



Support
Changes
Everything

usbc
United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

2019 ANNUAL REPORT





Welcome

Thank you for joining us as we celebrate the U.S. Breastfeeding Committee's progress in 2019 toward achieving our mission to drive policy and practice changes to create a landscape of breastfeeding support.

We are proud to have one of the youngest, most diverse boards in the national nonprofit sector. This year USBC underwent a significant membership expansion – growing our membership by 43% – and furthering our capacity to engage and center voices from the margin as we seek to define and influence political change levers.

I am thankful for the work we collectively do to ignite and sustain a fair and equitable landscape of breastfeeding support for families and communities across the United States. Our effort to build a vibrant First Foods ecosystem inclusive of people, partnerships, programs, and policies that empower families to reach their breastfeeding goals would not be possible without you and your engagement. I am grateful to all of you who support our advocacy efforts, which are vital, but unfunded, aspects of this work, and I invite you, if you are not already making a monthly contribution, to join us.

When I first visited the Hill in my new role as Executive Director of the USBC, I saw with my own eyes the valuable relationships that the USBC leadership team has built with Representatives and Senators from both sides of the aisle. Last year, the team galvanized the field to achieve the passage of the Fairness for Breastfeeding Mothers Act, the inclusion of funding for CDC breastfeeding support programs in House and Senate appropriations bills, and the passage of the Traveling Parents Screening Consistency Act of 2019 in the House. These are substantial achievements! Advocacy efforts are also underway for the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act to ensure that 9 million more workers have the right to pump at work.

It is our collective efforts on important legislation like this that support the progress of the entire field and breastfeeding people and families across the country.

Moving into 2020, our efforts will continue to center an agenda that elevates policy, systems, and environmental changes that ensure that the most vulnerable members of our society get the healthiest start possible through breastfeeding. We can do this together through a shared commitment, as individuals and as organizations, to advocating for breastfeeding-friendly federal legislation and by ensuring that the field is well poised and supported to move forward legislation at the state level. Together, we can make significant change for all breastfeeding families. The USBC is thankful for your engagement, passion, and commitment.

Onward!

USBC Mission:

To drive **collaborative** efforts for policy and practices that create a **landscape of breastfeeding support** across the United States.

USBC Vision:

Thriving families and communities

USBC Values:

Leadership: The USBC depends upon the development, engagement, and inspiration of collaborative leaders who serve on behalf of our common cause. They may draw upon the wisdom of organizations, but serve as individuals.

Integrity: The USBC champions honesty, transparency, and accountability as integral to the success of our collaborative efforts.

Inclusion: The USBC places a premium on meaningful opportunities for all voices to be heard. A commitment to diversity and equity infuses our work and decision-making.

2019 USBC Staff Team



A note from the USBC staff team....

Under the leadership of our Interim Executive Director, Amelia Psmythe Seger, the Executive Team, and our Board of Directors, the USBC staff embraced our leadership transition period as a chance to create and embody a new path forward for the USBC. Our strengthened work would not have been possible without Amelia's guidance and vision during the interim period. We are so grateful to her for her skilled facilitation and commitment to the mission of the USBC. In October, we were thrilled to welcome Nikia Sankofa as our new Executive Director. Her public health lens and system-level thinking have already spurred exciting conversations about the next phase for the USBC. We're digging deep and celebrating all the ways that we are uniquely poised to serve the First Food field. Here's to an amazing 2020!

*Welcome Nikia!
October
2019*



Nikia Sankofa
Executive Director



Amelia Psmythe Seger
Interim Executive Director/
Deputy Director

*Gratitude & well wishes,
Kinkini!*



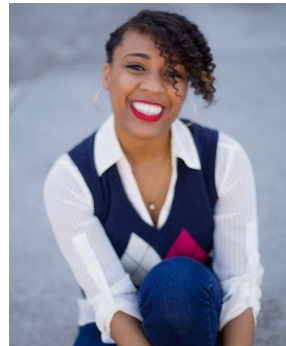
Kinkini Banerjee
Coalition Relations
Director



Cheryl Lebedevitch
Sr. Workplace Program
Manager & Policy Analyst



Camille Abbe
Events & Public
Relations Manager



Denae Schmidt
Member Relations &
Operations Manager



Alyssa Speece
Constellation Program
Manager



Sarah Walz
Sr. Communications &
Program Coordinator

*Gratitude & well wishes,
Adilene!*



Adilene Robinson
Member Relations &
Administrative Coordinator



Miriam Rodriguez
Coalition Relations
Coordinator



Board of Directors

“As I reflect on 2019, I’m grateful for the USBC staff team’s resilience and commitment to excellence amidst the extended leadership transition. With their dedicated efforts, the USBC voted to transform its membership categories so that breastfeeding coalitions and community-based organizations joined national nonprofit members as equal partners. We nearly doubled in size, but we grew exponentially in diversity and inclusion. Throughout our first in-person member meeting and conference as an expanded member organization, many of us celebrated the palpable change.

As mammals, we are born knowing to breastfeed. We breastfeed to connect in peace and love, to forge lifelong bonds, to heal and nourish and protect, to grow strong. Today, the USBC is a special space where people come together to meet those same needs for ourselves, for our field, and for our nation. With this, we enter 2020 with unprecedented potential.

— Emily Taylor, USBC Board Chair

USBC Board of Directors 2019-2020



Emily Taylor
Chair



Mona Liza Hamlin
Past Chair



Amy Barron Smolinski
Treasurer



Brenda Reyes
Secretary



Stephanie Carroll
Elected Director



Camie Goldhammer
Elected Director



Scott Hartman
Elected Director



Nekisha Killings
Elected Director



Kimberly Moore-Salas
Elected Director



Andrea Serano
Elected Director



Tina Sherman
Elected Director



Board of Directors

Outgoing Board Members



Suzanne Haydu
Treasurer



Jeanette Kowalik
Elected Director



Laurel Wilson
Elected Director

YEAR IN REVIEW

2019

JAN: Celebrating 20 Years of USBC: #XOfor20 Fundraiser

FEB: >1K messages to legislators in "Welcome Congress Week"

Feb: USBC Expands and Transforms Membership

June: 9th NBCC and Advocacy Day at Capitol Hill

July: Fairness for Breastfeeding Mother's Act signed into law

Sept: Lactation Support Provider Pathways Resource Published

Oct: USBC Welcomes our new Executive Director Nikia Sankofa

Dec: Congress passes 2 funding bills & the "Small Airport Mothers' Rooms Act" passes the House.

6/12-13/20: 10th Annual NBCC: Many Voices United!

2020

SO MANY BLESSINGS TO CELEBRATE
the USBC Breastfeeding Committee Board of Directors

2019 holiday greeting card from the USBC Board of Directors

“The year 2019 was quite transformative for the United States Breastfeeding Committee! Welcoming Nikia Sankofa as our Executive Director is just one of the many accomplishments we had this year.

As outgoing Chair, I am thrilled to watch this beloved organization continue on the path of centering equity in our work to promote, protect, and support breastfeeding.

With the staff and board working closely together, we are well on our way to even more achievements in 2020!

— Mona Liza Hamlin, USBC Past Chair



Thank You to Our Volunteer Committees!

* indicates staff liaison to committee

Awards Committee

Kinkini Banerjee*	Kimberly Moore-Salas,
Shanita Fort	Chair
Camie Goldhammer	Miriam Rodriguez*
Scott Hartman	Mary Ryngaert
Tamika Harris	Linda Smith
Jeanette Kowalik	Treva Smith
Sekeita Lewis-Johnson	Laurel Wilson
Sahira Long	Grace Renee Yee
Carol MacGowan	

Conference Program Committee

Camille Abbe	Miriam Rodriguez*
Kinkini Banerjee*	Stephanie Rodriguez-Moser
Stephanie Carroll, Co-Chair	Tytina Sanders-Bey, Co-Chair
Liz Chang	Andrea Serano
Mona Liza Hamlin	Alyssa Speece
Tamika Harris	Emily Taylor
Malia Luarkie	Cissy Watkins
Carol MacGowan	Lindsae Wilkes
Tiana Pyles	Grace Renee Yee

Constellation Steering Committee

Ifeyinwa Asiodu	Amelia Psmythe Seger*
Brenda Bandy	Alyssa Speece*
Mona Liza Hamlin	Emily Taylor, Chair
Cheryl Lebedevitch*	

CRASH Committee

Ifeyinwa Asiodu	Amelia Psmythe Seger*
Kinkini Banerjee*	Miriam Rodriguez*
Elizabeth Brooks	Lourdes María Santaballa,
Shenell Ford	Co-Chair
Mona Liza Hamlin	Treva Smith
Ana Maria Linares	Emily Taylor
Sahira Long, Co-Chair	Cissy Watkins
Nandi A. Marshall	Zakiah Kiara Williams
Elise Morse-Gagne	Michal Young

Finance & Audit Committee

Stephanie Carroll	Rebecca Mannel
Ann Dozier	Denae Schmidt*
Mona Liza Hamlin	Amy Smolinski
Suzanne Haydu, Chair	Emily Taylor

Membership Engagement Committee

Kinkini Banerjee*	Tiana Pyles
Elizabeth Brooks	Adilene Robinson
Stephanie Carroll	Mary Ryngaert
Robbie Gonzalez-Dow	Lourdes María Santaballa
Nekisha Killings, Chair	Denae Schmidt*
Muswamba Mwamba	

Nominating Committee

Kinkini Banerjee*	Amelia Psmythe Seger*
Elizabeth Brooks	Linda Smith
Stacy Davis	Cindy Turner-Maffei
Dominique Gallo	Allison Walsh, Chair
Muswamba Mwamba	

Transition & Search Committees

Lisa Akers (T, S)	Nikia Sankofa (T)
Ifeyinwa Asiodu (T, S)	Denae Schmidt (S)*
Mona Liza Hamlin (T, S)	Catherine Sullivan (T, S)
Cheryl Lebedevitch (T, S)*	Emily Taylor (T, S)
Kimberly Moore-Salas (S)	Allison Walsh (T)
Brenda Reyes (T, S)	Cissy Watkins (S)

CRASH Committee



CRASH Committee Staff Liaisons: Kinkini, Miriam, & Amelia

In August 2013, the USBC Board of Directors formed the CRASH Committee to enhance the ability of USBC governance, membership, personnel, and coalitions to build structures, systems, and a culture of inclusiveness to engender a more equitable and just First Food field. The committee's name comes from the name of a cultural competency training program for medical professionals.

CRASH works to normalize, operationalize, and internalize USBC's explicit focus on equity, and provides guidance in the implementation of USBC's Strategic Goal 4, "Create and Model a Culture of Inclusion, Diversity, & Equity." Transformation Teams within the committee represent the four domains of CRASH's charter - Governance, Membership, Coalition, and Personnel/Staff - exploring and advising recommendations for changes to the USBC bylaws, policies, practices, and procedures. While CRASH oversees work and focuses on cultural change, Transformation Teams work to operationalize policy and structural change.

What is CRASH?

"CRASH" is an acronym for the following essential components of culturally competent health care:

Consider **Culture**, show **Respect**, **Assess/Affirm** differences, show **Sensitivity** and **Self-awareness**, and do it all with **Humility**.

Reasons to Celebrate in 2019

- CRASH welcomed the largest and the most diverse cohort of new members this year, representing WIC, academia, community-based organizations, health professional organizations, families, health systems, and breastfeeding coalitions.
- CRASH members provided hosting and facilitation support at the NBCC, ensuring that attendees were welcomed and supported throughout the event.
- CRASH continued to monitor the demographics of USBC member representatives and took steps to increase representation of minority voices in our collaborative work.

Looking Ahead to 2020

- CRASH is completing a review of the status of implementation of the CRASH recommendations, and proposing strategies to strengthen the influence of USBC's network to eliminate inequities in the First Food field.
- CRASH invites you to join the Racial Equity Online Learning Community, and the many collaborative work and action communities, so together we can build a movement to ensure that all families are supported during pregnancy, birth, breastfeeding, and beyond.

I attended the African American/Black Identity Caucus Meeting [at NBCC 2019] and it was so healing...it did my soul good to be in a room of peers who look like me to remind me that I'm not alone.

— 2019 NBCC Attendee





Membership

Membership Team Leaders: Denae & Adilene

Growing Together

After a historic vote to transform USBC's membership makeup, the USBC expanded exponentially. In 2019, the USBC grew from **60** member organizations to **106** organizations – a **43% increase!**

The USBC is proud to represent the First Food field more broadly than ever before. The USBC membership now extends from grassroots coalitions to treetops national nonprofits, with representation from affiliate non-voting governmental and for-profit members. Refer to the graph below for a rendering of the organizational diversity now represented by USBC membership.

We look forward to continuing to leverage our work together in 2020 to make real change for breastfeeding people and their families!

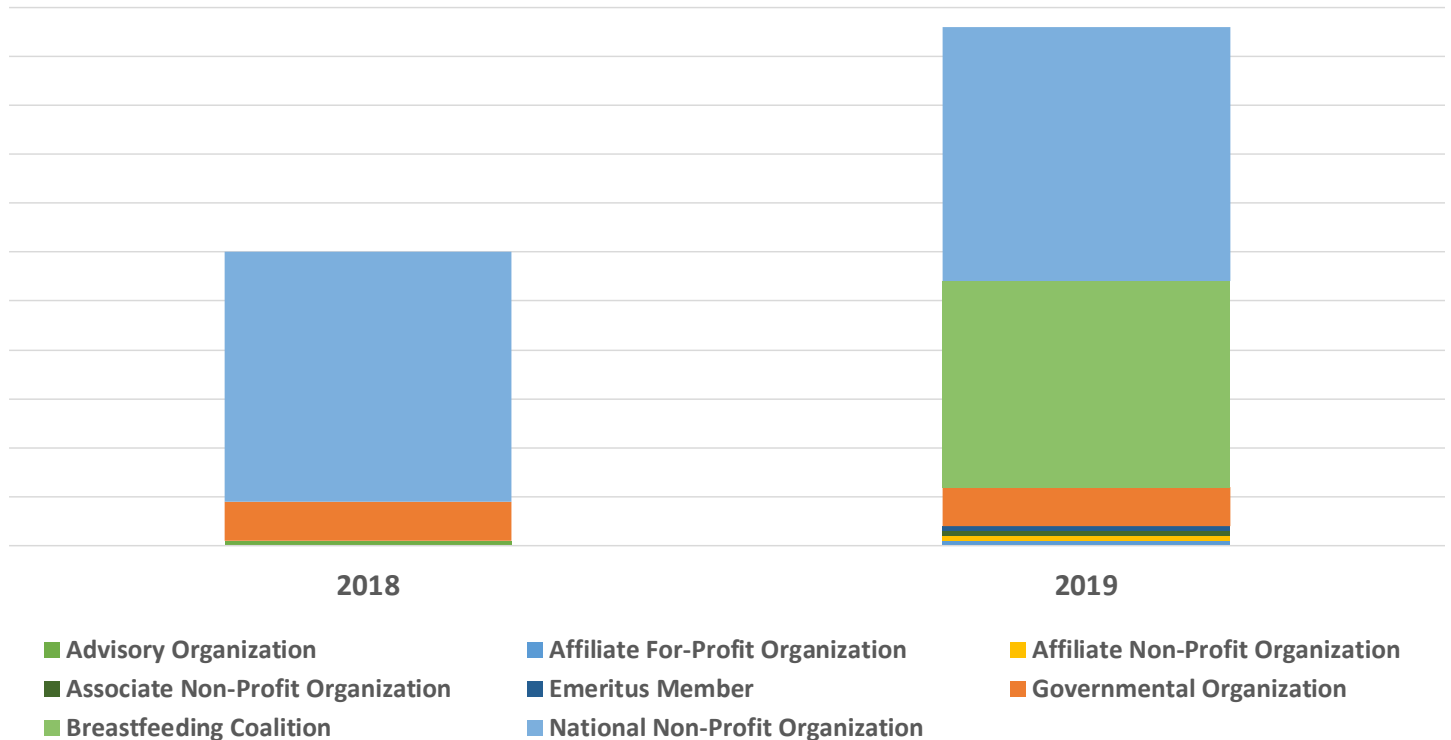


Members make it happen!

47% of presenters at NBCC 2019 were from USBC member organizations

52% of presenters on USBC-hosted webinars in 2019 were from USBC member organizations

USBC Member Organizations by Type and Quantity



USBC Member Organizations



National Nonprofit Members (Voting)

1,000 Days
Academy of Breastfeeding Medicine
Academy of Nutrition and Dietetics
American Academy of Family Physicians
American Academy of Nursing
American Academy of Pediatrics
American Association of Birth Centers
American Breastfeeding Institute
American College of Nurse-Midwives
American College of Obstetricians and Gynecologists
American College of Osteopathic Pediatricians
American Nurses Association
American Public Health Association
Association of Maternal & Child Health Programs
Association of State Public Health Nutritionists
Association of Women's Health, Obstetric and Neonatal Nurses
Baby Café USA
Baby-Friendly USA
Black Mothers' Breastfeeding Association
BreastCancer.org
Breastfeeding USA
Carolina Global Breastfeeding Institute
Center for Health Equity, Education and Research*
Centering Healthcare Institute
Childbirth and Postpartum Professionals Association (CAPP Foundation)
Every Mother, Inc.
FHI 360
HealthConnect One
Healthy Children Project, Inc.
Human Milk Banking Association of North America
ImprovingBirth
Institute for the Advancement of Breastfeeding & Lactation Education
International Board of Lactation Consultant Examiners
International Childbirth Education Association
La Leche League Alliance for Breastfeeding Education*
La Leche League USA
Lactation Education Accreditation and Approval Review Committee
Lamaze International
Mom2Mom Global
MomsRising
National Alliance for Breastfeeding Advocacy: Research, Education and Legal
National Association of Neonatal Nurses

National Association of Pediatric Nurse Practitioners
National Association of Professional and Peer Lactation Supporters of Color
National Perinatal Association
National WIC Association
Nemours Children's Health System (Nemours Foundation)
Public Citizen
Reaching Our Sisters Everywhere
United States Lactation Consultant Association
Women-Inspired Systems' Enrichment
ZERO TO THREE

