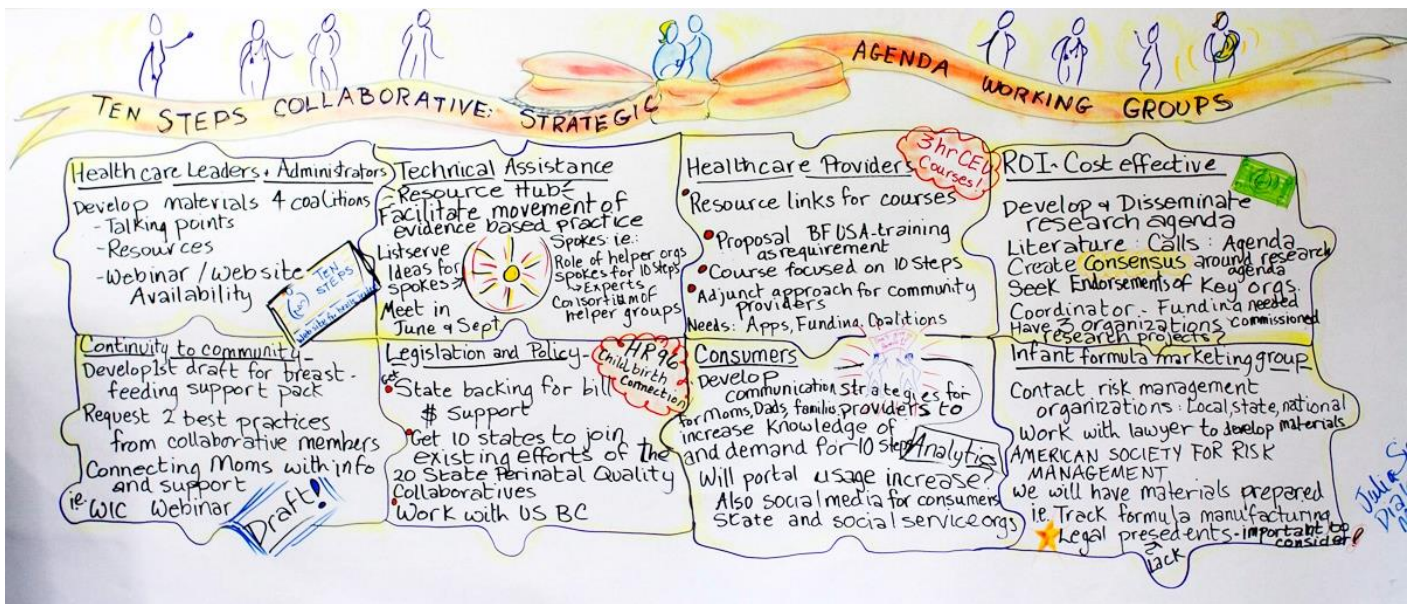


**Proceedings
Interstate Ten Steps Collaborative
2013 Meeting**

Appendix D: Committee and Taskforce Reports



Committee: Consumers

Participants: Deborah Bouressa, Christine Compton, Tonya Daniel, Veronica Hendrix, Glenda Parks, Amelia Psmythe, Gwendolyn West

Problem: We are not reaching mothers, support people or healthcare providers in a smart, savvy, marketable way. Formula companies are.

Objective(s): By 2015, create a communication strategy that increases consumer demand for Ten Steps' implementation.

Activities: 1. Research existing state/ national resources to share with consumers. 2. Utilize Interstate Collaborative portal for sharing (social media, Listserv). 3. Identify key stakeholders for implementation of communication strategy (State Health Departments, State Coalitions). 4. Monthly release of information- through portal. 5. Create the criteria for testing for suitability of information (vetting process). 6. Consider use of Power of Influence principles in strategic plan

Committee: Continuity to Community

Participants: Lisa Akers, Cathy Carothers, Karen Peters, Marilyn Lonczak, Starla McGorty, Katja Pigur, Rachel Schwartz, Leslie Lewis, Julie Lothamer, Brianna Wanner, Denise Fenick, Emily Lindsey, Amy TerHaar, Gwen West

Problem: Mothers are not effectively linked to support in the first critical weeks.

