

OBA Coalitions Workshop
June 10 2016

These notes are from our 2016 Coalitions Workshop, and a presentation by Tina Cardarelli, from the Indiana Perinatal Network, and a noted expert in building breastfeeding coalitions on a local and regional level. OBA wanted to bring Tina's expertise and inspiration to Ohio to help local, regional and state coalition members and interested parties form direction, inspiration and motivation for moving forward in creating collaborative breastfeeding advocacy in Ohio communities.

Tina's mission:

- help people harness community action for breastfeeding
- Build energy through coalition work
- here to help coalitions work on building energy, find ways to work on community issues, what coalitions are struggling with.

A little bit of history, a little bit of perspective from Tina:

- 17 yrs with WIC, in Boston, moved to South Bend IN worked in MI with WIC.
- Left there because she wasn't sure she was good with one on one, but started consulting agency to work on bigger picture with state health agencies.
- Started with IN with paid leadership role for breastfeeding. That job ended with IN, but Tina continues that work with her nonprofit. Other states pay for IN to have a nonprofit (not paid by state) consultant lol
- Continues to work with coalitions to keep the momentum going. Tina is excited about coalitions and their possibilities
- Was an original member of Massachusetts Breastfeeding Coalition, also started Michigan Breastfeeding Network, so has worked with three state coalitions.

Some structure review: USBC → state coalitions → community coalitions

USBC, state coalitions are Motherships to smaller coalitions

Birds flying south must accomplish that journey as part of a collective

Barn-raising: can't do it alone

19th century sociologist Durkeim: collective effervescence, community energy

(caution: can have a negative energy as well as positive)

Working in groups can have negative connotations, but positive ones as well: school assignment groups vs. theatre/band; design by committee vs. effective teams

Track emerging issues, learn problem solving.

Getting Coalitions off the Ground

- Don't suck the fun out of kite flying (or being a part of a coalition)
- In essence, you must fly the plane while you build it: Frances Dunn Butterfoss
- Build Internal Structure and Work on Outside Projects
- One of the best reasons coalitions exist is because they provide a dynamic, innovative, experimental experience: Frances Dunn Butterfoss

Books:

Ignite! Getting your Community Coalition Fired Up for Change: Frances Dunn Butterfoss

Coalitions and Partnerships in Community Health: Frances Dunn Butterfoss

Community Conversations: Paul Born

Keeping Our Coalition Flying: Who are you and why do you exist?

- One tip: have a retreat every year: stop meetings and regroup and find out what everybody cares about.
- Why are some afire and some stale and some crashing? What's the difference between productivity and not? Do you have a clue about what your people are passionate about?
- Get feedback from people who don't come back
- Reflect on and celebrate the past accomplishments
- Rule of two feet: if you are not getting what you need, you'll take your two feet and leave: this should guide you in not letting people leave.
- Mission/vision can be done in 15 minutes: is: why do you exist and what will your community look like when you do exist?
- No titles or jobs come into coalition, no pulling rank, etc.
- Include "civilians", very important: MOMS
- #1 reason people do things: Someone asked them to do it.
- Invite guest speakers, they can experience your meeting
- Work on asking people
- Evaluate if what you are doing ties back into doing good, into benefits, into recruits
- Everything you do has a PR component
- Make the coalition part of your elevator speech

Some Common Pitfalls and Some Tips For Them

- Keep equilibrium in the group: no one superior or inferior, everyone is heard
- Enthusiasm and passion can really carry you forward; nurture it
- Coalition leadership: skills needed here! Keep meetings in order, move decisions forward, delegate
- Coalitions that are well run, run well.
- Leadership: let people know they need to step up or table projects
- Minutes: keep them simple: use a table that inserts answers to questions
- Break jobs down, so delegation can happen; summarize assignments, then lead the next meeting with who got something done.
- Hold people accountable to what they committed to last meeting by asking them first thing about assignment completion
- Partnerships are amazing for looking at things in different ways; with other coalitions, other orgs, all good
- Engaging other coalitions or partners brings energy into your group and new ideas
- Engaging new members: ask pharmacists to come to help write surgery center letters re: NPO guidelines, medication guidelines
- Give partners authority in their area of expertise, draw on them to accomplish things they are involved in.
- Effective leaders transform communities
- Food brings people (Whole Foods supports breastfeeding) get donations
- Do fun things, have meetings in different places, locations, that are fun: McCallisters, or restaurants that have meeting rooms

