



## **Understanding the Work of the Minnesota Breastfeeding Coalition**

### **What is the Minnesota Breastfeeding Coalition (MBC)?**

Minnesota Breastfeeding Coalition is a non-profit 501(c)(3) organization dedicated to improving support for breastfeeding in Minnesota.

**Our Vision:** Breastfeeding: Healthy Babies, Healthy Families, Healthy Communities.

**Our Mission:** Working collaboratively to create an environment in Minnesota where breastfeeding is recognized and supported as vital to the health and development of children and families.

### **The purpose of the Minnesota Breastfeeding Coalition is:**

- to work collaboratively to increase the initiation, duration, and exclusivity of breastfeeding in Minnesota;
- to promote public awareness and support for breastfeeding as the cultural norm;
- to increase awareness of and compliance with the WHO Code;
- to develop networks for sharing information among groups concerned about improving the health of mothers and babies through breastfeeding;
- to serve as a resource for health care professionals and the general public through dissemination of information and materials on breastfeeding topics;
- to encourage the development of local breastfeeding coalitions;
- to raise charitable funds for the above;

### **How do you get involved?**

Do you have a passion for breastfeeding support? Minnesota Breastfeeding Coalition (MBC) invites you to become involved. Contact the Board of Director Chairperson at [mnbreastfeedingcoalition@gmail.com](mailto:mnbreastfeedingcoalition@gmail.com).

### **How does MBC conduct its business?**

The structure of MBC includes a Board of Directors and a Steering Committee. The Board of Directors is comprised of a Chairperson, a Chair-Elect, a Post-Chair, several At-Large Directors, a Treasurer and a Secretary. The Board votes on proposals from the Steering Committee and Subcommittees at its bi-monthly meetings.

The Steering Committee meets six times a year in-person and telephonically. Steering Committee members serve on subcommittees that are comprised of people who have a special interest in the goals of that subcommittee. Participation in the Steering Committee is *not* mandatory to work on a subcommittee. Each subcommittee hosts meetings and all have a phone-in option.

<http://mnbreastfeedingcoalition.org/>  
<https://www.facebook.com/MNBreastfeedingCoalition>

November 2018

# **Minnesota Breastfeeding Coalition Subcommittees**

## **Advocacy Subcommittee**

**Goal:** To increase access to lactation care throughout Minnesota by working to secure IBCLC licensure through the state legislature; exploring options for reimbursement for lactation services.

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## **Equity and Access Subcommittee**

**Goal:** To increase the diversity of MBC participants on the Steering Committee, Board of Directors and Subcommittees. Provide assistance to local coalitions to increase their diversity, form cultural coalitions, address issues of rural/urban inequities, disparities, access to services, and to reduce barriers to breastfeeding statewide.

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## **Events Subcommittee**

**Goal:** Oversees coordination of events hosted by the MBC, including the Annual Meeting, Coalitions Teleconference, hospital summits and workshops.

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## **Finance Subcommittee**

**Goal:** Prepares budgets, maintains books, files taxes, and oversees grant writing and fundraising.

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## **Governance Subcommittee**

**Goal:** Oversees board orientation and annual conflict of interest documentation; develops and reviews policies and procedures, charters, guidance documents and job descriptions.

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## **Marketing and Distribution of Artificial Baby Milk (Infant Formula) Samples and Coupons Subcommittee** (on hiatus until mid-2019)

**Goal:** Implementing a comprehensive action plan that offers evidence-based guidelines to providers, clinicians, vendors and commercial retailers regarding the appropriate distribution of artificial baby milk samples and coupons.

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## **Media and Outreach Subcommittee**

**Goal:** Answers media inquiries and coordinates MBC outreach and social media activities to ensure MBC's public presence is promoted and positively portrayed.

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### **Membership Subcommittee**

**Goal:** Oversees memberships, ensuring voting members have goals consistent with MBC goals and are WHO Code compliant.

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### **Mother / Baby Healthcare Collaborative**

**Goal:** Helps facilitate collaboration between hospitals, clinics, and other areas of healthcare to improve maternity care practice and breastfeeding support across the continuum of lactation care; promotes the Minnesota Department of Health breastfeeding friendly recognition program.

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### **Nominating Subcommittee**

**Goal:** Seeks a diverse slate of candidates for the MBC board of directors; conducts board elections annually.

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### **Strategic Planning Subcommittee**

**Goal:** With input from the board, steering committee, and members, regularly assesses MBC's goals and strategies and identifies specific objectives and activities that best fulfill MBC's mission and vision.

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### **USBC Website Subcommittee**

**Goal:** Works collaboratively with the United States Breastfeeding Committee to develop and maintain the online Minnesota Breastfeeding Coalition Board and Leadership Communities.

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### **Website Subcommittee**

**Goal:** Maintains the infrastructure of the Minnesota Breastfeeding Coalition website.

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### **Worksite & Childcare Subcommittee**

**Goal:** Coordinates workplace and childcare lactation efforts and promotes the Minnesota Department of Health breastfeeding recognition programs.

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