Task Force on Research Specific to Pregnant & Lactating Women

Effective Communication Strategies
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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

USBC Backbone Supports

Committees
Staff
Board of Directors
Constellation Stewards

Members

Health Care Systems
Manufacturers
Public Health Organizations
Health Professional Organizations & Credentialing Boards

Partners

Universities & Medical Schools
Doctors' Offices
Federal Government
State & Local Governments

Leaders

Multi-Org or Cross-Sector Policy & Practice Change

Third Party Payers
Breastfeeding Advocacy & Support Organizations
Employer & Business Organizations
Foundations

Community Organizations
Community Locations (Schools, Restaurants, Stores, Places of Worship, Libraries, Parks and Recreation, etc.)

Co-workers

Direct Services & Support

Local Support Groups & Baby Cafes
Milk Banks
Lactation Providers' Offices & Clinics
Local WIC Clinics

Child Care Workers
Managers & Supervisors

Mothers & Babies

Friends
Family members
Child Care Providers
CLink

Clinicians & Other Health Professionals

USBC Spheres of Influence

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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 inauthenticity
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!