

Toolkit for Local Breastfeeding Coalitions

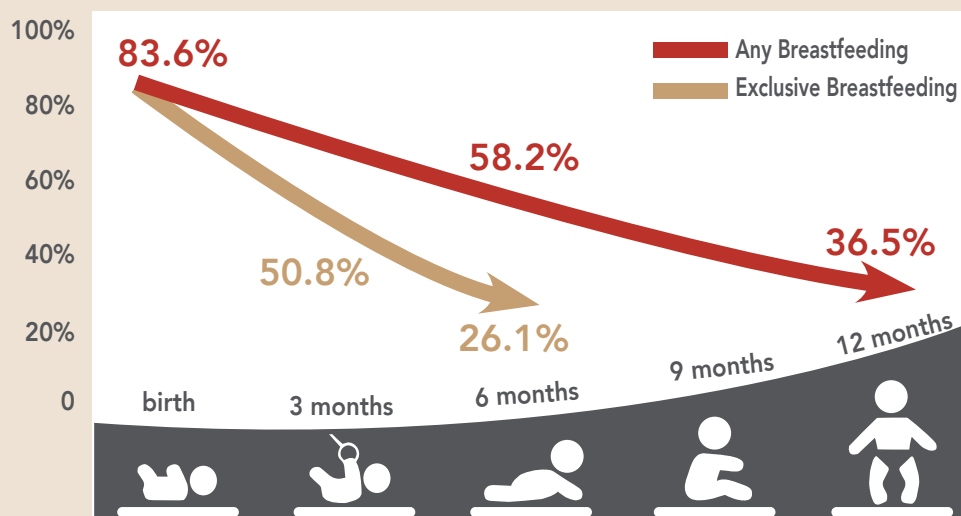


Pictured: The 2018 Kansas Breastfeeding Coalition Conference

Why local breastfeeding coalitions?

Local breastfeeding coalitions bring individuals and organizations together. Ideal coalitions represent broad-based, diverse, cross-sector groups working to ensure that the systems mothers encounter every single day are designed in an equitable way to promote, protect, and support breastfeeding success. They enable women, families, and community members to share ideas, break institutional and cultural barriers, and solve problems related to breastfeeding, in addition to empowering and educating the public. By working together, coalitions can conserve resources by reducing duplication and sharing expenses, foster cooperation between diverse sectors, and increase the credibility and often the impact of their efforts.

In Kansas, the Cost of Low Breastfeeding Rates is High



(Source: CDC's National Immunization Survey, babies born 2015)

If **90%** of Kansas babies breastfed exclusively for six months, Kansas would save...



\$27 million per year in medical costs



22 maternal deaths



7 infant deaths

(Source: Breastfeeding Saves Lives Calculator, www.usbreastfeeding.org/saving-calc, Aug 8, 2018)

Interested in starting a local breastfeeding coalition? Want to re-energize an existing coalition? Check out these resources to help build a strong breastfeeding coalition.

Essential Elements of a Healthy Breastfeeding Coalition:	Resources/Examples	Our Coalition Has
Governance:		
Mission & Vision Statements	<ul style="list-style-type: none"> • Examples from KS Coalitions • Mission Statement Handout • Vision Statement Handout 	<input type="checkbox"/>
Bylaws with: <ul style="list-style-type: none"> • Roles and responsibilities for leaders and members • Board/leadership team nomination and election processes 	<ul style="list-style-type: none"> • Breastfeeding Coalition of Douglas County • Ford County Breastfeeding Coalition Bylaws 	<input type="checkbox"/>
Meeting materials <ul style="list-style-type: none"> • Agenda • Sign-in sheet 	<ul style="list-style-type: none"> • KBC "Start-up" meeting facilitation, contact KBC for agenda and invite template • Blank Meeting Agenda • FCBC November Agenda • FCBC January Agenda • Ford Co BF Coalition Roster 	<input type="checkbox"/>
Planning process to develop coalition goals/objectives/activities	<ul style="list-style-type: none"> • Action Plan Worksheet • Work Plan & Budget Alignments • Creating Measurable Objectives Action Steps Worksheet 	<input type="checkbox"/>
Financial Resources	<ul style="list-style-type: none"> • Online EIN Application– EIN # required for bank accounts and IRS 501(c)3 application • Form 1023-EZ: Application for 501(c)3 status for organizations with gross receipts of \$50,000 or less and assets of \$250,000 or less. • Grant Writing Tips & handout 	<input type="checkbox"/>
Activities and Partnerships:		
Annual assessment of local breastfeeding support to provide purpose and drive projects	<ul style="list-style-type: none"> • KBC's Facilitated "Continuity of Care meeting", contact KBC for agenda and invite template • Use "Breastfeeding Support by Kansas County" to measure progress • Continuity of Care Assets & Gaps • Needs Assessment in Breastfeeding Programs • Partner with local hospital or health department when they conduct a local needs assessment 	<input type="checkbox"/>
Projects with measurable outcomes	<ul style="list-style-type: none"> • CDC Guide to Strategies to Support Breastfeeding Mothers and Babies • Surgeon General's Call to Action to Support Breastfeeding • Building Sustainable Lactation Support Projects through Policy, Systems & Environmental Change • KBC Programs and Activities • Breastfeeding Tents in Public Events • LATCH Baby Rest Stop (Tent) • NWKS BF Coalition Tent Agreement (with picture inventory) • PABC Swag Bag Info • Project Ideas from Ellis County Breastfeeding Coalition • Putting your float in parade 	<input type="checkbox"/>
Diversity of Community Partners and new Partners	<ul style="list-style-type: none"> • Community Engagement Ideas – 2016 • Community Engagement Strategies – 2014 • Community Engagement and Meeting Overview Handout 	<input type="checkbox"/>

