



MIBFN BLUEPRINT FOR

BREASTFEEDING COALITION BUILDING

This document outlines the ways MIBFN builds coalitions to advance breastfeeding outcomes.



COALITION BUILDING

To join the movement and learn more, visit www.mibreastfeeding.org/coalition-building



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As we aim to build an inclusive movement to #ChangeTheSystem and to improve breastfeeding outcomes, we want our partners to know what they are getting behind when they join in our mission to lead the statewide collaborative actions for advocacy, education, and coalition building to create a supportive breastfeeding culture. The aim of this document is to provide everyone who considers herself or himself a part of our network with clarity about why and how we are committed to #ChangeTheSystem to make MIBFN's vision into a reality, that all Michigan families will live and work in a breastfeeding-friendly environment.

WHY BREASTFEEDING SYSTEMS CHANGE

Positive breastfeeding outcomes benefit everyone - mothers, babies, society, and the environment.

Recent estimates show that over 800,000 child lives worldwide and 20,000 maternal lives could be saved each year if every child were exclusively breastfed for the first six months of life.¹

Michigan mothers are already doing their part. The American Academy of Pediatrics (AAP) recommends six months of exclusive breastfeeding and the World Health Organization (WHO) recommends continued breastfeeding to two years of age and beyond.^{2,3} 85 % of moms in Michigan initiate breastfeeding.⁴ However, mothers must navigate systems that were not built to support their long-term breastfeeding success. By six months of age the breastfeeding rate drops to 55.6 % with exclusive breastfeeding through six months dropping even lower to 23.9 %.⁵

Systemic roadblocks, including unsupportive and oftentimes hostile environments, drastically reduce breastfeeding exclusivity and duration rates. Currently, the workplace, child care centers, courts, maternity care facilities, and other systems are not designed for breastfeeding success and stand in the way of positive health outcomes.

Michigan families deserve better, and mothers should no longer shoulder the burden of breastfeeding without systemic infrastructure in place - it is time to change the system. To enact permanent change and advance breastfeeding outcomes, inclusive planning and work across multidisciplinary systems is necessary. All spaces and places, from the delivery room to the courtroom, must provide equitable access for positive breastfeeding outcomes.

The mission of Michigan Breastfeeding Network (MIBFN) is education, advocacy, and coalition building. We envision a landscape in which all families can live and work in a breastfeeding-friendly environment. We are working to cultivate woman-centered, equitably designed systems that make breastfeeding success feasible for every Michigan family.

Coalition building is essential for creating a breastfeeding-supportive culture across Michigan.

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MICHIGAN BREASTFEEDING RATES BY THE NUMBERS

2015 MICHIGAN PRAMS DATA TABLES⁶

Breastfeeding Initiation Rate	85 %
White, non-Hispanic	87.4 %
Black, non-Hispanic	75.1 %

2018 CDC REPORT CARD MICHIGAN DATA (BABIES BORN IN 2015)⁷

Infants ever breastfed	77.7 %
Infants breastfed at six months	55.6 %
Infants breastfed at 12 months	34.6 %
Exclusive breastfeeding through three months	44.1 %
Exclusive breastfeeding through six months	23.9 %



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WE KNOW THERE IS WORK TO DO

As of 2018, MIBFN supports 22 coalitions. Every community needs culturally-aware support to dismantle the roadblocks that derail breastfeeding success

WE WORK BETTER WHEN WE WORK TOGETHER

There is so much work to be done in the field of breastfeeding, and collaboration is the most productive way to reach families across Michigan. MIBFN's definition of a breastfeeding coalition is "a group of individuals and/or organizations who agree to work together to create breastfeeding supportive systems."

COALITIONS REFLECT LOCAL COMMUNITIES

Coalitions that represent broad-based, diverse, cross-sector groups can work to ensure that the systems mothers encounter every single day are designed in an equitable way to promote, protect, and support breastfeeding success.

LOCAL COALITIONS ARE THE FOUNDATION OF GRASSROOTS EFFORTS

Local communities understand their barriers and opportunities best and innovative solutions come from leaders working within a community rather than a "one size fits all" superimposed approach. Community-based support for breastfeeding can expedite a cultural shift in normalization efforts. Local coalition building is an important step in harnessing the power of community to make positive change and advance health outcomes. Change at this level depends on the voices of all those who are impacted, including advocates, families, parents, lactation professionals, and community members.



