

Center for WorkLife Law

Breastfeeding Policy Summit

Check for updates on our event page: worklifelaw.org/breastfeedingsummit

Welcome Dinner

Monday August 5, 2019

5:30 p.m. | **Azúcar Lounge** | 299 9th Street, San Francisco, CA 94103

Policy Summit

Tuesday August 6, 2019

Jones Day, 25th & 26th Floors
555 California Street, San Francisco 94104

7:30 a.m. | Meet in BEI Hotel Lobby for Venue Shuttle Departure
8:00 a.m. | Meet in Jones Day Lobby
8:15 a.m. | Registration and Breakfast
8:30 a.m. | Program Begins

Tentative Agenda

- I. **Introductions, Roadmap, and Goals for the Day**
- II. **Breastfeeding Discrimination 101**

The authors of [Exposed: Discrimination Against Breastfeeding Workers](#) will share their key findings, including current legal protections for breastfeeding workers and where they fall short. Participants will learn about the devastating consequences of breastfeeding discrimination, as well as how state-level policy changes can help.

- III. **Playing by The Rules: Legislative Advocacy and Lobbying**

Attendees will hear from a legal expert on the rules regulating their engagement in political activities and policy advocacy, including restrictions and requirements related to lobbying. Participants will explore what type of advocacy actions they can employ confidently, when they should be cautious, and where to go for additional guidance.

- IV. **Model Policies to Protect Breastfeeding Workers**

An expert panel will explore a menu of policy options available for state legislation and discuss how to strategically choose which policy options to advance. Participants will discuss drafting policy with an equity focus.

Lunch (Provided)

V. Identifying and Connecting with Key Players

Participants will learn how to identify key decision makers and the grassroots organizations that move them. Panelists will discuss best practices for building strong and inclusive coalitions.

VI. Latching on to a Successful Message

Messaging experts will guide participants in a conversation on the main lenses through which we discuss breastfeeding policy, with attention to the equity and structural change lenses. Participants will learn how to successfully message the benefits of breastfeeding and worker-protective policies, as well as how to tailor their message effectively depending on the intended audience. Participants will have the opportunity to break into small groups to develop talking points on tricky topics and troubleshoot common problems.

VII. Taking Action and Mobilizing Members

Panelists will explore tactics to create a campaign action plan and mobilize their networks. Participants will discuss best practice strategies for engaging and activating their members and for employing social media successfully.

VIII. Conclusion and Goal Setting

Participants will solidify their own action plans, as well as brainstorm plans for moving forward with the group, including identifying ways participants can engage with one another in the future.

Post-Event Happy Hour

Tuesday, August 6, 2019

5:30 p.m. | Jones Day — 26th Floor