- How do you look at your goals: is the horizon a width of possibilities or an endless wasteland? (or a plane crash! Lol!)
- Give people fun things, like shirts, badges, buttons,
- Create excitement aka a wedding planner!
- Aim to knock down a lot of pins when you bowl.
- Aim to create hell in the world.

Afternoon Session:

Show of projects that Tina's coalitions have taken on

Leave the Bag Behind cards

Appreciation postcard for coalition members: inspiration for members

Photos by pro photog framed and sold inexpensively to doctors' offices as breastfeeding mentoring/modeling

Find the people in your community who are looking for a conduit for breastfeeding passion: many parents and mothers had a breastfeeding experience that drives their passion: ASK

Solicit artists to create art for breastfeeding, jury the program and award the winner.

Webinar on USBC: 100 partner exercise

Are you maximizing everyone you have access to, everyone who comes to your meetings? Don't ignore the person in the back of the room!

Walgreens' has education rooms?! IPN developed a partnership between Walgreens and breastfeeding HCPs and then stepped out of the way, so that pharmacies have lactation support on site. Well Babies at Walgreen's.

Breastfeeding Stickers: put your branding on them.

Breastfeeding Storage guidelines cards to give out to mothers/clinics/childcares

Strategic Plan for projects, especially big ones

Strategic Planning Cycle: Formulate Strategy → etc





Sandusky County: Great partnership between Kim and Crystal; got a brochure made; they have a bi-monthly newsletter they send out; active collaboration between WIC and hospitals with coalition; have a website now; they have a letter asking for board members, members and donations they are sending out; working on doctor packets; have a mom who made stickers; treasury is an envelope(☺). Tina says: they are best example of building the plane while flying it; great communication, great identity/PR creation, great passion! Crystal Henson

Southeast Ohio Breastfeeding Coalition: Lisa Davidson and Lauren Wood (Newark): right now have a lot of interest, fewer participants; some hospital people don't have permission/reason to attend, so working on communicating importance to them. Donor milk accomplishments for moms in their region totaled 10,454 oz; created a display about that accomplishment. Meeting with local college to discuss workplace lactation support plans; will create presentation from that work; survey at community health fair about were you breastfed and how you feel about breastfeeding issues including public breastfeeding law, break time for nursing mothers, knowledge of breastfeeding support; conducted at local health fair; Miracle Milk Stroll

Medical workers and moms have common goals!

Thanks to all who participated in our workshop! Tina is always open to questions, you can reach her at: tcardarelli@indianaperinatal.org. You can also contact us at OBA for help and support, at info@ohiobreastfeedingalliance.org.

Notes from the Parking Lot for Ideas

Pitfalls (Barriers to Success):

- Location
- No Support from Community Leaders
- Difference of Opinion on Key Ideas

Frustrations:

- Breastfeeding not viewed as important -- much focus is on safe sleep. (Ohio Task Force on Infant Mortality)
- Doctors and hospital staff unsupportive of BF or giving misinformation

What is Your Passion?

- Encouraging AA women to BF
- Helping and supporting new moms
- Community known as BF friendly

Memberships and Partnerships:

- Reluctance of some members to invite/include moms
- Reluctance of some health professionals to see why they should be involved
- How to get them interested—who best to contact

Accomplishments:

Yearly Big Latch On and Miracle Milk Stroll to connect w/moms

Website

Brochures

Bringing in breastfeeding moms

Community presence at fairs

Project Ideas:

Too many ideas, but never get accomplished

Meet and Greets

Connecting w/ Dr and professionals to get more info out about coalition and support

Really like the idea of meetings during Thirsty Thursdays and Retreats.

\$

Lack of ☺

How to filter through OBA (no 501c3 and don't want to)

501c3

Fundraising