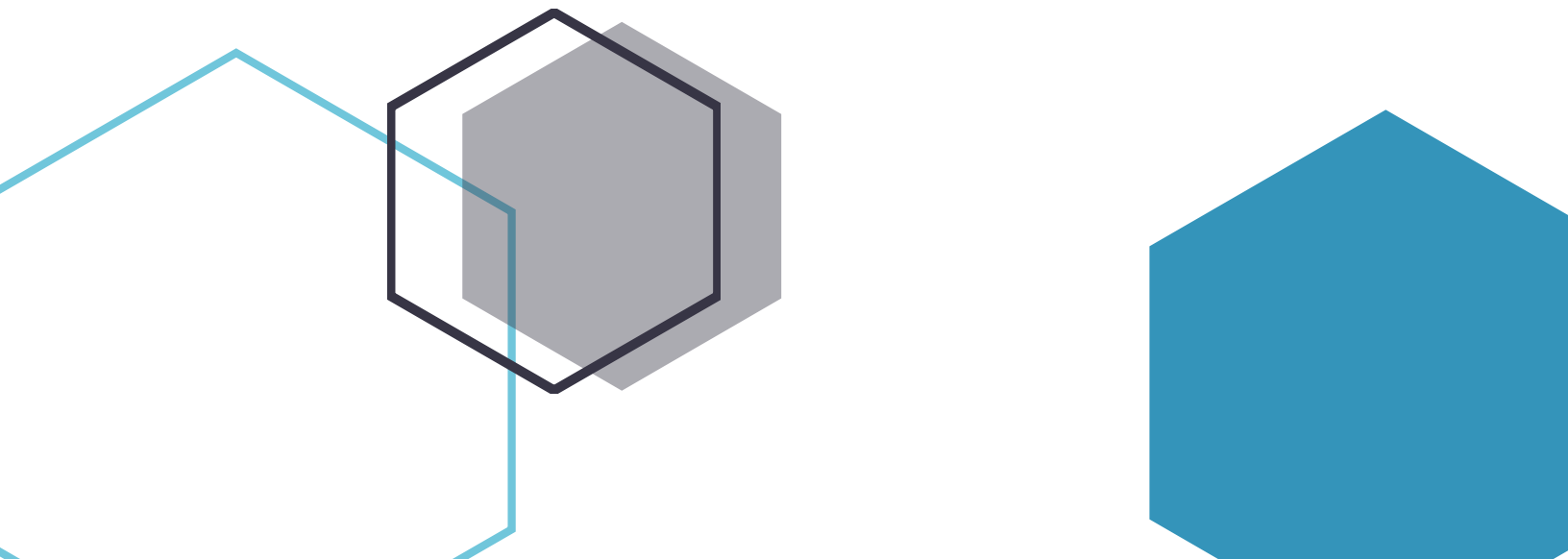




Donor Milk Drive Toolkit

Steps to Organize a Milk Drive at a Conference

American Academy of Pediatrics
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Acknowledgements

The Donor Milk Drive Toolkit was compiled by members of the AAP Section on Breastfeeding Leadership Team.

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The information in this publication do not indicate an exclusive course of treatment or serve as a standard of medical care.

This resource reflects best practices developed since partnering and organizing donor milk drives – all with the goal of making hosting duties a little easier. Variations, taking into account individual circumstances, may be appropriate.

For more information about breastfeeding please visit www.aap.org/breastfeeding.

For questions or assistance pertaining to this resource email inquiries to lactation@aap.org.

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Donor Milk Drive Toolkit



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Goals of a Donor Milk Drive

1. Professional women who are breastfeeding or expressing milk for their babies may struggle to attend meetings without the baby. Facilities to pump, store, and freeze breastmilk are not always readily available. Mothers may struggle to transport a large amount of milk back home and for lack of better options may discard milk. Even if a baby comes with their mother to the meeting, the mother may be pumping during the meeting. Mothers may be more willing to attend meetings if they are aware of the organization's support for her to breastfeed, pump and store her breastmilk. A donor milk drive will: (1) assure mothers that their efforts of pumping milk and breastfeeding are honored, (2) provides a substitute to discarding precious milk, (3) drive information about milk donation, and (4) boost donations to human milk banks.
2. Opportunities to publicize and educate regarding the need for milk donations and the importance of non-profit human milk banks for sick or premature infants are valuable, especially at conferences or meetings that involve OB/GYNs, pediatricians, family physicians, and mother-baby nurses. Many providers are not aware of the option of human milk donation or the importance of human milk for a sick or premature infant or an infant whose mother has a medical contraindication to breastfeeding.
3. Local milk banks may benefit from the publicity associated with a successful meeting in the medical community. Milk banks may also have opportunities to learn about other valuable community resources through attendance at a medical conference/meeting.

