

Smith K. et al, 2001

Getting from here to there:
Coalition Building 101

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**COMMUNITY COALITIONS:
HOW TO BUILD THEM, SUSTAIN THEM,
AND WHY THEY MATTER**



WHAT IS A COALITION?



"A group of like-minded people who come together for a common goal"

WHY ARE COMMUNITY COALITIONS IMPORTANT?

Local people using their **time** and **talent** to create change that directly affects them.

HOW DO COMMUNITY COALITIONS FIT INTO THE NATIONAL INFRASTRUCTURE?

Community Coalitions are a natural extension and complement to the national network of breastfeeding coalitions built by the USBC



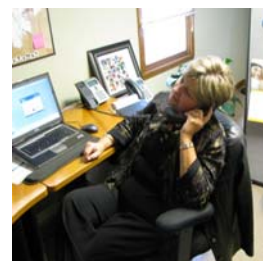
WHAT QUALITIES DOES ONE NEED TO FACILITATE COMMUNITIES COALITIONS?

- People connecting skills a must
- Clinical/technical skills not highest priority

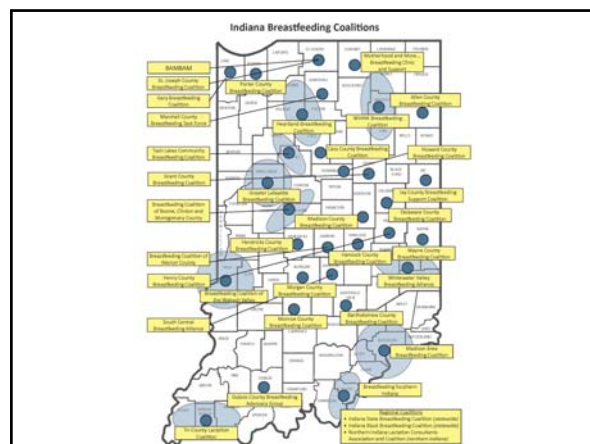


HOW DO YOU BEGIN WORKING WITH A COMMUNITY?

- Personally touch community
- Ask lots of questions
- Identify champions



And It Helps to Have a Car...



WHAT IS THE GOAL OF THE COMMUNITY FACILITATOR?



- Ignite interest/passion
- Organize the unorganized

HOW DO YOU GET STARTED?

- Meeting time/place
- Name
- Mission
- Vision
- Organizer



ANY GETTING STARTED ADVICE?



- Start simple/start where they are
- Don't waste people's time
- FUNCTION OVER FORM

HOW DO YOU PROMOTE EARLY SUCCESSES?

- Feed them ideas
- Ready made projects
- Small grants
- Basic \$\$ info



"In essence, you must fly the plane while you build it"
 Frances Dunn Butterfoss



HOW DO COALITIONS STRUCTURE FINANCIALLY?

Start small/build as you go

1. Organization Passbook Account
2. Fiscal Agent
3. Basic 501c3 structure



WHAT ABOUT MEMBERSHIP?

- Ongoing
- Inclusive
- Moms represent "target audience"



HOW DO YOU KEEP MEMBERS COMING BACK?

- Respect all ideas
- Match projects to interests
- Coalition is not a second job
- Accomplish what you say you will



ONCE YOU BUILD A COALITION HOW DO YOU SUSTAIN IT?

This is the hard part...

"Getting people to work together in coalitions is like trying to herd cats."

Francis Dunn Butterfoss



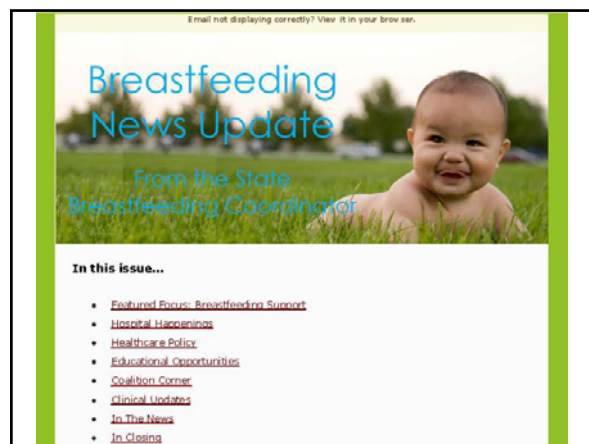
HOW IMPORTANT IS A SKILLED LEADER?

An effective coalition leader is critical to a successful, sustained coalition.



LEADERSHIP SKILLS

Vital to mentor and communicate with leaders as much as possible



WHAT ARE SOME OF THE COMMON PITFALLS LEADERS FACE?



- Burnout
- Poor Organization
- Lack of Direction
- Lack of Action

WHY ARE COALITIONS SO APPEALING?