Examples of Community Partners:		
Hospital(s)	High for Mom & Baby Participating Hospitals	<input type="checkbox"/>
Physician practices	Breastfeeding Friendly Physician Practices	<input type="checkbox"/>
WIC Agency	Find Local Kansas WIC Agency	<input type="checkbox"/>
Health Department	Directory of local health departments	<input type="checkbox"/>
Home visitors	Kansas Home Visiting Programs	<input type="checkbox"/>
K-State Extension	Map of Extension offices	<input type="checkbox"/>
Federally Qualified Health Center, Rural Health Clinic, etc.	Directory of Community Clinics in KS	<input type="checkbox"/>
Colleges/Universities	Directory of Kansas Universities and Colleges	<input type="checkbox"/>
School districts	School District Directory 2018-2019	<input type="checkbox"/>
Child care providers, including Head Start/Early Head Start	<ul style="list-style-type: none"> Breastfeeding Friendly Child Care Providers Kansas Child Care licensing surveyor Directory Head Start/Early Head Start Locations 	<input type="checkbox"/>
Mother-to-mother support groups	<ul style="list-style-type: none"> La Leche League Groups in KS Breastfeeding USA Counselors 	<input type="checkbox"/>
Employers/worksites	Local Affiliates of the Kansas Society of Human Resource Management	<input type="checkbox"/>
Fathers		<input type="checkbox"/>
Other Organizations	<ul style="list-style-type: none"> Kansas Postpartum Support International Local Interagency Coordinating Councils 	<input type="checkbox"/>
Faith-based organizations		<input type="checkbox"/>
Other civic organizations	For example: Chambers of Commerce, Rotary Club, Kiwanis, etc.	<input type="checkbox"/>
Community foundations	Listing of Kansas Community Foundations	<input type="checkbox"/>

General Tools for Local Coalitions:

- [Coalition Building 101 Community Action Kit for Protecting, Promoting, and Supporting Breastfeeding](#) (Texas WIC)
- [Continuity of Breastfeeding Care](#) – facilitated meeting to conduct a landscape analysis of breastfeeding support in the community, facilitate by KBC staff. Contact Brenda Bandy at bbandy@ksbreastfeeding.org for more information.
- [Coalition Resources from the U.S. Breastfeeding Committee](#)– includes webinars and Coalitions Learning Community
- [Breastfeeding Friendly Self-Assessment Tool](#) – Organizational self-assessment for support of breastfeeding families
- [From Outcome Challenge to Action Steps](#)
- [Stages of Coalition Development](#)
- [Tom Wolff's Coalition Building Tools](#)

Additional Resources:

- [Local Breastfeeding Resource Directory](#)
- [Advocacy Resources](#)
- [African American Families](#)
- [Hispanic Families](#)
- [Native American Families](#)
- [LGBTQ Families](#)
- [Resources for Fathers & Siblings](#)

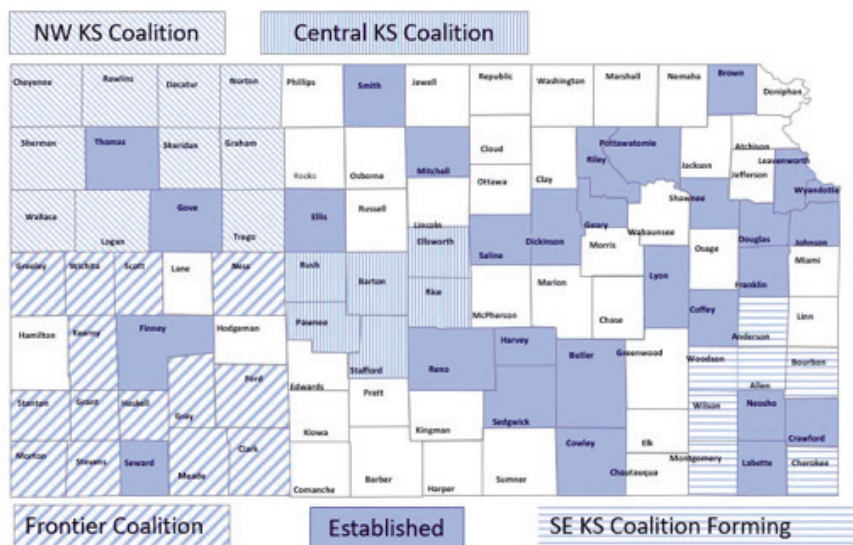
Breastfeeding Data

- [Breastfeeding Support by Kansas County](#) – detailed database of information regarding breastfeeding support and breastfeeding rates by county
- [CDC Breastfeeding Report Card](#)
- [CDC Data Trends & Maps](#) (search by Breastfeeding)
- [CDC Maternity Practices in Infant Nutrition and Care \(mPINC\) Survey](#)
- [National Immunization Survey Breastfeeding Data](#)
- [Cost of Suboptimal Breastfeeding Calculator](#)

Kansas Breastfeeding Coalition Aims:

- To cultivate and support breastfeeding coalitions in every Kansas community – including tribal, ethnic, geographic, and cultural communities.
- To ensure that coalition members reflect the communities they serve. Breastfeeding support across disciplines and organizations is key to reducing inequities in breastfeeding outcomes.
- To support coalition work that cultivates mother-centered systems. The work of breastfeeding coalitions is to identify the barriers that families face and work to change the system in the communities they serve.

Current Local Breastfeeding Coalitions in Kansas



Directory of Coalitions with Key Contact Information



Become member of the Kansas Breastfeeding Coalition to stay informed and connected. Join at <http://ksbreastfeeding.org/join/>

