



Wisconsin Breastfeeding Coalition 2016 Local Coalition Awards Application

Please complete the applicable form boxes and “save as” to your computer. Email your completed application to wibreastfeeding@gmail.com by August 15, 2016.

Name of Coalition:

Coalition Contact Name:

Coalition Contact Email Address:

Coalition Contact Phone Number:

Supporting Documentation:

Instructions: List any documents attached separately to the application or include relevant web links that show evidence of coalition infrastructure or activities. Documentation does not need to be submitted for infrastructure criteria unless it has been developed since May 2014.

BRONZE

- 4 Activities from Infrastructure
- 1 Activity from *each* 2016 Focus Area [Maternity Care Practices and Disparities]
- 2 Other activities

SILVER

- 7 Activities from Infrastructure
- 2 Activities from *each* 2016 Focus Area
- 4 Other activities

GOLD

- 9 Activities from Infrastructure
- 3 Activities from *each* 2016 Focus Area
- 6 Other activities

Wisconsin Breastfeeding Coalition

2016 Local Coalition Awards Application

Infrastructure

- Become a WBC member **[required]**
- Member is active on **one** or more WBC committees
- Have at least quarterly meetings (in-person or teleconference)
- Develop coalition by-laws
- Develop coalition strategic plan
- Establish at least **three** member positions
- Establish at least **two** subcommittees/project teams
- At least five sectors are represented at coalition meetings/membership (e.g., WIC, local health department, tribe, local business, La Leche League, child care provider, local policymaker, local media contact, healthcare provider, parent)
- Recruit new members
- Open a bank account
- Coalition representative attends events/conferences (e.g., WALC, LLL, professional training)
- Fundraise
- Write a grant
- Provide continuing education opportunities to coalition members
- Create a coalition website
- Utilize social media (e.g., Facebook, Twitter)
- Use evaluation methods to track coalition progress or impact on BF
- Other:

Focus Area: Maternity Care Practices that Support Breastfeeding

- Recruit healthcare provider(s) to join the coalition (e.g., physician, midwife, nurse, doula)
- Engage local PNCC or home visiting providers in coalition activities
- Ensure prenatal BF classes are available to local moms
- Provide BF education to healthcare providers
- Create and distribute hospital discharge resources for local BF moms
- Create and distribute local BF resources to clinics/physician offices (e.g., OBs, pediatricians, family medicine)
- Facilitate connections between hospitals and community lactation support programs or providers
- Offer Building Bridges training or similar event for hospitals and community partners
- Participate on a local hospital's BF committee
- Work with a local hospital to "Ban the Bags"
- Work with a local hospital to pursue/achieve Baby-Friendly Hospital designation
- Partner with hospitals/health systems to collect BF data after discharge
- Partner with hospitals/health systems to host support groups for BF moms
- Other:

Focus Area: Breastfeeding Disparities

- Ensure that materials and communication messages are translated to address local needs
- Ensure images and photos used in communication materials accurately reflect local community members
- Educate coalition members about cultural competency and share information about disparities
- Use data to examine local BF disparities
- Recruit coalition members from targeted communities that experience BF disparities
- Engage disparate communities in coalition planning activities
- Focus projects or interventions on communities experiencing BF inequities
- Support and/or fund BF professional development opportunities in targeted communities
- Develop and/or support peer counselor programs focused on target communities
- Other:

Other Suggested Activities [Must Have Occurred after May 2014]

- Write to a local policymaker
- Meet with a local policymaker
- Write to a state policymaker
- Meet with a state policymaker
- Create materials with coalition logo or WBC local chapter logo
- Create and distribute a map of local public pumping locations
- Participate in Wisconsin's BF Friendly Child Care initiative
- Work with employers or worksites to better support BF employees
- Recognize BF-friendly local businesses
- Recognize BF-friendly local public spaces
- Provide BF education to a high school or younger audience
- Provide BF education to a higher education audience
- Hold a public event
- Participate in a local community health or parenting fair
- Promote World BF Week
- Present information on a statewide coalition networking call
- Mentor another local BF coalition
- Develop press releases, opinion editorials, letters to the editor, or news articles
- Develop a community campaign to support BF
- Other:
- Other:
- Other:
- Other:

Suggestions for future WBC focus areas: