



USBC National Breastfeeding Conference & Convening

Virtual, June 3-5, 2024

Detailed Agenda, **all times listed in Eastern*

Monday, June 3

12:00 – 12:30 p.m.*

Welcome to the 2024 National Breastfeeding Conference & Convening

Hosts: Lindsay Groff, MBA, Human Milk Bank Association of North America, USBC Board Secretary and Tiana Pyles, Executive Director, Tennessee State Breastfeeding Coalition, USBC Board Chair

12:30 – 1:30 p.m.

Keynote Session: Breastfeeding, Public Health, and Health Equity: From Barriers to Belonging

Presenter: Montrece McNeill Ransom, JD, MPH, National Coordinating Center for Public Health Training

We all—no matter our background, ethnicity, age, gender, gender identity, race—have a fundamental need to feel a sense of belonging. Belonging is tied to living a life of dignity and it is fundamental to unleashing human potential. This is particularly critical when it comes to reaching our health equity goals, including reducing racial and ethnic health disparities in breastfeeding. In this presentation, Montrece McNeill Ransom, DEI certified Belonging Strategist with over 20 years of experience in public health law and workforce development, will define and characterize belonging and explore the phenomenon of belonging through the lens of public health and the law. The heart of this keynote will be an opportunity to learn about belonging-based leadership strategies that we can all apply to cultivate cultures of belonging in all our shared spaces, and among the communities we serve as breastfeeding advocates

By the end of the session, participants will be able to

1. Describe the role of belonging in achieving health equity goals, especially in reducing disparities in lactation.
2. Identify 2 strategies to cultivate cultures of belonging, enhancing advocacy for inclusive lactation environments.

1:30 – 1:45 p.m.

Exhibit Break

1:45 – 2:45 p.m.

Plenary Session: Catalyzing Change: Diversity, Equity, and Inclusion Report Launch

Presenters: Kimberley Broomfield Massey, PhD, Urban Metrics Consultants; Tiffany Young, PhD, MA, Lenell and Lillie Consulting

Join evaluation experts Kimberley Broomfield Massey, PhD, of Urban Metrics Consultants, and Tiffany Young, PhD, MA, of Lenell and Lillie Consulting, for an impactful session celebrating the release of the report, “USBC and the First Food Field: Awake to Woke to Work.” This project was funded by the W.K. Kellogg Foundation to assess the baseline status of USBC-affiliated First Food stakeholders’ operationalization and implementation of diversity, equity, and inclusion practices within their infrastructure, programs, and services.

The presenters will delve into the findings, insights, and implications outlined in this comprehensive document, reviewing key highlights, and outlining its uses and potential to impact our collective journey towards a more inclusive future in “lactasia.” Attendees will better understand where the First Food field is in terms of diversity, equity, and inclusion principles, a learning that can inform our collective efforts for years to come and offer insight on potential next steps as each organization charts its course forward. Don't miss this opportunity to deepen your understanding of the First Food field and be part of a transformative conversation to inform strategic initiatives and foster meaningful change.

By the end of the session, participants will be able to:

1. Describe at least three of the key findings outlined in the DEI report.
2. Identify at least two actionable strategies utilized by other organizations within the First Food field that offer a tangible pathway for implementation.
3. Demonstrate an understanding of at least three recommendations for the USBC that were outlined in the report.

2:45 – 3:15 p.m.

Networking Opportunity: Diverse Journeys to Advance DEI

3:15 – 3:30 p.m.

Exhibit Break

3:30 – 4:30 p.m.

Plenary Session: Let's Talk about Inclusion in Lactation: An Equity & Inclusive Language Toolkit

Presenters: Kristen O'Brien, MPH, RD, LDN, CLC, Director, Franklin/Hampshire/North Quabbin WIC Program and Linda Kopecky, Systems Transformation Planner, Minnesota Department of Health

Moderators: Catherine Sullivan, Assistant Professor, Carolina Global Breastfeeding Institute and Frewyni Gemerew, Senior Program Analyst MCAH, National Association of County and City Health Officials

As a partnership of national organizations, the Breastfeeding Public HealthPartners (BPHP) is dedicated to addressing inequities in infant feeding through collaboration and strategic efforts. The BPHP recently developed a toolkit aimed at promoting access and equity in the lactation field through inclusive language and other equitable practices, such as the development of functionally inclusive materials.

Partnering with the U.S. Breastfeeding Committee (USBC), the BPHP invites you to celebrate the launch of the Lactation Equity and Inclusive Language Toolkit on Monday, June 3, from 3:30-4:30 p.m. ET. In this informative webinar, you'll gain insights into the toolkit's development process, hear about the key contents and their practical applications, and learn about its relevance to the First Food field. Attendees will also hear a success story from the field about their experience with implementing equitable language practices in their organization.

1. Discuss the Inclusive Language toolkit in detail and understand why the toolkit was developed for the lactation field.
2. Describe the role of national partnerships in advancing lactation equity and the development of the Inclusive Language toolkit.
3. List three ways you can implement gender affirming practices at your organization/program.

4:30 – 5:00 p.m.

