

# PUBLIC POLICY AND BREASTFEEDING: WHERE WE WERE, WHERE WE ARE, AND WHERE DO WE GO FROM HERE

ADREAN CAVENER  
OWNER, MOSAIC ADVISORS

## WHAT ARE WE DOING TODAY?

- History of Breastfeeding Policy in Idaho
- 2018 Legislation
  - What does it do
  - What DOESN'T it do
- How to Take it From Here
  - How to be your own lobbyist

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## WHERE WE WERE

Where It's Legal To Breastfeed In Public



■ Moms can breastfeed wherever, whenever they want  
■ Breastfeeding moms are exempt from public indecency or nudity laws  
□ No laws protect moms who breastfeed in public

Source: National Conference of State Legislatures

THE HUFFINGTON POST

## WHERE WE ARE

## H.B.448: WHAT IT DOES

- "Nothing herein contained is intended to include or proscribe the breastfeeding of a child or the expression of breast milk for the purpose of feeding a child."
- "The provisions of this section shall not apply to the breastfeeding of a child or the expression of breast milk for the purpose of feeding a child."
- Provides protections for breastfeeding and pumping mothers under the indecent exposure law
- Allows for breastfeeding in public places (parks, government buildings, etc.)

## H.B.448: WHAT IT DOESN'T DO

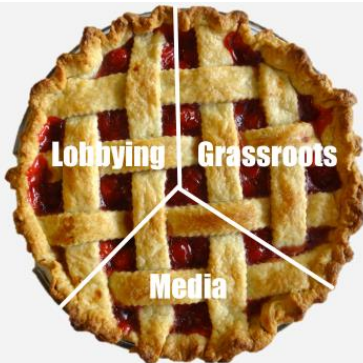
- Encourage breastfeeding or proscribe it any way
- Does not apply to trespassing from a private business

# WHERE WE GO FROM HERE



## OH, THE POSSIBILITIES...

- Further breastfeeding protections
  - City ordinances for private place protections
  - Workplace support and protections
  - Support in early care and education centers
- Lactation consultant licensure
- Increased appropriations for breastfeeding programs



## LOBBYING

- Meeting with elected or appointed officials who have the authority to vote on the law/rule you want
- ALWAYS LOBBYING:
  - Asking public to vote for a particular candidate
  - Asking elected official to vote a particular way (has to be a SPECIFIC bill)
  - Writing legislation
  - Telling public that a particular piece of legislation is good or bad
- NEVER LOBBYING:
  - Stats or reports on your services or impact to elected officials
  - Fact based materials to the public
  - Volunteers or customer testimonials

## GRASSROOTS

- Most people's "go to"
- Ask yourself, "How does this action get us closer to moving a vote?"
- Education ≠ Change
  - Move motivation to do something.
  - Remove barriers.
- Make a house that houses all your volunteers.

## MEDIA

- The media is not your friend, but they are also not your enemy.
- News rooms are STRAPPED – help them and bring them value.
- Clipping is a real thing. Never say anything that you wouldn't want singled out.