Objective: A. Develop an algorithm with examples for support in line with the SGCTA sectors for a community breastfeeding support path, draft by July, 2014 and final by December, 2014.

Activities: 1. Survey Collaborative members to send 1-2 best practice(s) in their area. 2. Review and select. 3. Organize into draft. Partner with USBC Continuity of Care program.

Committee: Healthcare Leaders and Administrators

Participants: Sherri Sabol, Nancy Raines, Consuelo Dungca, Gwen Whittit, Jennifer Dellaport, Kat Shealy, Jean O'Leary, Dayanne Leal

Problem: We are not prepared to communicate effectively with HC leaders.

Objective: A. Within one year, develop a plan for local coalitions to use data from moms in the community on the patient experience of care; post on the Collaborative's externally-facing website. B. Within one year, develop Question and Answer Conversation Aide for Helper Groups / BFHI advocates to use when discussing implementing the Ten Steps and/or BFUSA designation with hospital leaders; post on Collaborative's externally-facing website; Disseminate through Collaborative member organizations.

Activities: A1. Analyze data from PRAMS, Childbirth Connection and other by December, 2013. A2. Develop messages and share with Collaborative via webinar by March, 2014. A3. Share via USBC-CDC Teleconference April 8, 2014. A4. Engage all state coalitions through USBC by August, 2014. B1. Synthesize list of common leadership concerns by Feb, 2014. B2. Develop and refine responses by March, 2014. B3. Format and disseminate publication.

Committee: Infant Formula Marketing

Participants: Breanna Haviland, Jeanine Hearne-Bersamian, Catherine Hanks, Tina Cardarelli, Sylvia Ellison, Martha Hagan

Problem: Free formula marketing distribution in hospitals

Objective: A. Develop a set of materials to present risk management argument for NOT distributing formula and formula marketing at hospitals, for exhibition at National Conference of Healthcare Risk Management Professionals in October, 2014. (B. Launch a consumer-oriented campaign to "Leave the Bag Behind." To be considered after first objective is complete.)

Activities: A1. Search for what is already developed through Ban the Bags, NABA, RI, No Free Lunch, etc.: Kathy and Martha. A2. Review and discuss how to synthesize, partner and what is missing. A3. Find a lawyer to assist with legal approach (Sylvia). A4. Create content, and vet with collaborative. A5. Put content into graphic design, etc. (Jeanine, Catherine, Martha, Tina). A6. Share at National Mtg. A7. Compile list of contacts, and send follow-up emails to share with colleagues and hospitals.

Committee: Legislation and Policy

Participants: Cerise Bouchard, Suzanne Haydu, Jessica Bartlett, Meghan Reed, Claire Eden, Larry Grummer-Strawn, Megan Renner, Marion Rice, Pam Heggie, Melissa Bartick

Problem: Lacking federal regulation that supports the use of breastfeeding and breast milk for infants.

Objectives: Partner with 10 state breastfeeding coalitions or breastfeeding coordinators to establish joint acts with their states' Perinatal Quality collaborative to support the Childbirth Connection on the HR 896 bill.

Activities: Produce a one page document, composed to help states achieve this collaboration. Marion will gather information on how Oregon has achieved their collaboration; locate where to get information on the bill, and ideas for collaboration. Meghan will contact Childbirth connection as well as National partnership for women and families to determine their needs at this time. Meghan will also explore USBC's role in this bill. Timeline: 2-4 weeks. Jessica and Claire will be responsible for gathering the individual pieces and disseminating it throughout the group.

Committee: Physicians

Participants: Miriam Labbok, Helen O'Connor, Rita Kittoe, Denise Breheny, Marci Robins, DeeAnne Jackson, Kristen Brown, Joan Meek, Susan Vierzhalek, Gabriela Garcia, Rachel Colchamiro, Joan Medford

Problem: Not enough physicians are trained in supporting BF.

