

Wisconsin Breastfeeding Coalition 2016 Local Coalition Awards

The Wisconsin Breastfeeding Coalition would like to recognize the outstanding work done by local breastfeeding coalitions around the state by offering the Local Coalition Awards program! We hope this program will motivate local coalitions to continue building their own infrastructure, while also taking on new initiatives and implementing innovative strategies to promote and support breastfeeding in Wisconsin.

The awards program will recognize coalitions at Bronze, Silver, and Gold levels, to reflect their established infrastructure and level of activity in a variety of areas. We know coalitions are doing all kinds of amazing work, but we'd also like to establish statewide focus areas that we can work towards collaboratively.

The **focus areas** for the 2016 awards program are:

- Maternity Care Practices that Support Breastfeeding
 - Maternity care practices implemented in hospitals and health systems can greatly impact infant feeding decisions and the likelihood that women achieve their breastfeeding goals. The Baby-Friendly Hospital Initiative sets the gold standard of maternity care, but much can also be done to support hospitals and healthcare providers in improving their policies, practices, and staff training.
- Breastfeeding Disparities
 - Disparities exist in both breastfeeding rates and the availability and accessibility of culturally appropriate lactation support. We see inequities related to race/ethnicity, socioeconomic status, geography, and many other factors. Local coalitions can help address these disparities by recognizing they exist, by engaging the communities most affected, and by working collaboratively to come up with solutions.

Award Application Process

- Program and application materials are released in May 2016
- Local coalitions review program criteria available at www.wibreastfeeding.com
- Local coalitions gather evidence and supporting materials for the activities they select on the application
- Local coalitions complete application form and submit supporting documents to wibreastfeeding@gmail.com by August 15, 2016
- WBC Awards subcommittee reviews completed applications and documents to assign points for activities and to recommend award levels
- WBC Executive Committee reviews recommended award levels for final approval
- Awards are announced at 2016 WBC Annual Summit on September 23

The criteria for the Bronze, Silver, and Gold award levels are outlined in the application form. The application also includes suggested activities under each category, although other activities will certainly be considered and are highly encouraged. Supporting documentation should be submitted to provide evidence for activities indicated on the application. Summary documents, photos, and web links are sufficient – less is more!

The Wisconsin Breastfeeding Coalition and its committees aim to provide resources and template documents to support the suggested activities, particularly for infrastructure-building and the focus areas. Resources and links are housed on the WBC website, www.wibreastfeeding.com. If your coalition would like assistance with a particular project or activity, you can always contact WBC at wibreastfeeding@gmail.com.

We hope your coalition will consider applying for a Local Coalition Award! The Wisconsin Breastfeeding Coalition can't wait to recognize you for your hard work and celebrate all of your accomplishments!