Affiliate Nonprofit Members (Voting)

Precious Jewels Moms Ministries*

Associate Nonprofit Members (Voting)

Centro Pediátrico de Lactancia y Crianza*

Breastfeeding Coalition Members (Voting)

Adelante, The Latino Network for Health and Education*
Alabama Breastfeeding Committee*
Alaska Breastfeeding Coalition*
Alimentación Segura Infantil*
Appalachian Breastfeeding Network*
Arkansas Breastfeeding Coalition*
Asian Breastfeeding Task Force*
BreastfeedLA*
Breastfeeding Coalition of Delaware*
Breastfeeding Hawaii*
Breastfeeding Sisters That Are Receiving Support*
California Breastfeeding Coalition*
Coalition of Oklahoma Breastfeeding Advocates*
Colorado Breastfeeding Coalition*
Connecticut Breastfeeding Coalition*
District of Columbia Breastfeeding Coalition*
Florida Breastfeeding Coalition*
Georgia Breastfeeding Coalition*
Indigenous Breastfeeding Counselor*
Indiana Breastfeeding Coalition*
Kansas Breastfeeding Coalition*
Kentuckiana Lactation Improvement Coalition*
Lactation Improvement Network of Kentucky*
Maryland Breastfeeding Coalition*

Minnesota Breastfeeding Coalition*
Montana State Breastfeeding Coalition*
Nebraska Breastfeeding Coalition*
New Hampshire Breastfeeding Task Force*
New Jersey Breastfeeding Coalition*
New Mexico Breastfeeding Task Force*
New York Statewide Breastfeeding Coalition*
North Carolina Breastfeeding Coalition*
North Dakota Breastfeeding Coalition*
Ohio Breastfeeding Alliance*
Southeast Michigan IBCLC's of Color*
Tarrant County Breastfeeding Coalition*
Tennessee Breastfeeding Coalition*
Texas Breastfeeding Coalition*
Virginia Breastfeeding Coalition*
Vital Village Network's Boston Breastfeeding Coalition*
West Virginia Breastfeeding Alliance*
Wisconsin Breastfeeding Coalition*

Affiliate For-Profit Members (Non-Voting)

AM2 Solutions, LLC
Lactation Education Resources

Governmental Members (Non-Voting)

DHHS, Office on Women's Health
DHHS, Centers for Disease Control and Prevention
DHHS, Agency for Healthcare Research and Quality
DHHS, Food and Drug Administration, Center for Food Safety & Applied Nutrition
DHHS, Health Resources and Services Administration, Maternal and Child Health Bureau
DHHS, Indian Health Service
DHHS, National Institutes of Health, National Institute of Child Health and Human Development
USDA, Food and Nutrition Service

Emeritus Members (Non-Voting)

Ruth A. Lawrence, MD, FAAP, FAACT, FABM

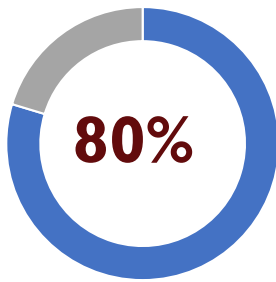
*New member organization in 2019



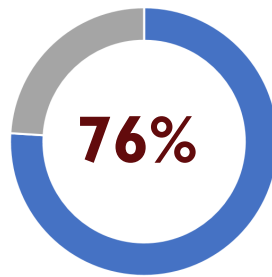
Membership Engagement



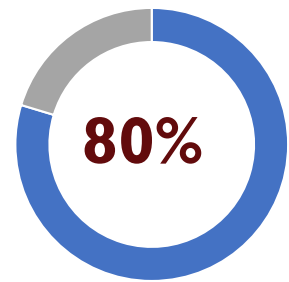
Participants in the June 2019 Membership Meeting



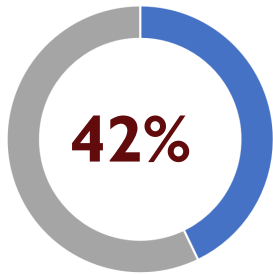
of member organizations attended the January 2019 Membership Meeting



of member organizations attended the June 2019 Membership Meeting

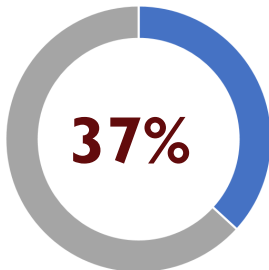


of member organizations attended the June 2019 National Breastfeeding Conference & Convening

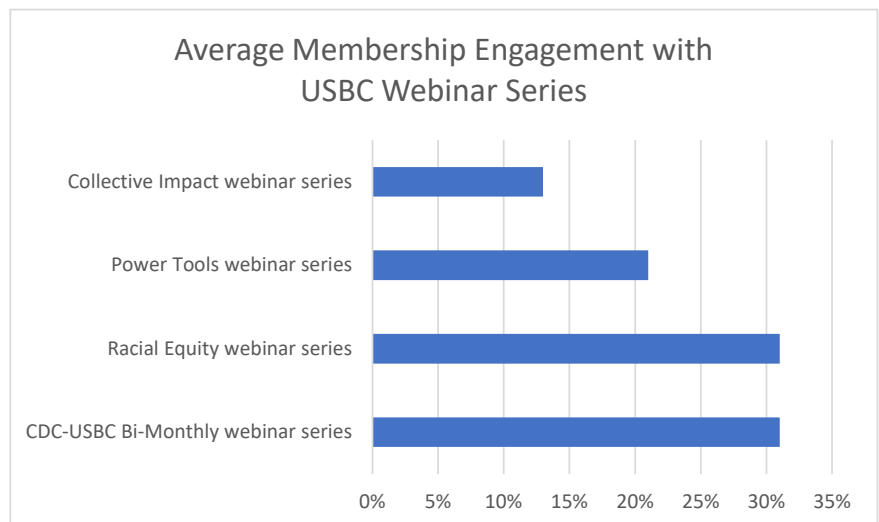


of member organizations attended the September 2019 Membership Meeting

There's opportunity for growth in engagement!