Networking Opportunity: Identity Caucuses

Tuesday, June 4

12:00 – 12:30 p.m.*

Opening Welcome

Hosts: Lindsay Groff, MBA, Human Milk Bank Association of North America, USBC Board Secretary and Tiana Pyles, Executive Director, Tennessee State Breastfeeding Coalition, USBC Board Chair

12:30 – 1:30 p.m.

Plenary Session: From Need to Law: The Journey of the PUMP Act Coalition

Presenters: Amelia Psmythe Seger, Founder & Systemic Change Consultant, Many Ways, LLC; Brian Dittmeier, Board of Directors, Baby-Friendly USA; Elizabeth Gedmark, Vice President, A Better Balance; Galen Sherwin, Attorney General Special Counsel for Reproductive Justice, Office of the New York Attorney General; Jessica Lee, Incoming co-director, Center for WorkLife Law; Liz Morris, Incoming Co-director, Center for WorkLife Law; Vania Leveille, Senior Legislative Counsel at the American Civil Liberties Union;

Moderators: Cheryl Lebedevitch, National Policy Director, USBC and Tina Sherman, Interim Director, USBC

Join us for a captivating session as we delve into the remarkable journey, legislative process, and coalition effort that led to passage of the PUMP Act. From identifying a pressing need to championing a groundbreaking law, this session offers a behind-the-scenes exploration of the coalition's tireless efforts. Hear firsthand accounts of overcoming barriers, navigating complexities, and learning invaluable lessons along the way. Celebrate the accomplishments achieved through collaboration, perseverance, and unwavering dedication. Discover the power of advocacy and the transformative impact of turning a shared vision into tangible change.

By the end of the session, participants will be able to:

1. Articulate at least two key milestones in the legislative journey of the PUMP Act coalition.
2. Describe legislative barriers and lessons learned through real-life examples shared during the session.
3. Demonstrate an understanding of the power of partnerships in collective impact legislative efforts.

1:30 – 1:45 p.m.

Exhibit Break

1:45 – 2:45 p.m.

Plenary Session: Capacity Building Tools for Coalitions: Empowering Advocates for Change

Presenters: Erin Fortuna, Senior Collective Impact Coordinator, USBC; Jessica Lee, Incoming co-director, Center for WorkLife Law; Kara Kaikini, Executive Director, Maine State Breastfeeding Coalition; Suzan Ajlouni, Public Health Writing Specialist, USBC

Moderator: Camille Abbe, Director of Strategic Partnerships, USBC

Join us for an enriching session dedicated to sharing valuable resources useful for breastfeeding coalitions and advocates. From policy tracking to cutting-edge data tools, we'll explore a range of resources designed to support and empower advocates in their efforts to drive change. Attendees will learn from the USBC about the Policy Map, the new PSE references webpage, the Infant Feeding Data Survey Tool, and the National Breastfeeding Month Proclamation toolkit. We'll also hear from the Maine State Breastfeeding Coalition about their new "Toolkit to Help You Return to Work After Having a Baby," and from Jessica Lee on the Public Health Law Center at Mitchell Hamline School of Law's new "Lactation Accommodations Laws & Practices - What Every Manager Should Know" resource and the Pregnant Scholar's "Title IX Regulations Toolkit." Whether you're a seasoned advocate or just starting your journey, this session will equip you with the knowledge and tools needed to make a meaningful impact in your advocacy efforts!

By the end of this session, participants will:

1. Understand a diverse range of advocacy resources, enhancing their ability to access relevant information for their advocacy efforts.
2. Identify at least one advocacy resource relevant to their specific area of interest or expertise, fostering increased confidence and effectiveness in their advocacy endeavors.

2:45 – 3:15 p.m.

Networking Opportunity: Region Meetings

3:15 – 3:30 p.m.

Exhibit Break

3:30 – 4:30 p.m.

Plenary Session: Increasing Equitable Access to Donor Milk: A Landscape Overview and Opportunities to Bridge the Gaps

Presenters: Kim Moore-Salas, Co-Instructor, Indigenous Lactation Counselor; Lindsay B. Groff, MBA, Human Milk Bank Association of North America; Sarah Bolton, Managing Principal, Raben Government Affairs

Moderator: Cheryl Lebedevitch, National Policy Director, USBC

Join us for an impactful session on the state of donor milk in the United States and how the lactation field can help bring life-saving donor milk to more infants in need. The session will provide an overview of donor milk banking, share important findings and action opportunities to increase equitable access to donor milk, and explore how the crucial provisions in the Access to Donor Milk Act can make a difference for vulnerable infants and families. Be at the forefront

of change as you learn how to lend your voice and support to these vital efforts. Together, let's advocate for healthier futures and inclusive access to essential resources.

By the conclusion of the session, participants will be able to:

1. Describe the impact of donor milk on health outcomes for vulnerable infants.
2. Accurately summarize the key provisions of the Access to Donor Milk legislation, demonstrating understanding of its potential impact on donor milk banking in the United States.
3. Identify actionable steps and resources to further advocate for policies that help increase access to donor milk, fostering ongoing support and momentum for this critical work.

