

***Task Force on Research Specific to
Pregnant & Lactating Women***

**Effective Communication
Strategies**

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United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING



USBC INFRASTRUCTURE, TOOLS & EFFECTIVE COMMUNICATION STRATEGIES

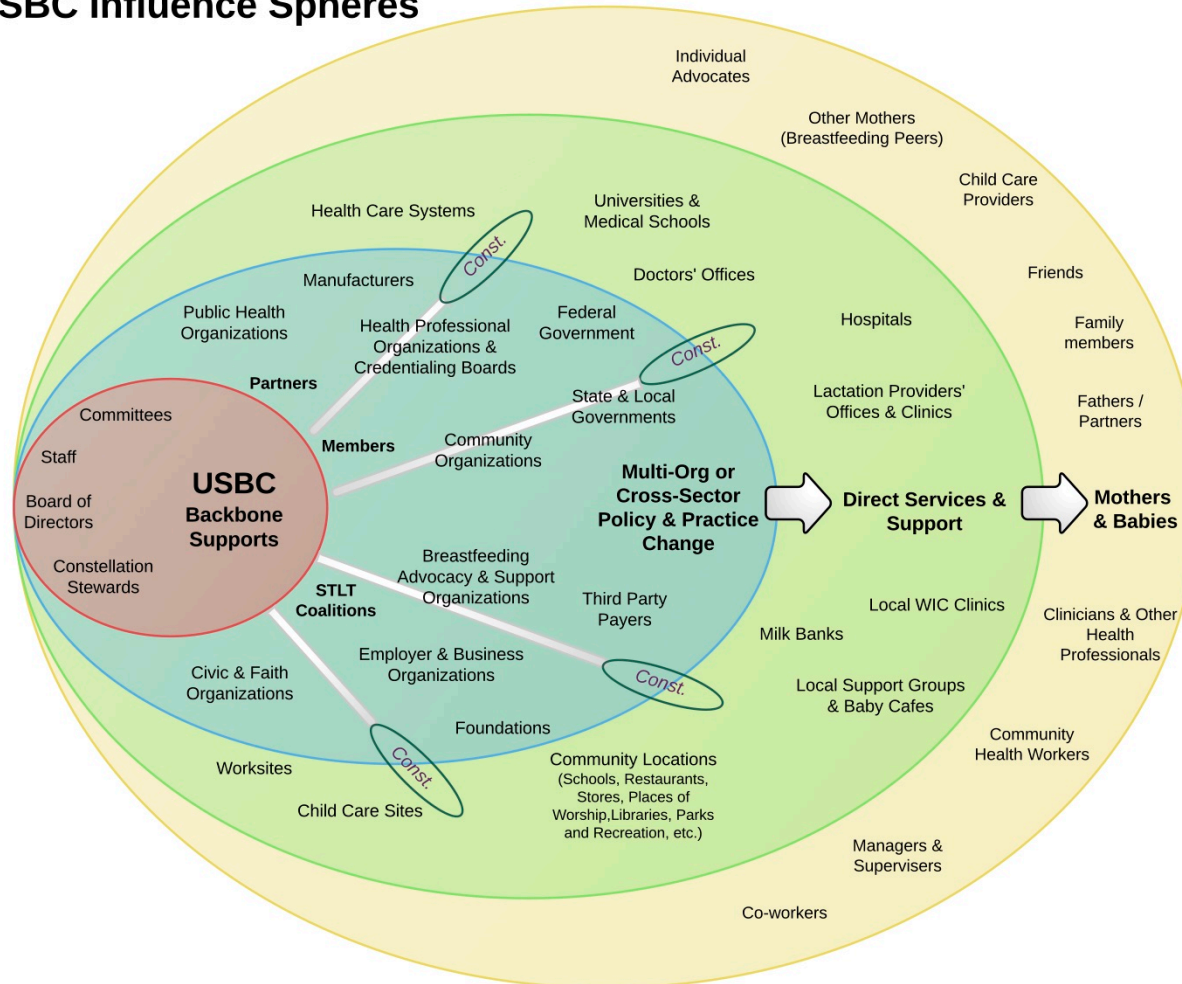
Who is the USBC?



