

**Kansas Breastfeeding Coalitions Conference**

More than 70 people attended the Kansas Breastfeeding Coalitions Conference held at Wesley Medical Center in Wichita on September 26, 2014. Participants had the pleasure of hearing from Dr. Todd Wolynn, a board certified pediatrician and lactation consultant from Pittsburgh, Pennsylvania who advocates nationally for improved breastfeeding promotion and support. In addition to hearing from Dr. Wolynn, participants also learned about starting and sustaining a coalition, community engagement activities, and statewide programs. They also had the opportunity to put these ideas into action for their coalition during an action plan work session in the afternoon.

The notes below represent all of the ideas generated by the group related to engaging various audiences as it relates to breastfeeding and the role of breastfeeding coalitions in the community.

**How do you engage breastfeeding moms?**

THEMES

1. Pre-natal education

* Facebook/using local parenting page
* Texting, but how 🡪 Text4Baby
* Face to face/one on one
* Free support group
* Face to face at community events
* Home/hospital visits (free)
* Prenatal education (free)
* Becoming a mom – classes
* “Natural Baby Products” store – baby café/breastfeeding café
* Hold coalition meetings at the end of La Leche League or support group meeting and offer lunch
* TeleVox calls to invite at WIC appointment
* Peer counselors, WIC BFPCs
* Personal network
* Breastfeeding clinic/pump clinic (free)
* Nurse meets new mom before discharge
* Incentives: FREE – all support, supplies, education
* Have mom invite friends
* Card in discharge information – go home with mom

**How do you engage healthcare professionals?**

THEMES

1. Talking one-on-one
2. Meet them where they are at and feed them
3. Education and resources

* Talk with personal doctor
* Through students doing clinical rotations
* Invite to luncheon – maybe at hospital “Lunch N Learn” – go where they are at – take lunch to them!
* Identify champion
* Medical staff meeting – go to meeting
* E-mail evidence for breastfeeding/mail packet
* Develop resource list for professionals (websites, etc.)
* Give out number to call if they have patients struggling
* Engage State leaders (KDHE)
* Engaging KAAP, KAFP
* Dialogue with HCP at community events
* Fetal Infant Mortality Review (FIMR)
* Share flyers of upcoming events
* One on one dialogue
* Having moms talk with doctors/HCP, have them come to meetings
* Hospital staff engage doctor at hospital
* Doctor to doctor
* Spouses of health care professional
* Incentives:
  + Follow-up following referrals
  + Regular updates about referrals, success stories
* Med schools (KU)

**How do you engage community organizations (like YMCA or Rotary club)?**

THEMES

1. Networking
2. Education – promoting win-win opportunities
3. Coalition building

* Invite moms (past breastfeeding moms)
* Chamber of Commerce
* Downtown groups
* Ask businesses what they need – ask questions
* Panel presentations
* Agency collaborations
* Early childhood groups
* Mini/community health fairs, expos
* Use advocates to recruit friends
* Talk to HR
* Community service groups – educate re: programs
* Grandparent education
* Recreation commission
* Utilize university (public health programs, etc.)
* Infant/toddler services
* Reach out to health coalition (if available)
* Apply for community grants (as example BCBF)
* Local food policy councils
* School districts/school nurses
* Sign up for Breastfeeding Welcome Here
* Reach out to faith-based organizations
* Provide free class to organizations
* Join their organization and invite to your meeting. Coalition “Meet and Greet” with multiple types of coalitions.
* Community rec centers
* Speakers bureau – sign up
* Home visiting (EHS/Headstart, PAT, HS, etc.)
* Identify, state that you have a common goal, invite them to the table

**How do you engage community organizations businesses and employers?**

THEMES

1. Chamber of Commerce
2. Business Case for Breastfeeding/Breastfeeding Welcome Here
3. SHRM

* Chamber of Commerce, Newsletter, coffee
* Business Case for Breastfeeding
* Vendors invitation for events
* Use connections – who do you know?
* Recognition within coalition – membership, “common goal”
* Help comply with labor law for breastfeeding support
* Reach out to local chapter SHRM
* “Breastfeeding Welcome Here” invite to meeting when you give card
* Support breastfeeding moms who are breastfeeding and are business owners
* Mail card to businesses who support breastfeeding, thanks, recognition
* Facebook recognition, posts
* Incentives – awards, positive Facebook posts
* Community Health Fair
* Quarterly advisory lunch of leaders from big community businesses
* News article
* Young professionals groups
* “Model” businesses with breastfeeding moms as owners
* Professional women’s organization

**How do you connect with funders?**

THEMES

1. Network:
   * People to table
   * Fundraising
   * Donate
2. Grant writing:
   * Foundations/org.
   * Meeting to learn
   * Listservs
   * RFPs

* Early childhood block grant – connections with active, current opportunities
* County and city administers
* Farm bureau/insurance comp.
* Hospital foundation
* Invite them to table – Would “they” be turned off by a “cold call” invite?
* Answer calls for RFP – grant proposals
* Community foundations – go tell them about your organization
* Grant writing classes
* Fundraising events
* Meetings – invite funders
* Be a donor
* Network – personal conversations – elevator speech ready!
* Attend grant writing association meetings (Topeka/Wichita)
  + Become member (KBC is member)
  + Meet funders that way
* Share passion and work – can get responses
* Search Internet
* Call for abstracts for conferences
* Conferences
* Professional organizations have funding
* What is available – listservs
* Personal and professional connections
* Networking with other coalition groups
* Add to mailing list – invitations
* Like Facebook page

**How do you connect other family members (fathers, grandparents)?**

THEMES

1. Connect with Father Coalition/Daddy Boot Camp (facilitated by dad)
2. Have a Grandmothers’ Tea event

* Talk to grandparents about how to keep their grandbabies healthy
* Connect with Father coalition (ICT)
* Have a “Grandmothers’ Tea” event: exhibitors, info, speaker
* Have a “How to” event for dads
  + Have pregnant belly suit
  + Info
  + Speaker
* Have info for mom to give to dad, grandparents, etc.
* Dad groups
* Family/friends invited to classes
* Speak at church groups
* Targeted materials for “others”
* Talk to talk; walk the walk – go where they are (e.g., sports bar)
* Events/vendors for anyone
* Promote the coalition as a family org./group
  + Daddy Boot camp (facilitated by dad)
* Childcare provides – go to them and talk/training
* Go to schools – especially for teen dads
* Community event/BBQ for families
* Make a dad your speaker at event about why support breastfeeding

**How do you increase diversity? Diversity is more than race!**

THEMES:

1. Recruit at least one person from minority group
2. Leader within culture
3. Go to diverse group

* Recruit at least one person from minority group – get ideas – go-to person
* Leader within culture – bilingual translator
* A person who works with diverse groups
* Being culturally respectful/sensitive/learn
* Go to diverse group
  + Re-assess needs of community
* Cold call to different groups (e.g., Hispanic school district)
  + Disparity projects, ask what is important to minority group/what they need
* Take info to areas/community centers for minorities (e.g., HeadStart)
* Use others in your group to filter your work to their “groups” such as sorority, Black Nurses Assoc., etc.
* Recruit from different religious and social organizations
* Have materials in several languages
  + Use your own personal connections
  + Rural vs. urban approach
  + Colleges
  + Include gay/lesbian couples