Objectives: A. Develop a resource listing with links of 3 hour courses for practitioners and related materials. B. Request extension of educational requirements (by BFUSA). C. Develop a more Ten Steps'-oriented 3-Hour Course with adjunct algorithms and apps.

Activities: A1. Kay Hoover will send out a request for resources with a few sentences description after she receives the list of group members from Miriam by June 15. List will be posted as soon as possible for others to review and add. Then it will remain posted on group portal. B1. Develop a proposal within three months (by Aug 1 by Helen and Denise) to be vetted by group, asking BFUSA to extend provider 3 hour training requirement to anyone with OB or newborn hospital privileges. C1. Develop a workplan for a draft of the course content. Susan, Joan, DeeAnne and Miriam will review existing 3 hour courses after listing developed, and develop a workplan by Dec 1 for draft development to be finalized in the next 6 months, then share for working group approval to proceed with plan. C. Adjunct Approach: November, MA will launch information will be shared in discussion with RI (Kristen Brown), then vet with working group in November for consideration for building upon it.

Committee: Return on Investment / Cost-Effectiveness

Participants: Victoria Hendrix, Lissa Knudsen, Julie Stagg, Marianne Neifert, Debra Knight, Jennifer Matranga, Roger Edwards

Problem: Administrators do not have the cost-effectiveness / return on investment data they need to support implementation of the Ten Steps to Successful Breastfeeding.

Objective: A. To create a research agenda around the cost-effectiveness of Ten Steps' implementation. B. To find a funding source to advance the research agenda.

Activities: A1. Roger to send group RAND document on how to create a research agenda. A2. Turn meeting notes into list of research questions (and variables of interest), and refine/prioritize in committee, then vet with Collaborative, then vet with pilot of healthcare administrators (NICHQ? Partnership). B1. Create a list of target funders (USDA Research Group), and disseminate to them; follow-up.

Committee: Technical Assistance

Participants: Denise Bulpitt, JoBeth Wright, Trish MacEnroe, Emily Magid, Janet Tolley, Catherine Sullivan, Liz Flight, Nancy Merck, Tina Babbitt, Randie Kriefels, Beth Milton, Cinny Kittle, Kinkini Banerjee, Marcie Brewer, Rachel Martinez, Kay Hoover, Lauren Neely

Problem: States are working in silos / Interstate Collaborative is the opportunity to get areas to work together.

Objective: 1. To promote use of the Baby-Friendly USA Guidelines and Evaluation Criteria. 2. Merge with Area / Mentor Networks and Helper Groups

Activities: Combine with Helper Groups and Mentor Networks.

Task Force: Grant Seeking

Participants: Lisa Akers, Cerise Bouchard, Marion Rice, Denise Breheny, Debra Knight, Pam Heggie, Starla McGorty, Rita Kittoe, Consuelo Dungca, Denise Fenick, Beth Milton, Susan Vierzhalek, Gabriela Garcia

Problem: We need more money to operate the Interstate Ten Steps Collaborative.

Objective: To capitalize on our collaboration by successfully obtaining grant awards by December 2016.

Activities: 1. Assess the needs for funding based on committee and taskforce objectives and activities (matrix and survey, if needed). 2. Explore potential funding sources, and make target list and timelines. 3. Craft the overall message (Marion and Cerise) by July 31, and targeted messages based on potential funders.

Task Force: Helper Groups and Speakers' Network

Participants: Denise Bulpitt, Marilyn Lonczak, Janet Tolley, Marci Robins, Kristen Brown, Randie Kriefels, Jeanine Bersamian, Julia Lothamer, Gwen Whittit, Marianne Neifert, Rachel Colchamiro, Rachel Martinez, Amelia Psmythe, Larry Grummer-Strawn, Trish MacEnroe, Breanne Haviland, Marcia Brewer, Carol MacGowan, Jean O'Leary

Problem: 1. Helper Groups are under-funded. 2. Helper Groups are hard to identify. 3. The role of Helper Groups is unclear, and somewhat controversial.

Objective: A. To improve access to Helper Groups by partnering with the Mentor Network / Speakers Bureau TF. B. To assess Helper Groups' needs. C. To create and disseminate a toolkit to support Helper Groups' work.