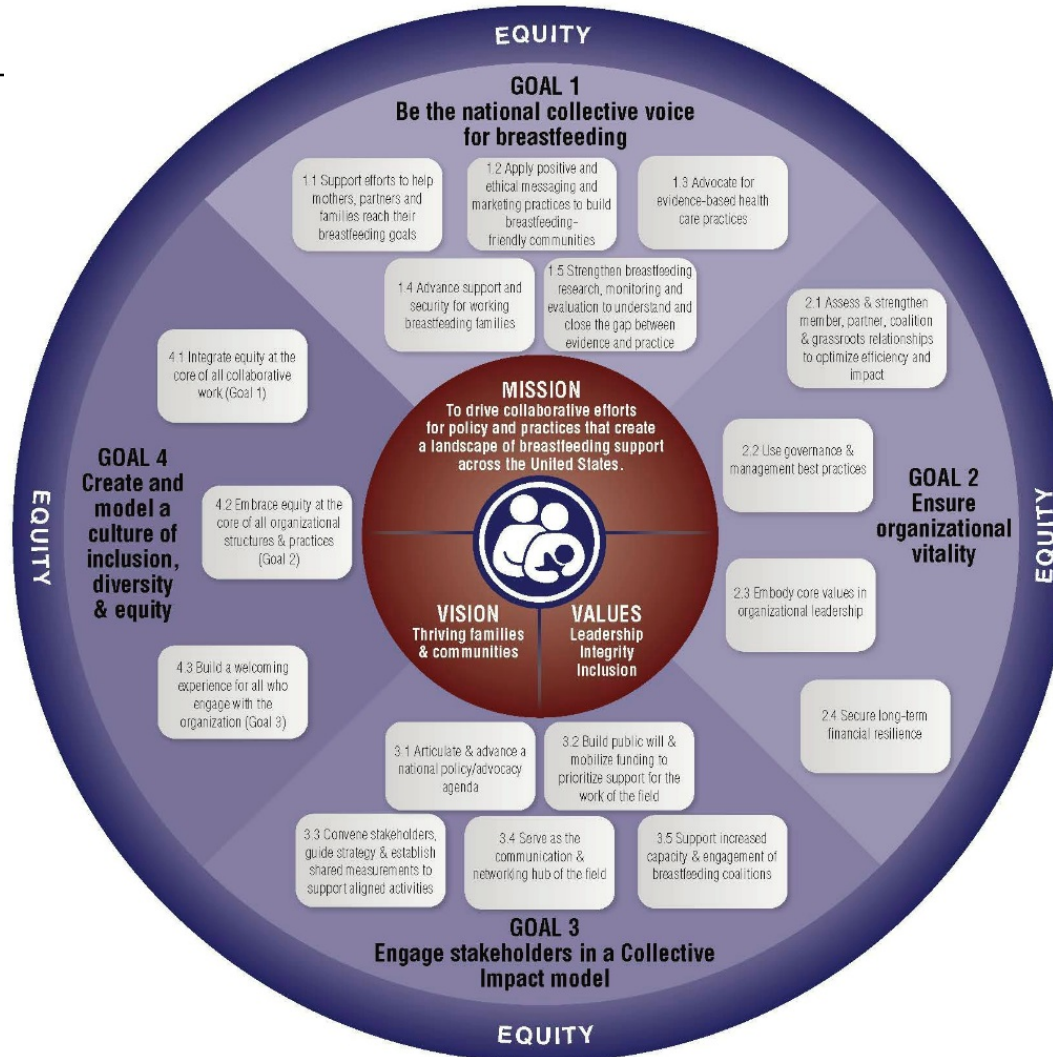
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- ❑ USBC is an independent nonprofit organization
 - ❑ Formed in 1998 in response to international Innocenti Declaration, calling for national, multisectoral breastfeeding committee in each country
 - ❑ USBC is now a coalition of more than 50 national organizations, as well as state, territorial, local and tribal breastfeeding coalitions
 - ❑ We convene and support national collaboratives on a variety of topics, working toward policy, systems and environmental change

USBC Spheres of Influence

USBC Influence Spheres



USBC Strategic Framework



USBC Communication Vehicles

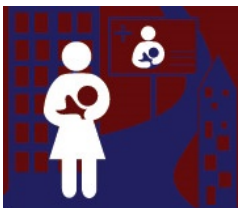


- ❑ **News curating:** Weekly Wire newsletter of relevant news clippings for the larger field, sent to listserv of over 20,000
- ❑ **Learning Communities:** timely news & information sorted into 20+ online communities with customizable subscription options
- ❑ **Policy in action:** email & text alerts for timely analysis & advocacy action alerts
- ❑ **Listservs for mobilizing:** media & advocacy contacts; national org & state coalition leaders
- ❑ **Social Media:** Facebook, Twitter, Instagram
- ❑ **Constellations:** National organizations working in collaborative groups for policy, systems, and environmental change
 - There is interest in a Research Coordination & Translation Constellation

Website Collaboration Features



- The USBC website has two levels: public and “profile-user”. Through free profiles, users can:
 - Add programs to searchable database
 - Join 20+ Learning Communities on various topics
 - Indicate organizational capacity & interest in joining national collaboratives on various topics
 - Select preferences for timely, specific news feeds



Effective Communication Strategies



- Lead with love and integrity
 - “People don’t care what you know until they know you care.” ~*Kim Bugg, CEO, Reaching Our Sisters Everywhere*
- Trust mamas’ intelligence and reinforce their instincts to care and protect
 - ...While providing evidence to support informed decisions
- Go where mamas already are
 - Websites, social media, platforms they already use
 - Build two-way networks, not one-way “ads”

Effective Communication Strategies Cont.



- Engage with trusted leaders & build from there
 - Identify trusted community members & early adopters and build from there
 - Influencers more important than “experts”
 - People go to social media platforms during down time – seen as leisure, not learning

Communication Lessons Learned

- Don't fuel the so-called "mommy wars"
 - Negativity breeds negativity, and that always backfires
- Take a cue from campaigns to end teen pregnancy that are sex-positive
 - Build movements that are healthy and free of shame
- "Call out culture" means organizations are held accountable for inauthenticity

USBC Information Dissemination Procedure



- ❑ The USBC has a thorough and thoughtful process to review information for possible dissemination
- ❑ USBC network is broad and not for sale
- ❑ Our mission, vision, values, and policies guide every decision
- ❑ The Rapid Response procedure governs editorial decisions in areas of emergence or controversy
- ❑ PRGLAC findings or recommendations could be shared with the USBC for consideration of sharing with the network or related advocacy actions

Thank you!



We are better, together!

