Committee:

What Does it Mean for Me and My
Coalition?



State Breastfeeding Coalition Committee



Chair: Allison Walsh, IBCLC, LCCE, FACCE
allison.walsh@verizon.net

Current projects:

- ❑ Bi-monthly CDC-USBC Teleconferences
- ❑ USBC – Coalition relationships and communication
- ❑ Coalitions Directory
- ❑ Coalitions Electronic Forum
- ❑ National Conferences of State/Territory Breastfeeding Coalitions (in even years)
- ❑ New Coalition Mini-Grants Program

2008 Conference Statistics



- ❑ 292 people attended
- ❑ All 50 states + the District of Columbia
- ❑ 4 territories
- ❑ 8 Indian Nations
- ❑ 26 USBC member organizations, including 5 federal agencies
- ❑ 28 AAP Chapter Breastfeeding Coordinators
- ❑ 45 interested individuals as Open Participants

2008 Conference Program



- **Four Plenary sessions**
 - *Advocacy for Exclusive Breastfeeding: How we can make a difference* (Labbok)
 - *How to Talk With the Media* (Detz)
 - *Nuts and Bolts of Advocacy and Lobbying for the Busy Nonprofit Organization* (Hudson)
 - *Motherhood in America* (MomsRising)
- **12 Concurrent Sessions**
- **65 Breakfast Table Topics**

2010 Conference



- Planned for January 23-25, 2010
- Washington, DC area
- Will continue Breakfast Table Topics (BTTs)
- Will build in "Hill time"
- Reviewing other comments from 2006 and 2008 evaluations; send suggestions to office@usbreastfeeding.org

Coalition Mini-Grants



- Funded by the CDC; administered by the USBC
- Will award several \$500 to \$3,000 grants, totaling \$18,000 in funding for state, territory, and tribal breastfeeding coalitions
- **Purpose:** To enhance the capacity of state/territory/tribal breastfeeding coalitions while ensuring that coalitions are not duplicating efforts. The mini-grants will promote enhanced focus on developing innovative strategies; refining, tailoring, and replicating previously successful strategies; and sharing results widely; thereby building on the work of others to enhance protection, promotion, and support of breastfeeding.

Mini-Grants Deadlines



- **Application Deadline:**
5:00 p.m. (ET), Friday, January 9, 2009
- Notification of Funded Proposals:
February 6, 2009
- Checks to Funded Coalitions:
by February 28, 2009
- Presentations at 2010 Conference:
January 23-25, 2010
- Final Mini-Grant Reports Due:
March 31, 2010

Coalition Resources



Access from the Coalitions link at www.usbreastfeeding.org.

- Bi-Monthly Teleconference Archives
- 2006 and 2008 NCSBC Archives
- Coalitions Directory (including link for updates)
- StateBFC Yahoo Group discussion list serv:
To subscribe, send an e-mail to
StateBFC-subscribe@yahogroups.com
- USBC Coalitions E-mail Announcements:
To subscribe, go to
<http://org2.democracynaction.org/o/5162/signUp.jsp?key=332>
- Link to login page for the Coalitions Electronic Forum

Coalitions Electronic Forum: Designated Contributors



- **Designated Contributors:** Coalitions assign two Designated Contributors to the USBC electronic forum and are encouraged to choose one individual to represent consumer (parents) groups and the other to represent health professional associations. The state/territory WIC breastfeeding coordinator will be a third Designated Contributor representing the governmental constituency.
- Designated Contributors have a responsibility to:
 1. participate actively in the Coalitions Electronic Forum,
 2. share the resources and knowledge gained from this participation with their coalition and with others throughout their state/territory.

Coalitions Electronic Forum: Designated Contributors



- Coalitions will be asked to communicate with the USBC at least twice a year (online mechanism will be provided).
- The Designated Contributors (DCs) serve as the contact persons:
 - receive formal requests for reports/updates to be submitted
 - receive other important announcements and information sent via the USBC's e-mail list
- It is the coalition's responsibility to ensure that the contact information for their DCs is kept up to date.
- To update your Designated Contributors, please use the form: http://www.surveymonkey.com/s.aspx?sm=vCskQcNUcg9p2vIxZktvHA_3d_3d
- Please only fill out the form one time per state (for each update), to prevent duplicate or inconsistent data.
- The DCs will be sent their login information within 5-10 business days of registration.

Coalitions Electronic Forum: “How-To” Basics



- **Tip:** Bookmark the login page! (or access from the Coalitions section of www.usbreastfeeding.org):
http://gme.groupmindexpress.com/usbc/?object_id=GME_Login
- If you forget your user name or password, the “Forgot your password?” link will send it to the e-mail address that was provided for that Designated Contributor.
- If an existing DC needs to update their e-mail address on file, please send an e-mail to office@usbreastfeeding.org.
- Once logged in, click the link for “Coalitions Electronic Forum.” You’ll see a menu with links to various tools: document libraries and discussion forums are the most common types.
- Each tool has instructions at the top—please review these, especially when using the tool for the first time!

Coalitions Electronic Forum: Tips and Tricks



- ❑ Be aware of links (typically underlined words).
- ❑ Links change color when you've visited them in the past.
- ❑ Be aware of breadcrumbs for navigation in the top center panel. Click previous steps in your breadcrumb "trail" to more easily jump back and forth.
- ❑ Comments made on discussion forums and documents uploaded to libraries will show the submitter's name. **Note:** If you share your DC login with others in your coalition, please do NOT change the name/contact info in the user profile. All official changes should go through the USBC office to ensure they are made globally.
- ❑ Questions/problems? E-mail office@usbreastfeeding.org.

Other Plans...



- ❑ Expansion of Electronic Forum
 - Seeking funding to expand access to more than 3 individuals per state/territory.
 - Additional funding could also allow a private area to be set up for each coalition with access to the online collaboration tools.
- ❑ Annual Reports/Updates
- ❑ Quarterly E-newsletter
- ❑ Advocacy Campaigns & E-mail Action Alerts
- ❑ Outreach/Friends of the USBC

We Need Your Support!



- USBC does NOT currently have funding that supports the maintenance of the Website, the Coalitions Electronic Forum, the Coalitions Directory, E-mail Announcements, Advocacy Actions...
- If everyone on the call gave just \$5/month, that could mean **\$2,500+/month** in additional resources (\$30,000+ per year)!
- Flexible ways to give:
 - **To pay by credit card:** Complete the secure online donation form https://org2.democracyinaction.org/o/5162/shop/custom.jsp?donate_page_KEY=38
 - **To pay by check:** Mail in the Friend Donation Form <http://www.usbreastfeeding.org/USBC-Friend-Donation-Form.pdf>
 - **Recurring donations:** Automatically debit from your card monthly, weekly, quarterly, biannually, annually (evens out cash flow for you AND for us)!
 - **Corporate Matching Gifts (NEW!):** Increase the impact of your gift—does your employer “match” charitable contributions? Learn more at: <http://www.usbreastfeeding.org/Corporate-Matching.html>

Contact Us



- **United States Breastfeeding Committee (USBC)**
2025 M Street, NW, Suite 800
Washington, DC 20036
- Voice: **202-367-1132** FAX: **202-367-2132**
- E-mail: office@usbreastfeeding.org

- Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC
 - joan.meek@orlandohealth.com
- Allison Walsh, IBCLC, LCCE, FACCE
 - allison.walsh@verizon.net
- Megan Renner
 - mrenner@usbreastfeeding.org

Thank you!



**Babies are
born to
breastfeed!**