of member organizations are participating in USBC Constellations



Virtual Learning Collaborative



Webinar Team Leaders: Kinkini, Miriam, Amelia, & Alyssa

By the Numbers

- **21 sessions** across 4 free bi-monthly series
- **26 hours** of free education
- 36 speakers from **25 organizations**
- **52% of webinars** presented by USBC member organizations
- Total attendees = **3,021**



CDC-USBC Bi-Monthly Coalitions Webinar Series

- “Exposed: Discrimination Against Breastfeeding Workers” ~ Liz Morris and Jessica Lee, WorkLife Law Center
- “Idaho Breastfeeding Coalition Facilitates Hospital and WIC Community Partnership” ~ Cindy Galloway and Cindi Bennett, Idaho Breastfeeding Coalition
- “Emerging Leaders in the Lactation Profession: Co-designing Opportunities and Programs with Community,” ~ Erica Pike and Melody Cunningham, Boston Breastfeeding Coalition, Vital Village
- “Safe Infant Sleep Practices: Integrating Breastfeeding & Safe Sleep,” ~ Stacy Scott, National Institute for Children’s Health Quality; and Lorena Kaplan, Kennedy Shriver National Institute of Child Health and Human Development
- “The Physician Engagement and Training Focused on Breastfeeding Project” ~ Ngozi Onyema-Melton and Kera Beskin, American Academy of Pediatrics

Power Tools Webinar Series

- “Being Heard: Key Communication Strategies for Maternal and Child Health” ~ Kimberly Seals Allers, Maternal and Child Health Communication Collective
- “Alameda County Breastfeeding Coalition: Organizing for Effectiveness” ~ Jeanne Kettles and Tonya Lang, Alameda County Breastfeeding Coalition
- “The World Breastfeeding Trends Initiative (WBTi): the US results,” ~ Karin Cadwell, Healthy Children Project’s Center for Breastfeeding
- “Designing Evaluations for Systems Change” ~ Kimberly Broomfield-Massey, EMSTAR Research, Inc
- “Advancing Inclusive and Equitable Breastfeeding Support at the Grassroots,” ~ Jarene Fleming, Virginia Department of Health; Vanessa Hanible, DC Breastfeeding Coalition; Angela Love-Zaranka, Virginia Breastfeeding Coalition; Uranus “Rae” Mapson, Southern Maryland Breastfeeding Alliance; Jennifer AF Tender; DC Breastfeeding Coalition
- “Building Relationships: A Key to the Rise of our Indigenous Breastfeeding Communities” ~ Amber Kapuamakamaeokalani Wong Granite, Breastfeeding Hawai’i Coalition

Thank you to all speakers and attendees!



Virtual Learning Collaborative

Racial Equity Webinar Series

- “Reclaiming Breastfeeding in Indigenous Communities” ~ Camie Goldhammer, Native American Breastfeeding Coalition of Washington/National Association of Professional and Peer Lactation Supporters of Color; and Kimberly Moore-Salas, Navajo Nation Breastfeeding Coalition
- “Secure Your Own Mask Before Helping Others: Confronting Implicit Bias within Ourselves” ~ Stacy Davis and Felisha Floyd, National Association of Professional and Peer Lactation Supporters of Color,
- “Advocating for Families Who Have Been Failed by the Health Care and Legal Systems” ~ Jada Wright Nichols, Blossom Health and Maternal Wellness
- “Cultural Communities Supporting Breastfeeding in Kansas” ~ Stephanie Rupnicki and Stacy Yeager, The Kansas Breastfeeding Coalition, Inc.

Collective Impact Webinar Series

- “Building Strong Foundations for Meaningful Change,” ~ Amelia Psmythe and Alyssa Speece, U.S. Breastfeeding Committee
- “The Art & Practice of Facilitation: Designing Purposeful Meetings” ~ Kimberly Broomfield-Massey, EMSTAR Research Inc.; Andrea Serano, Reaching Our Sisters Everywhere; Cheryl Lebedevitch, U.S. Breastfeeding Committee
- “Beyond Collaboration: Create a Culture of Belonging” ~ Ernelyn J. Navarro, California Breastfeeding Coalition
- “Community-Centered, Digital Innovations for Equitable Care” ~ Kimberley Seals Allers, Maternal and Child Health Communication Collective

This was an inspiring and gratifying program. Thank you! In a small rural community where numbers of mothers are smaller than in a large city, this information is helpful.

— “*Emerging Leaders in the Lactation Profession: Co-designing Opportunities and Programs with Community*” attendee

I always am fascinated about how lactation can be connected to so many topics. Everyone could use lactation knowledge no matter what area they work in!

— “*Advocating for Families Who Have Been Failed by the Health Care and Legal Systems*” attendee

Kansas has an amazing story - I have watched them over the years, as they have worked so hard to build support across many sectors, and to address the largest gaps in support. It is impressive how collaborative this work is.

— “*Cultural Communities Supporting Breastfeeding in Kansas*” attendee

Thank you to the W.K. Kellogg Foundation and the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity and Obesity and the Center for State, Tribal, Local, and Territorial Support for their support of USBC’s webinar series.

2019 National Breastfeeding Conference & Convening



**Taking Equity from Theory to Practice:
Advancing Inclusive and Collaborative Breastfeeding Support**

NBCC Team Leaders: Kinkini, Camille, & Miriam
(with full staff team support!)

Honoring Who Was In The Room



The NBCC had more than **330 registered attendees**, with **155 first-time attendees!**

Folks came from 48 states plus D.C., Puerto Rico, and Canada, and just about **half of the attendees identify as people of color.**

USBC offered **Continuing Education credits** for the first time, and 92 attendees participated.

USBC presented **21 awards to breastfeeding leaders**: 2 Emerging Leaders, 7 Tribal Trailblazers, 12 Cultural Changemakers.

Attendees enjoyed **57 plenary, panel, peer sharing, and poster presentations!**

“Forming meaningful connections in person was truly enjoyable. As someone with only one year under her belt in this field, these face-to-face connections are so important...I will absolutely be applying those skills to my work.”

