



**Breastfeeding Call
to Action:
The Perfect Storm**

Minnesota Breastfeeding Coalition

4rd Annual Meeting October 14, 2011

Welcome!

Marcia McCoy

Julie Myhre MS, BA, RN, PHN

A graphic featuring a bright yellow sun on the left, a grey cloud in the center with the text "Breastfeeding Call to Action: The Perfect Storm", and a white cloud on the right with raindrops falling from both. The background is a teal color with a pattern of small yellow dots.

**Breastfeeding Call
to Action:
The Perfect Storm**

Housekeeping

few of us love it, all of us do it



Breastfeeding Call
to Action:
The Perfect Storm

The Perfect Storm

- The Surgeon General's Call to Action
- CDC Breastfeeding Report Card
- mPINC Survey
- BFHI – Breastfeeding-Friendly Hospital Initiative
- Business Case for Breastfeeding
- SHIP grants
- Michelle Obama's breastfeeding initiative
- Expanded Health Care coverage for lactation services
- Pumps reclassified by the IRS
- And many others



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The Perfect Storm

The Surgeon General's Call to Action to Support Breastfeeding

- 20 Actions in 6 key areas
 - Mothers (1) and their Families (1)
 - Communities (4)
 - Health Care (6)
 - Employment (4)
 - Research and Surveillance (3)
 - Public Health Infrastructure (1)



Breastfeeding
to Action:
The Perfect Storm

MBC Updates

- Update on incorporation
- Membership
- Projects



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MBC Updates

- Steps to Incorporation
 - Become a corporation – Articles of Incorporation
 - Register with the Federal Government (IRS EIN)
 - Adopt Bylaws
 - Apply for Non-profit status (1023)
- Next Steps
 - Policies and Procedures
 - Memberships
 - Elections

Breastfeed

Local Coalition

Participant

Participant

Voting Delegate

Corporation

Participant

Participant

MBC

Board of Directors

Steering Committe

County Coalition

Steering Committee

Member

Voting delegate

Natural Birth Collaborative

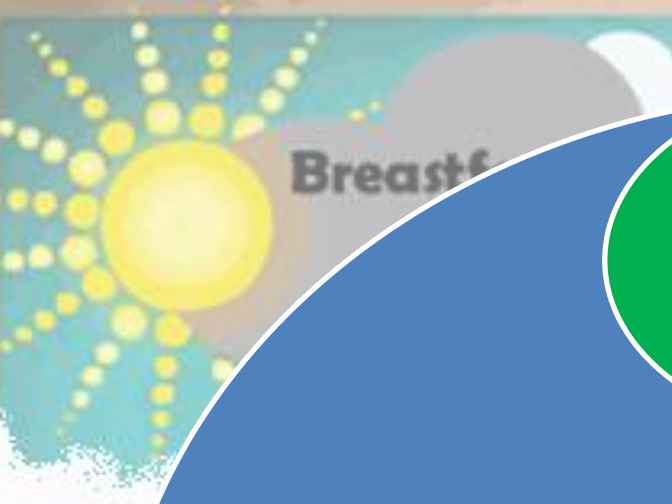
Participant

Participant



Governance Of The MBC

- Board of Directors – elected
 - Vote on all business before the Board – legally binding decisions
 - Approve memberships
 - Appoint Steering Committee members
- Steering Committee - appointed
 - Meet regularly
 - Conduct the business of the MBC



Midwest Region

MBC

Michigan
Wisconsin
+

Region

State Coalition
State Coalition
Local Coalition
State Coalition

USBC

Region

State Coalition
Tribal Coalition
State Coalition

Region

State Coalition
State Coalition
State Coalition



Minnesota Breastfeeding Coalition Membership

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Breastfeeding Organization (voting member)

Believers in Breastfeeding (Douglas County Breastfeeding Coalition)
Breastfeeding & Healthy Families Task Force (Renville)
Carver-Scott Breastfeeding Coalition
Central Minnesota Breastfeeding Coalition
Crow River Area Breastfeeding Coalition
Dakota County Public Health Department
Northland Breastfeeding Coalition
Polk County Coalition
Washington County Breastfeeding Coalition

Associate Organization (non-voting member)

Clay County Public Health
Isanti County WIC Program
Otter Tail County Public Health

Corporate Partner (non-voting member)



Breastfeeding Campaign
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Members

- Support MBC projects and website
- Vote for Board of Directors
- Have access to bimonthly teleconferences with the CDC and USBC
- Possibly attend the next USBC meeting in August 2012 in Washington, DC



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MBC Projects

- Statewide teleconferences
- Annual Statewide meeting
- Business Case for Breastfeeding grants
- Childcare curriculum
- Collaboration with the Public Health Law Center
- Website
- Possible workplace recognition program

And now for something completely different...

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