Potential Audience for Toolkit

- Conference Planner/Host
- Conference Manager
- Event Coordinator

STEP 1: Reach out to the organization organizing the conference and obtain permission to organize and promote a milk drive.

Timeframe: 6-12 months prior to event.

Key components

- Plan early!
- Develop a draft milk drive plan.
- Collaborate with conference personnel and lactation room sponsor.
- Develop a list of supplies.¹
- Develop a marketing strategy.
- Address liability concerns.²
- Address safety issues (confidentiality).³

STEP 2: Locate, contact and collaborate with your local Human Milk Banking Association of North America (HMBANA) milk bank at www.hmbana.org.

Timeframe: 6-12 months prior to event.

Key components

- Preferably contact the HMBANA headquarters and identify and confirm support of local (HMBANA) milk bank.
- Collaborate with milk bank regarding decision about clinical use or research donation for milk donations.⁴
- Inquire about the screening and milk donation process. While the following 5 steps are common for all HMBANA milk banks, the processes may vary slightly:
 1. Telephone or face-to-face interview to determine eligibility.
 2. Complete donor/infant profile and medical history via HIPAA secure site, printed form via USPS, or printed form at the conference.
 3. Provide consent to donate and consent forms for donor/infant health care providers via online secure site, printed forms via USPS, or printed forms at the conference.
 4. Blood testing options (cost for serology is paid by the milk bank).
 - Prior to attendance (using milk bank lab slip).
 - After meeting (using milk bank lab slip).
 - Onsite by blood bank mobile van.
 5. Donor notifications and follow-up.
- Inquire about information tracking.
- Inquire about privacy for donors.
- Confirm procedures for storage and identity of each individual donation during the event and transport of the donor milk to the milk bank.
- Confirm milk bank staff availability during each day of the conference to answer questions and facilitate process.⁺⁺

++Though this may not always be possible, it has been found to be very helpful to address mothers' questions, recruit mothers, and to prevent burden of milk drive from falling to lactation room staff/supporter.

STEP 3: Engage potential sponsors and determine who will cover costs associated with the milk drive.

Timeframe: 6-12 months prior to event.

Key components

- Collaborate with conference planners.
- Collaborate with local HMBANA milk bank.
- Determine whether the conference/meeting has a sponsor already identified for a lactation room, and/or equipment/supplies that will already be available.
- Engage and/or solicit corporate sponsor(s), as needed.
- Confirm sponsor of conference lactation room and milk drive.
- Confirm which supplies will be sponsored or provided by HMBANA milk bank and/or corporate sponsor.⁵⁻⁶

STEP 4: Work with organization's conference staff to organize details of the milk drive.

Timeframe: 6-12 months prior to event.

Key components

- Identify and confirm conference personnel in lactation room.
- Design promotional materials.
- Confirm dates, staffing schedule and hours of operation.
- Review floor plan of lactation room.
 - Sufficient privacy areas to express milk.
 - Appropriate posters and signage.
- Ensure local milk bank volunteers have badges or other identifying information that grants them access to the lactation room during the conference/meeting.
- Confirm equipment and supplies. *(See Appendix 1)*
- Identify and confirm space for milk bank promotional materials for mothers/education/outreach.
- Confirm set-up and tear down hours.
- Confirm when and who will be transporting the donated milk from the event to the local milk bank with organization conference staff.

STEP 5: Start promoting your milk drive in advance.

Timeframe: 3-months prior to event.

Key components

- Develop promotional messaging and posters...or create a tagline!
- E-mail blasts to meeting attendees, organizational members, partners and peers.
- Promote on social media networks (e.g. Facebook, Twitter, Blogs, etc.) before and during the conference.
- Consider creating a hashtag.
- Outreach to community partners in the organization (i.e. Dr MILK, Academy of Breastfeeding Medicine, American Academy of Family Physicians and the American College of Obstetricians and Gynecologists) to raise awareness.
- Consider creating and distributing badge flag/ribbon/button.
 - Sample Language: "I Support the Milk Drive."
- Obtain permission for any photos used.
- Encourage mothers to contact milk bank early to begin the screening steps.

STEP 6: Collect feedback after milk drive.

Timeframe: During the event and 1-week after event.

Key components

- Collect the total number of donors.
- Collect the total number of ounces of donated milk.
- Gather feedback from donors regarding:
 - Donation process.
 - Clarity of instructions.
 - Suggestions for improvement.
- Provide collection data to participants, sponsors, and medical organization.

Appendices

1. Recommended Supplies

o Lactation Room Supplies:

Generally supplied by lactation room sponsor

- Table and seating, etc.
- Microwave
- Phone charging station
- Drinking water/snacks
- Pumps
- Pump kits
- Milk storage bags or bottles
- Pump kit cleaning supplies
- Microwave steam bags
- Water for microwave steam bags
- Refrigerator or freezer to store mother's own milk for attendees.
**Freezers will enable milk to be held for more than 24 hours.*
- Milk storage bags
- Labels
- Sharpie Markers

o Donor Milk Drive Supplies:

- Milk drive promotion buttons/stickers/pins
- Milk drive sign-in sheet
- Small table for drive materials/milk bank promotion materials
- 2nd separate refrigerator or freezer to store donated milk.
**Freezers will enable milk to be held for more than 24 hours.*
- Large bags or bins for each milk donor - labeled with donor number to prevent mix up and help with confidentiality.
- Cooler to transport milk to milk bank
- Photo consent if needed
- Signage when milk bank staff is not in attendance

2. Liability Concerns

- o Liability concerns for the conference or host organization are valid.
- o Confirm local milk bank is accredited by the Human Milk Banking Association of North America (HMBANA) and is responsible for screening all referred donors, including serologic testing.
- o Confirm local HMBANA milk bank assumes all liability regarding the milk that is donated.
- o If applicable, obtain copy of "Certificate of Liability" from local HMBANA milk bank.
- o Obtain a Milk Drive Plan from local HMBANA milk bank.
- o Obtain an agreement regarding collection, storage, and transfer of donor human milk from local HMBANA milk bank.

The Milk Drive plan and agreement should clarify the role of the host organization.

3. Safety Issues/Confidentiality

- Confirm that all screening and testing communication is sent via secured email, secure donor portal, or US postal service.

4. Use of Milk Collected

- Most milk banks have minimums for the amount one mother can donate to justify the costs of screening. Smaller amounts of milk collected are often used for research. Work with local milk bank to determine if the milk collected will be used for donation or research.
- If no local or HMBANA partner is identified and research donation is desired, contact Christina Chambers, PhD at UC San Diego Mother to Baby Breast Milk Biorepository who has IRB approved consent for milk donations from any geographical area in the US, and is willing to help with shipping:
 - Christina Chambers, PhD chchambers@ucsd.edu or
 - Lisa Stellwagen MD, FAAP lstellwagen@ucsd.edu

5. Corporate Sponsorship Space Agreement

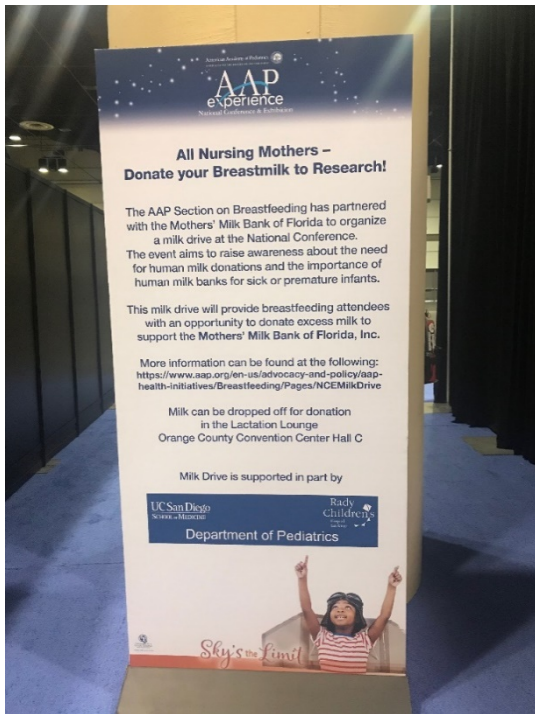
- Consider including the cost of milk drive room supplies (e.g. pumping station(s), tables, chairs, refrigerators, labels, milk storage bags, multi-user pumps, etc.) in the sponsorship agreement.

6. HMBANA Milk Bank Space Agreement

- Consider including all supplies required for a milk drive (e.g. pumps, labels, large milk storage bags, and/or cleaning supplies for mothers' pump kit, etc.) in the agreement to collect the expressed milk effectively. Arrangements must be made with the corporate sponsor(s) to provide an adequate pumping station with breast pump supplies.

Donor Milk Drive Photos

Sample Signage



Example of Donor Milk Drive Supporter Button and Badge Flag or Ribbon



Refrigerator Set-up