— NBCC 2019 attendee



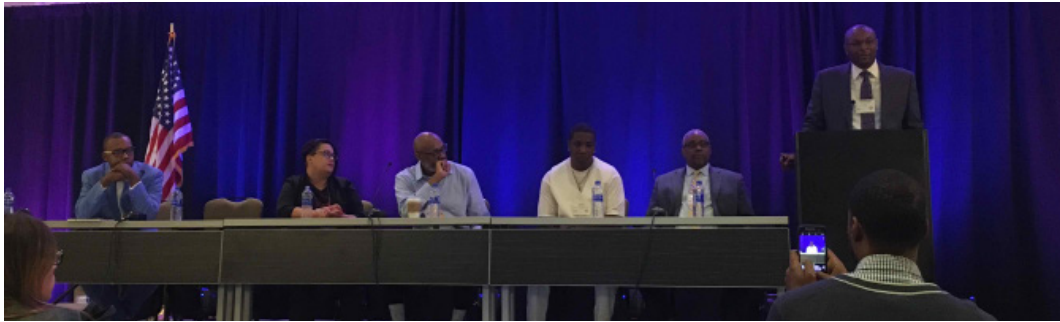
Our first ever “speed dating” style networking event was a big success! Attendees had just three minutes to connect before switching to chat with another individual, and the conversations were rich! More than a few of us had to be pulled from our conversation companions after the bell rang.



Thank you for your participation!



2019 National Breastfeeding Conference & Convening



Left to right: Clifton Kenon, Stephanie Carroll, Robert A. Lee, Kevin Sherman, Calvin L. Williams, Muswamba Mwamba

Speaker Spotlight: Inclusive Partner Panel

All of the presenters from the partner panel, **“Inclusive Breastfeeding Support of Partners, Spouses, and Family Voices in Breastfeeding Support,”** were so powerful that it was a “mic drop” moment! This panel presentation included “Supporting All Families During Lactation”; “Shepherding a New Dialogue in the Breastfeeding Community”; and “Reaching Our Brothers Everywhere.” We are so grateful to each of our presenters for sharing their stories and illustrating the importance of supporting and including all members of a baby’s family.

Thank You NBCC Supporters & Sponsors!

Funding for this conference was made possible (in part) by:

- Centers for Disease Control and Prevention
 - Center for State, Tribal, Local & Territorial Support
 - Division of Nutrition, Physical Activity, and Obesity
- W.K. Kellogg Foundation

Sponsors:

- American College of Obstetricians & Gynecologists
- Bryam Healthcare



The USBC is the true leader and mentor in helping us all to center equity as breastfeeding advocates.

— NBCC 2019 attendee

Advocacy in Action



Advocacy Team Leaders: Amelia, Cheryl, Kinkini, & Nikia | Communications Team Leaders: Cheryl, Camille, & Sarah

The USBC mobilizes timely and strategic outreach to policymakers and the public in support of policies and legislation that support breastfeeding families. We listen to your input and use it to build our policy agenda. Then, with your help, we put it into action – connecting with multi-sectoral stakeholders, including federal agencies, members, partners, breastfeeding coalitions, Congressional champions, and individuals across the Nation. **Together, we continue to bring the voices of breastfeeding families to the halls of Congress.**

Secured **\$9M** in Federal Appropriations for Breastfeeding

Collective action and coordinated advocacy this year resulted in a \$1 million funding increase for the CDC's Hospitals Promoting Breastfeeding program. This funding is helping to build a landscape of breastfeeding support across the United States by supporting critical programs and initiatives to improve maternity care practices, increase access to peer and professional support, ensure continuity of breastfeeding care, increase support for breastfeeding employees, and address disparities in breastfeeding rates. Mobilizing funding for the field is a top priority for the USBC.



Kinkini Banerjee and Amelia Psmythe Seger on Capitol Hill, February 2019

Passed Fairness for Breastfeeding Mothers Act into Law

With the passage of the Fairness for Breastfeeding Mothers Act, certain public buildings that contain a public restroom are required to also provide a lactation room, other than a bathroom, that is hygienic and available for use by a member of the public. This means that advocates and visitors to Capitol Hill, Senate and House office buildings, the Smithsonian buildings, courthouses, customshouses, and other federal facilities around the nation will have access to a clean, private lactation space.



Amelia Psmythe Seger and Nikia Sankofa on Capitol Hill, October 2019



USBC Resources

- Revamped Policy & Action section of USBC website
- Hosted three Federal Legislation & Policy Updates and one Advocacy Networking Call, featuring updates from eight organizations
- Reported with timely analysis at all stages of the federal budget process
- Published state breastfeeding reports for all 50 states, D.C., and Puerto Rico
- Published a variety of news releases and op-eds highlighting policy solutions to challenges faced by breastfeeding families

Stay updated by signing up for USBC Action Alerts: www.usbreastfeeding.org/signup



Advocacy in Action

Connecting & Amplifying the First Food Field

Virtual Collaboration

- Coordinated 6 organizational sign-on letters with a total of **433 signing organizations**
- USBC Constellations coordinated three sign-on letters with a total of **186 signing organizations**
- Signed on to **24 organizational letters**
- Submitted Public Comments to U.S. Department of Labor Proposed Overtime Rule; Healthy People 2030 objectives proposal (in coordination with BPHP); and Dietary Guidelines for Americans
- Hosted four action tools, sending a **total of 7,556 messages** to members of Congress
- Sent over one million emails to supporters, with an average of 12 per month



Loudest day of action: November 18, 2019, with 1,362 messages sent to legislators!



In-Person Collaboration

- Advocacy Day 2019: 39 breastfeeding advocates, 10 board members, and 8 staff members from 27 states and territories met with their members of Congress at the U.S. Capitol
- Held first EVER Advocacy Day while Congress was in session—making for an impactful and exciting day!
- Two additional USBC leadership team visits to Capitol Hill, meeting with a total of 26 Congressional offices

“ I used to feel like a tiny little ant, but after today, I feel like an eagle that can change the world! ”
 — Advocacy Day participant

2020 Legislative Look Ahead

- Fiscal Year 2021 breastfeeding appropriations
- Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act
- Support for breastfeeding in new Dietary Guidelines for Americans
- Friendly Airports for Mothers (FAM) Improvement Act of 2019
- Traveling Parents Screening Consistency Act of 2019
- Legislative and policy changes to protect breastfeeding families during the Coronavirus disease (COVID-19) pandemic



The advocacy efforts of the USBC are donor supported – thank you!

Collaborating with Constellations



Constellation Team Leaders: Amelia, Alyssa, & Cheryl

What is a Constellation?

A Constellation is an **action-focused work team** populated by interested member and partner organizations. Constellations share a learning journey, develop a common agenda, identify priority strategies, and implement activities through an equity lens to change the policy landscape. The USBC provides **backbone support** (online workspace, meeting design, and facilitation) to support these high-impact collaborative efforts.



Lactation Support Providers Constellation members at the National Breastfeeding Conference & Convening

2019 Constellation Highlights

The **Continuity of Care Constellation** developed their **charter statement and concept statement** and divided into subgroups to begin working on the Continuity of Care blueprint.

The **Pasteurized Donor Human Milk (PDHM) Constellation** convened stakeholders and began to identify voices missing from the table. Their first collaborative action will be the **development of a consensus statement on PDHM**.

The **Lactation Support Providers (LSP) Constellation** produced an **LSP Descriptor Chart in collaboration with the Physician Education & Training Constellation**. During NBCC, they filmed a related video which will be shared with the field in 2020.

The **Paid Leave Constellation** convened to **stay abreast of progress on paid leave efforts** at the state and national levels.

The **Physician Education & Training Constellation** developed a **model policy for medical trainees who are breastfeeding** and collaborated with the LSP Constellation to articulate a guide on the role of physicians in breastfeeding support.

The **Workplace Support Constellation** collaborated with participants in the Physician Education & Training Constellation on the **second presentation in the Breastfeeding Works webinar series** titled, “Breastfeeding Works: Legal Protections for Lactating Employees and Students in the Health Care Industry.” The Constellation’s Law Gaps Sub-Group worked with Congressional champions to **develop and introduce the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act**, a bill to ensure that all breastfeeding workers have the right to break time and a private, non-bathroom space to pump breast milk during the work day. The sub-group also worked to mobilize the field to support a strong bill introduction, including a joint letter signed by 110 organizations.

Constellations in 2019

52 USBC member organizations and 15 partner organizations and stakeholder individuals came together for collaborative efforts through **6 Constellations**.

Constellations hosted **32 virtual meetings** in 2019.

Thank you
Constellation Stewards
and participants!



Strengthening Our Work Through Dynamic Partnerships

External Partnership Team Leaders: Kinkini, Amelia, & Nikia

USBC participates in a variety of collaborative work groups and initiatives to ensure that the needs of breastfeeding families are addressed within broad public health as well as maternal, infant, and child health efforts.

Breastfeeding Public Health Partners (BPHP)

BPHP is a group of national organizations that collaborate to support national public health priorities to improve the health and overall wellbeing of women, infants, children, and families. BPHP is funded by the Centers for Disease Control and Prevention (CDC) and spearheaded by the National Association of County and City Health Officials (NACCHO).

USBC's 2019 highlights include:

- Led the design and development of the Breastfeeding Public Health Partners Toolkit, connecting breastfeeding coalitions to public health organizations at the national, state, and local level
- Partnered with NACCHO to launch the toolkit, including co-presenting at a training hosted by the CDC Department of Nutrition, Physical Activity, and Obesity and the NACCHO Annual Conference
- Hosted the BPHP online workspace

Children's Healthy Weight Collaborative Improvement & Innovation Network (CollN)

The Children's Healthy Weight CollN uses a state-to-state network to support Title V Maternal and Child Health Services Block Grant Programs in adopting evidence-based or evidence-informed policies and practices related to nutrition, physical activity, and breastfeeding. The CollN is funded by the Health Resources and Services Administration, Maternal and Child Health Bureau (HRSA-MCHB) and spearheaded by the Association of State Public Health Nutritionists. **USBC's 2019**

highlights include:

- Served on the CollN steering committee
- Partnered with state teams to advance policy and practice solutions to address social and ecological barriers to breastfeeding

National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN)

NAPPSS-IIN is a national initiative to improve the likelihood that infant caregivers and families receive consistent, evidence-based instruction about safe sleep and breastfeeding. NAPPSS-IIN is funded by HRSA-MCHB and spearheaded by the National Institute for Children's Health Quality. **USBC's 2019 highlights include:**

- Served on the National Expert Advisory Committee
- Co-chaired the National Action Team on Conversations Modules, which is working to develop customized learning opportunities to encourage adoption of the Conversations Approach to helping families practice safe sleep habits

Partnership to Provide State-level Support for Maternal Health and Early Child Feeding – Birth to 2 years

This initiative aims to strengthen multi-sector partnerships and improve the capacity of state-level maternal child health stakeholders to implement optimal early childhood nutrition and feeding policies and practices. This initiative is funded by the CDC and spearheaded by the Association of Maternal & Child Health Programs (AMCHP). **USBC's 2019 highlights include:**

- Collated culturally diverse breastfeeding resources
- Organized webinar sessions to highlight and disseminate culturally and linguistically relevant breastfeeding resources from the field
- Launched the Cultural Changemakers Award, with eight grassroots leaders representing African American, Latinx, Asian American Pacific Islander, Appalachian, and Native American communities including in the inaugural cohort
 - Awardee activities included: USBC Advocacy Day at the Capitol and policy briefing; focus group conversations on infant feeding practices, food security, and equity; and participation in the Early Child Feeding Forum hosted by AMCHP to promote deeper engagement between maternal and child health stakeholders.

Thank you to our partners – we are stronger together!



Thank You USBC Supporters

Fundraising Team Leaders: Camille & Cheryl

USBC Donors by the Numbers

- 170 total donors
- **Best fundraising day:** June 11 with 38 donations totaling \$3,079
- Online donations totaled **\$11,971**
- Cafepress store dividends resulted in \$753
- \$9,000 received in **largest single 2019 donation**
- \$3,846 donated during USBC GivingTuesday fundraiser



Thank you to everyone who has supported USBC in 2019!



This year, for the first time, we offered a monthly donor appreciation program! Monthly donations of any dollar amount help USBC conduct our advocacy efforts, which cannot be supported through grant funding.