4:30 – 5:00 p.m.

Action Opportunities for the Access to Donor Milk Act

Wednesday, June 5

12:00 – 12:30 p.m.

Opening Welcome

Hosts: Lindsay Groff, Board Secretary, USBC and Tiana Pyles, Board Chair, USBC

12:30 – 1:30 p.m.

Plenary Session: Harvesting Hope: The Insights and Priorities of Breastfeeding Equity and Infant Nutrition Security

Presenters: Calondra Tibbs, MPH CEO; Trifecta Advising, Kimberley Broomfield Massey, PhD, Urban Metrics Consultants, and Tiffany Young of Lenell and Lillie Consulting

Moderator: Tina Sherman, Interim Executive Director, USBC

Join Kimberly Broomfield-Massey of Urban Metrics, Tiffany Young of Lenell and Lillie Consulting, and Calondra Tibbs of Trifecta Advising, as they present the initial findings from the seven USBC-hosted Breastfeeding Equity and Infant Nutrition Security Listening Sessions. In this session, the presenters will outline the USBC plan to develop a policy, systems, and environmental change strategy to address Breastfeeding Equity and Infant Nutrition Security. They will describe the collaborative process, present initial learnings, and discuss next steps. Together, let's learn about how the USBC is embarking on this endeavor to drive meaningful change toward breastfeeding equity and infant nutrition security for all. This session is the first in a two-part series that lays the foundation for attendees to share their insights and become part of the conversation!

By the end of the session, participants will be able to:

1. Articulate at least three learnings learned from the Breastfeeding Equity and Infant Nutrition Security Listening Sessions.
2. Understand the policy, systems, and environmental change strategy process and its significance in shaping the development of strategies and actions that can lead to breastfeeding equity and infant nutrition security.

1:30 – 1:45 p.m.

Exhibit Break

1:45 – 2:45 p.m.

Action Forum: From Insights to Impact in Breastfeeding Equity and Infant Nutrition Security

Presenters: Calondra Tibbs, MPH, CEO, Trifecta Advising, Kimberley Broomfield Massey, PhD, Urban Metrics Consultants, and Tiffany Young of Lenell and Lillie Consulting

Building on the learnings unveiled in our previous session, "Harvesting Hope: The Insights and Priorities of Breastfeeding Equity and Infant Nutrition Security," conference attendees are invited to join us for an interactive session designed to harvest additional insights from this important cohort of stakeholders. This session is not just about discussing learnings, but about turning insights into tangible impact. Prepare to roll up your sleeves as we ground ourselves in the concept of health equity while we reflect on key priorities and challenges identified during the listening sessions. Through collaborative brainstorming, we'll explore innovative policy, systems, and environmental change strategies to address breastfeeding equity and infant nutrition security.

By the end of the session, participants will be able to:

1. Identify at least three existing strategies from diverse perspectives that address breastfeeding equity and infant nutrition security.
2. Identify insights gained from sharing and engaging in discussions and knowledge exchange about potential strategies that address breastfeeding equity and infant nutrition security

2:45 – 3:15 p.m.

Networking Opportunity: Choose Your Own Adventure! Explore Topics, Expand Connections

3:15 – 3:30 p.m.

Exhibit Break

3:30 – 4:30 p.m.

Plenary Session: Nurturing Compassion: Community-Driven Initiatives for Supporting Lactating Mothers Experiencing Incarceration

Presenters: Angelene Love-Adams, Human Milk Transport Coordinator, Mama's Mobile Milk; Carrie Cohen, Adjunct Professor, Portland State University; Lesley Mondeaux, Executive Director, Northwest Mothers' Milk Bank

Moderators: Camille Abbe, Director of Strategic Partnerships, USBC; Erin Fortuna, Sr. Collective Impact Coordinator, USBC

Join the USBC in learning about multiple approaches and experiences on an important topic. Carrie Cohen from the Portland State University and Lesley Mondeaux from the Northwest Mother's Milk Bank will discuss the collaborative journey they took in creating the Expression of Care project, which serves to connect people experiencing incarceration with lactation support and supplies so their milk is provided to their infants. We'll also hear from perseverant community organizer and doula Angelene Adams as she shares about the process of creating the Mama's Mobile Milk Program, and the many obstacles they had to overcome. Attendees will learn about the partnerships, challenges, and triumphs of creating a program to support lactation among incarcerated and other populations who are overlooked or marginalized, highlighting proud outcomes and valuable lessons learned. Don't miss this enlightening session showcasing the power of collaboration and compassion in community initiatives.

By the end of the session, attendees will be able to:

1. Articulate at least three key challenges faced by programs supporting lactation among incarcerated populations
2. Identify at least two transferable practices applicable to their own community initiatives.
3. Demonstrate increased awareness of the societal impact of supporting lactation among incarcerated populations.

4:30 – 5:00 p.m.

Networking Opportunity: Daydreaming in Lactasia

5:00 – 5:15 p.m.

Closing Remarks and Gratitude

Hosts: Tiana Pyles, Board Chair, USBC and Tina Sherman, Interim Executive Director, USBC