Activities: 1. Survey Helper Groups re: needs and strengths. 2. Create toolkit/ resource hub for Helper Groups on Collaborative Portal. 3. Promote and disseminate the toolkit / resource hub.

Taskforce: Measures

Participants: Roger Edwards, Victoria Nichols-Johnson, Liz Flight, Jennifer Dellaport, BriAnna Wanner, Julie Stagg, Emily Magid, Melissa Bartick, Rachel Schwartz

Problem: 1. We need to establish, collect and analyze measures to evaluate the effectiveness of the Interstate Collaborative. 2. Collaborative members (areas) would benefit from comparative data analysis.

Objective: A. To operate a set of internal-measures that will indicate whether each committee achieves its goal. B. To create a set of external measures to indicate progress of area-level initiatives, overall.

Activities: A1. To review committee and taskforce objectives, and propose measures for each. A2. Vet measures with committees, then with Collaborative. A3. Propose measures for Collaborative effectiveness, and vet with Collaborative. A4. Propose mechanism for measure collection to CGBI admin. B1. Propose a set of measures for areas to collect to indicate progress of Ten Steps programs. B2. Propose mechanism for measure collection to CGBI admin. Overall: Report on measures for five minutes on every other webinar.

Taskforce: Mentor Networks

Participants: Glenda Parks, Helen O'Connor, Jessica Bartlett, Meghan Reed, Katja Pigur, Suzanne Haydu, Deborah Bouressa, Nancy Merck, Beth McLellan, Gwendolyn West, Leslie Lewis, Jan Medford

Problem: The areas need increased communication to facilitate sharing lessons learned, best practices and resources in order to achieve our mutual goal of advancing *Ten Steps* implementation across the United States.

Objective: To develop a "Resource Wheel" for the Helper Groups within the Interstate *Ten Steps* Collaborative, and any others, and to work with the taskforces to determine how best to support long-term, sustainable sharing of these resources and more.

Activities: Meet to discuss in greater detail after report-out and evaluations.

Taskforce: Portal

Participants: Catherine Sullivan, Sherri Sabol, Karen Peters, Megan Renner, Emily Lindsey, DeeAnne Jackson

Problem: 1. The Interstate Ten Steps Collaborative needs a user-friendly method of virtual sharing.

Objective: 1. To engage with CGBI and the portal developer to design and maintain a portal that meets the needs of the Collaborative.

Activities: 1. Submit notes on needs to CGBI. 2. Pilot portal and give feedback (August / September 2013). 3. Review site statistics semi-annually, and suggest improvements.

Taskforce: Publications

Participants: Cathy Carothers, Beth Wright, Christine Compton, Claire Eden, Martha Hagen, Tonya Daniel

Problem: We need to ensure a high quality for all Collaborative publications

Objective: A. To create a formal style guide for all ITSC publications. B. To review all final publications prior to dissemination, for consistency with style and grammar/typos. C. Disseminate publications within and outside of ITSC.

Activities: A1. To draft a style guide (including fonts, colors, citation style, etc.), vet with CGBI administrators, and disseminate to ITSC. B1. To review documents for style guide adherence, grammar and typos, as publications become ready for dissemination. Assist committees and CGBI administration with effective dissemination of publications.

Taskforce: Webinars

Participants: Nancy Raines, Lissa Knudsen, Cinnie Kittle, Joan Meek, Kay Hoover, Sylvia Ellison, Catherine Hanks, Jennifer Matranga, Veronica Hendrix

Problem: 1. We don't know much about how to host webinars. 2. The Interstate Collaborative would like to use Quarterly webinars to share updates (general and committee/taskforces).

Objective: A. To learn how to effectively host a webinar by August, 2013. B. To facilitate quarterly webinars for the Interstate Ten Steps Collaborative, with administrative support from CGBI.

Activities: A1. Participate in a webinar re: how to host a webinar. B1. Create webinar topic and schedule based on committee / taskforce work. B2. Work with CGBI to facilitate quarterly webinars.