If you are not yet making a monthly donation to support our collective efforts protecting, promoting, and supporting breastfeeding, please consider pledging your support today!

www.usbreastfeeding.org/donate



Thank you donors and supporters – you make our work possible!



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remain anonymous.*



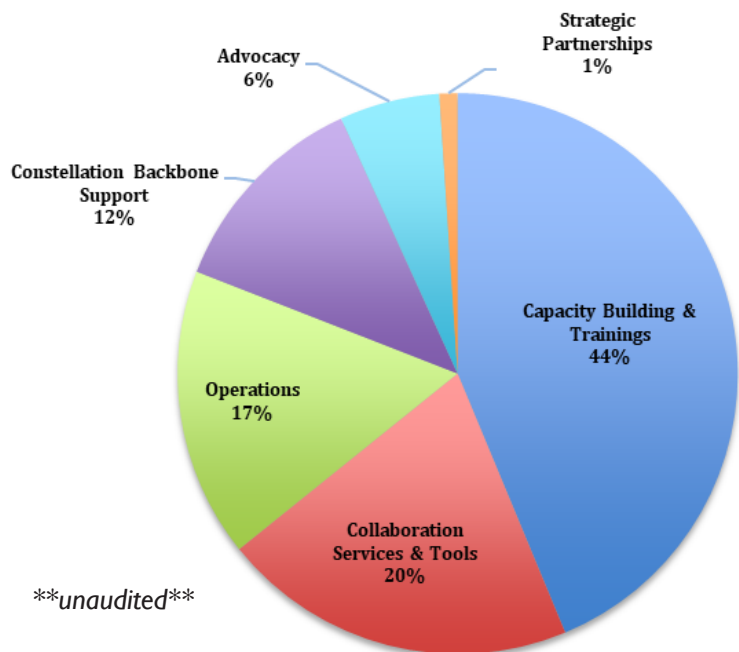
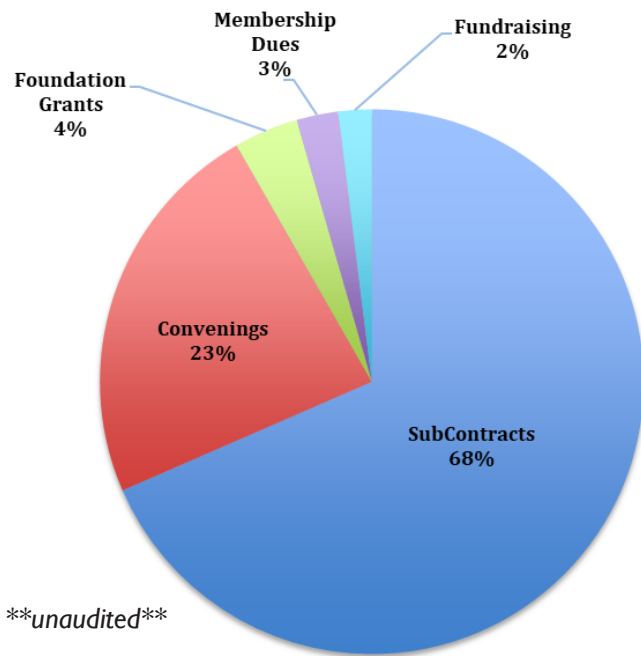


Financial Information

Operations Team Leader: Denae

USBC revenue streams include:

- Subcontracts through the Association of State Public Health Nutritionists (ASPHN) and the Centers for Disease Control & Prevention
- W.K. Kellogg Foundation grant
- Subcontract with Association of Maternal & Child Health Programs to support Cultural Changemaker awardees' engagement with early child feeding and NBCC 2019
- Subcontract with ASPHN to support the Children's Healthy Weight ColIN project
- Contributions from donations
- Membership dues
- Registration fees from the National Breastfeeding Conference & Convening 2019



2019 Revenue

2019 Expenses

Grants and contracts (72% of revenue) cover capacity building support provided to the field, collaboration support & tools, constellation backbone support, and strategic partnerships.

- Examples of **capacity building supports** include the National Breastfeeding Conference & Convening, USBC hosted webinars, and peer-sharing networking calls.
- Examples of **collaboration services & tools** include hosting USBC's virtual platform and other virtual conferencing platforms.
- Examples of **constellation backbone support** include staff time dedicated to stewarding the Lactation Support Provider and Workplace Support constellations; consulting services on the Collective Impact model, meeting design and facilitation, shared learning process, and equity analysis; and high-level strategy to other Constellations to shape advocacy actions and policy, system, and environmental change.

Contribution-based revenue (28% of revenue) covers non-grant funded operational expenses, lobbying, and the opportunity to build USBC reserves.



Looking Ahead...

How can I best learn, connect, and act with the USBC?

Learn

- I am subscribed to the *Weekly Wire*
- I am registered for the USBC's four webinar series:
 - o Racial Equity Webinar Series
 - o Power Tools Webinar Series
 - o CDC-USBC Webinar Series
 - o Collective Impact Webinar Series



Connect

- I have the National Breastfeeding Conference & Convening (NBCC) on my calendar
- I have bookmarked the NBCC website
- I follow the USBC on Facebook and Twitter
- I have added office@usbreastfeeding.org to my email contacts
- I have created an individual profile on the USBC website
- I have updated my personal and/or organizational profile on the USBC's online collaboration platform



Act

- I get the USBC's "Action Alert" updates
- I am a monthly or annual donor to the USBC
- I take action with the USBC's online tools
- I have highlighted my work on a USBC-hosted webinar
- I will take action during National Breastfeeding Month
- I complete surveys and provide feedback to the USBC
- I submit updates from my organization for promotion via USBC communication channels
- I have shopped in the USBC's store







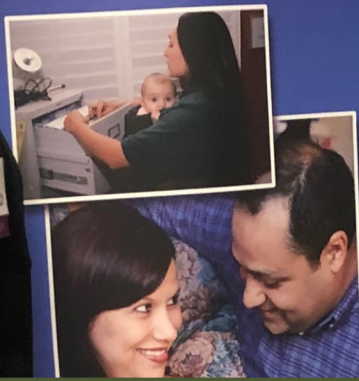




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NBCC 2021

SAVE THE DATE:
JUNE 11 & 12

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