IF EVERY CHILD WERE EXCLUSIVELY BREASTFED FOR THE FIRST SIX MONTHS OF LIFE

800,000

Child lives could be saved each year

20,000

Maternal lives could be saved each year

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OUR AIMS

MIBFN aims to cultivate and support breastfeeding coalitions in every Michigan community – including tribal, ethnic, geographic, and cultural communities. Coalitions that are formed and work within the communities they serve can ensure representation from the local community and targeted support for the needs of each particular community.

MIBFN aims to ensure that coalition members reflect the communities they serve. The voices of individuals and groups who are already supporting communities are best situated to identify both problems and solutions that affect families. Breastfeeding support across disciplines and organizations is key to reducing inequities in breastfeeding outcomes. One of the most effective ways to provide culturally-competent support is through coalitions that reflect the cultural identities of the communities in which they serve.

MIBFN aims to support coalition work that cultivates mother-centered systems. The work of breastfeeding coalitions is to identify the barriers that families face and work to change the system in the communities they serve. Coalitions cultivate connections across all sectors of their community and can work to change the systems that most impact breastfeeding rates and related health outcomes.



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MIBFN COALITION BUILDING REFERENCE LIST

- 1) Victora, Cesar, “Breastfeeding: Achieving the New Normal,” The Lancet 387 (2016): 403-504.
- 2) Centers for Disease Control and Prevention (CDC) website, Reproductive Health, Maternal and Infant Health, <https://www.cdc.gov/reproductivehealth/MaternalInfantHealth/InfantMortality.htm>.
- 3) American Academy of Pediatrics, AAP Reaffirms Breastfeeding Guidelines, February 2012, available at: <https://www.aap.org/en-us/about-the-aap/aap-press-room/pages/aap-reaffirms-breastfeeding-guidelines.aspx>.
- 4) World Health Organization (WHO), “Exclusive breastfeeding for six months best for babies everywhere,” Statement, 15 January 2011, available at: http://www.who.int/mediacentre/news/statements/2011/breastfeeding_20110115/en/.
- 5) 2015 Michigan PRAMS Data Tables, “Prevalence of breastfeeding initiation by maternal characteristics,” p. 38 of 59, available at: https://www.michigan.gov/documents/mdhhs/2018-05-01_MI_PRAMS_2015_Tables_final_622045_7.pdf.
- 6) 2015 Michigan PRAMS Data Tables, “Prevalence of breastfeeding initiation by maternal characteristics,” p. 38-51, available at: https://www.michigan.gov/documents/mdhhs/2018-05-01_MI_PRAMS_2015_Tables_final_622045_7.pdf.
- 7) Centers for Disease Control and Prevention (CDC), Breastfeeding Report Card 2018 Michigan data, available at: <https://www.cdc.gov/breastfeeding/data/reportcard.htm>.

SUPPORT TOOLS FOR BREASTFEEDING COALITION BUILDING



MIBFN offers the following support for new and existing coalitions throughout the state. More information is available at www.mibreastfeeding.org/coalition-building and by emailing info@mibreastfeeding.org.



MIBFN 310 CONNECT PROJECTS

In partnership with MIBFN, 310 Connect, local coalitions determine the issues they endeavor to address, and implement tangible, locally driven solutions. Currently, MIBFN 310 Connect Flint is working to increase the quantity and impact of diverse, multidisciplinary lactation supporters through the hospitals, outpatient clinics, local public health agencies, and grassroots support organizations. MIBFN 310 Connect Calhoun County is working to increase breastfeeding initiation, exclusivity, and duration rates as well as changes in related health outcomes such as infant mortality and SIDS rates. To learn more, visit www.mibreastfeeding.org/310connect-flint and www.mibreastfeeding.org/310connect-calhoun



FREE COALITION SUSTAINABILITY TEMPLATES

We have a variety of tools to get you started based on lessons learned from other coalitions around the state. We work better when we work together! As a newly formed coalition, you have access to templates that can make your job easier. Check out the MIBFN Local Coalition Toolkit and join the movement at:

<https://www.mibreastfeeding.org/coalition-building/>.



ONLINE SUPPORT THROUGH THE MIBFN SOCIAL SHARING CENTER

In order to foster sustainability and build a culture of local leadership, MIBFN provides technical assistance to local coalitions via email, phone, and our social sharing center on Facebook. To learn more, message us at www.facebook.com/mibfnetwork or email info@mibreastfeeding.org



FUNDRAISING OPPORTUNITIES

Joint fundraising impacts breastfeeding families both locally and on the state level. Local funds are invested into the community in order to support the goals of the local coalition. Coalitions can use this money for web-hosting, meeting refreshments, outreach swag, educational events, and more. Statewide funds support advocacy goals for comprehensive breastfeeding support across all sectors of society. To learn more email info@mibreastfeeding.org.