- They “call the shots”
- Freedom to “THINK OUTSIDE THE BOX”
- Change is rapid
- NO RED TAPE



IF YOU COULD ONLY GIVE ONE PIECE OF ADVICE TO COALITIONS, WHAT WOULD IT BE?

Routinely ask three questions:

1. Are we a positive force in community?
2. How are we doing?
3. Do projects reflect passions?



WHAT CAN STATE/NATIONAL LEADERS LEARN FROM COMMUNITIES?

Local coalitions:

- Inform our decisions
- Identify trends/emerging issues at earliest stage
- Teach us how to customize initiatives

HAVE THERE BEEN ANY SURPRISES?

Like planting flowers, not all coalitions will thrive



WHAT IS MOST EXCITING TO YOU ABOUT COALITIONS?

What the 19th century sociologist Durkheim calls:
“collective effervescence”



“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

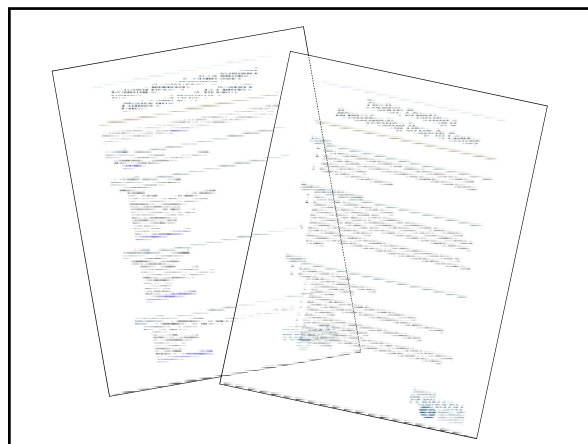
Margaret Mead

WHERE DO YOU GO FROM HERE?

Create a:

- Business model
- Programs adaptable for communities in every state

INNOVATION
SUCCESSION
EVALUATION
DEVELOPMENT
GROWTH
SOLUTION
PROGRESS
MARKETING



WHAT IS THE GREATEST VALUE OF COMMUNITY COALITIONS TO A STATE?

- Community Coalitions multiply states' ability to do work.
- Create a statewide team ready to take on large projects and grant opportunities.

GREATEST LESSON



Enhanced community infrastructure creates an optimal environment for breastfeeding success

WHAT ARE YOUR GREATEST LESSONS?

- Talent and ideas are abundant in every community.
- Communities teach and inspire us in the work we do.

You Are the Seed



Just as a seed contains all the potential for growth of a particular plant...

You, as an inspired breastfeeding advocate, have all the potential for growth of community breastfeeding support

Recommendations of the Surgeon General on maternity leave

- Paid maternity leave should be provided to employees of the federal government
- Encourage development of funding mechanisms for state paid maternity leave programs.



THE FUTURE

- All politics are local
- Three states already have paid parental leave policies:



- State paid leave fund for FY 2012 (\$23M)

THE FUTURE

- **Family Leave Insurance Act of 2007**
 - Provides that 8 of the 12 weeks covered by FMLA will be paid leave time.
 - To be reintroduced in the 112th Congress.



Why a Paid Maternity Leave Policy?

- Promotion of Breastfeeding
- Counteract discrimination against working women
- Preservation of the workforce
- Health



"In order to prevent discrimination against women on the grounds of marriage or maternity and to ensure their effective right to work, States Parties shall take appropriate measures... to introduce maternity leave with pay or with comparable social benefits without loss of former employment, seniority or social allowances."

Article 11, Section 2(b), United Nations Convention on the Elimination of All Forms of Discrimination Against Women, December 18, 1979

WORKFORCE PRESERVATION

- *European countries have increasingly adopted maternity leave policies as a means of increasing birth rates and reducing infant mortality rates. With a shrinking workforce and growing social welfare systems, European countries have become concerned that the working age population is not sufficiently large to support growing social insurance obligations."*

» U.S. Office of Personnel Management

WORKFORCE PRESERVATION

- There are data clearly demonstrating that paid maternity leave results in increased fertility rates

» Averett 2001, Winegarden 1995

Maternity Leave – A Public Health Issue?

- Neurodevelopment
 - Affect regulation
 - Schore 1996
 - Cognitive development
 - Baum, 2003
- Infant mortality
 - Ruhm, 2000
- Maternal depression
 - Chatterji, 2005



Maternity Leave – A Public Health Issue?

“There is now widespread agreement that the brain is a self-organizing system, but there is perhaps less of an appreciation of the fact that the self-organization of the developing brain occurs in the context of a relationship with another self, another brain...”

“Early failures in the dyadic regulation... skew the developmental trajectory of the corticolimbic systems that mediate the social and emotional functioning of the individual for the rest of the lifespan.”



Schore 1996

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Maternity Leave: Final Thoughts



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