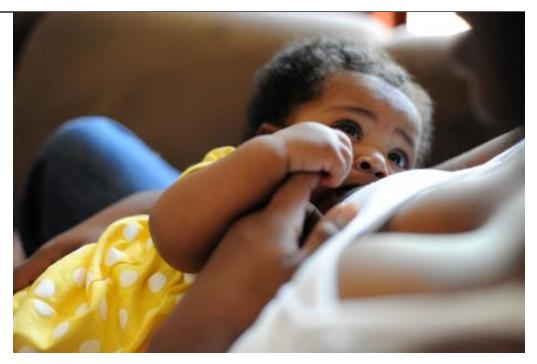
Task Force on Research Specific to Pregnant & Lactating Women

Effective Communication Strategies Diane Lynn Spatz, PhD, RN-BC, FAAN American Academy of Nursing's Representative to the USBC

United States Breastfeeding





USBC INFRASTRUCTURE, TOOLS & EFFECTIVE COMMUNICATION STRATEGIES

Who is the USBC?



- USBC is an independent nonprofit organization
- Formed in 1998 in response to international Innocenti
 Declaration, calling for national, multisectoral breastfeeding committee in each country
- USBC is now a coalition of more than 50 national organizations, as well as state, territorial, local and tribal breastfeeding coalitions
- We convene and support national collaboratives on a variety of topics, working toward policy, systems and environmental change

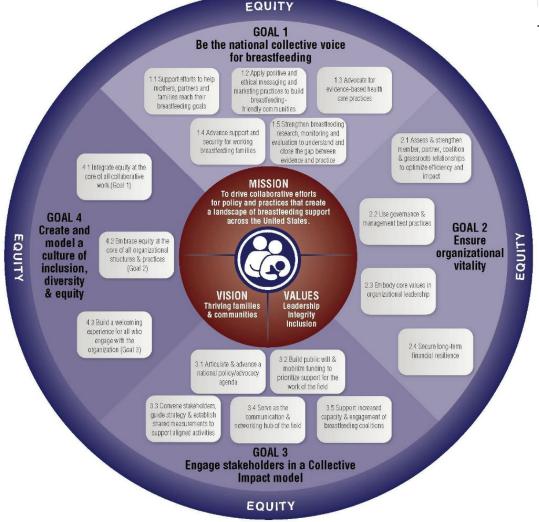
USBC Spheres of Influence



USBC Influence Spheres Individual Advocates Other Mothers (Breastfeeding Peers) Child Care Universities & Providers Health Care Systems Medical Schools Friends Doctors' Offices Manufacturers Public Health Hospitals Family Health Professional Government Organizations members Organizations & Credentialing Boards **Partners** Lactation Providers' State & Local Fathers / Committees Offices & Clinics Governments Partners Community Members Staff **Organizations** Multi-Org or **USBC Cross-Sector Direct Services &** Mothers Board of **Backbone Policy & Practice** & Babies Support **Directors** Supports Change Breastfeeding Constellation Advocacy & Support Stewards STLT **Organizations** Third Party Local WIC Clinics Coalitions Clinicians & Other Payers Milk Banks Health **Employer & Business** Professionals Const. Civic & Faith Organizations **Local Support Groups** Organizations & Baby Cafes **Foundations** Community Health Workers Community Locations Worksites (Schools, Restaurants, Stores, Places of Child Care Sites Worship, Libraries, Parks and Recreation, etc.) Managers & Supervisers Co-workers

USBC Strategic Framework





www.usbreastfeeding.org/strategic-framework

USBC Communication Vehicles



- News curating: Weekly Wire newsletter of relevant news clippings for the larger field, sent to listserv of over 20,000
- Learning Communities: timely news & information sorted into
 20+ online communities with customizable subscription options
- Policy in action: email & text alerts for timely analysis & advocacy action alerts
- Listservs for mobilizing: media & advocacy contacts; national org & state coalition leaders
- Social Media: Facebook, Twitter, Instagram
- Constellations: National organizations working in collaborative groups for policy, systems, and environmental change
 - There is interest in a Research Coordination & Translation Constellation

Website Collaboration Features



- The USBC website has two levels: public and "profile-user". Through free profiles, users can:
 - Add programs to searchable database
 - Join 20+ Learning Communities on various topics
 - Indicate organizational capacity & interest in joining national collaboratives on various topics
 - Select preferences for timely, specific news feeds













Effective Communication Strategies



- Lead with love and integrity
 - "People don't care what you know until they know you care." ~Kim Bugg, CEO, Reaching Our Sisters Everywhere
- Trust mamas' intelligence and reinforce their instincts to care and protect
 - ...While providing evidence to support informed decisions
- Go where mamas already are
 - Websites, social media, platforms they already use
 - Build two-way networks, not one-way "ads"

Effective Communication Strategies Cont.



- Engage with trusted leaders & build from there
 - Identify trusted community members & early adopters and build from there
 - Influencers more important than "experts"
 - People go to social media platforms during down time – seen as leisure, not learning

Communication Lessons Learned



- Don't fuel the so-called "mommy wars"
 - Negativity breeds negativity, and that always backfires
- Take a cue from campaigns to end teen pregnancy that are sex-positive
 - Build movements that are healthy and free of shame
- "Call out culture" means organizations are held accountable for inauthenticy

USBC Information Dissemination Procedure



- The USBC has a thorough and thoughtful process to review information for possible dissemination
- USBC network is broad and not for sale
- Our mission, vision, values, and policies guide every decision
- The Rapid Response procedure governs editorial decisions in areas of emergence or controversy
- PRGLAC findings or recommendations could be shared with the USBC for consideration of sharing with the network or related advocacy actions

Thank you!



We are better, together!

