



MISSION STATEMENT

The New Jersey Breastfeeding Coalition is a collaboration of health professionals and community representatives whose mission is to identify and reduce medical, social and economic barriers to breastfeeding in New Jersey through education and outreach.

Notes General Membership Meeting October 20, 2016

- I. Welcome and table introductions; attendance sheet passed.
- II. Treasury report and memberships: Marilyn Hines
Account and Pay Pal balance = \$3672.00
- III. Committee Updates:
 - A. Legal Affairs Committee**
Chair: Ellen Maughan
Not much movement on any of the current bills. Ellen will send an email update to members.
Mention was made that New Jersey's new hospital regulations re: breastfeeding are not being followed.

- B. Communication/Promotion Committee**

Chair: Casi Leahy

Website: BF Friendly Workplace Recognition information and application/self-survey is live. All members are encourage to share this info. with colleagues/work sites. A BF Friendly Worksite "sample" policy is also available. Peg Sheridan and Kay O'Keefe have offered to review applications rec'd (min. quarterly) and to follow up with worksites as required; PR, photo opportunities, framed certificates etc. Ellen has a press release template for our use. Letter to NJ Chamber of Commerce will also be explored.

-ZipMilk: Kay spoke with MA Breastfeeding Coalition contact about their ongoing QA process. Kay will pilot the process w/ a small selection of NJ providers for our first annual QA process (based on MA Breastfeeding Coalition experience). Email will be sent asking providers to verify the details of their current listing.

Members are reminded to use ZipMilk card and poster downloads from the website. Additional promotional ideas were expressed: ZM Lanyards for Nurse badges, ZM picture frame magnet for baby pictures. NJBC funding could be provided. Outreach and information to Pediatric and OB providers will need to be a new focus. NJ Chapter-AAP can assist.

-By-Laws and Mission Statement – 3 new mission statements choices were presented and final vote was taken after discussion. By-Laws have been reviewed and are being updated by Trustees.
New Mission Statement effective today: *To improve the health of NJ families by working collaboratively to promote, protect and support breastfeeding.*

- C. Administrative & Planning Committee- no report**

Chair: Kaaba Chenault

- D. Access to Breastfeeding Support and Services- no report**

IV. Provisional Business

- A. Member sharing:

Mary Turbek and Jill Wodnick were sponsored by NJBC to attend USBC conference August 5-7, 2016 in Arlington VA – both reported their impressions. Mary brought forth the following action items: How can we impact racial disparity in lactation support and NJBC involvement – black and Hispanic providers are needed. Further discussion: Resources, mentoring, scholarship for potential IBCLC's? Jill discussed the highlights/improvements in the CDC report for NJ.

B. Ballots for Trustees went out by email and were distributed at today's meeting. Dana collected. New Trustees announced.

V. New Business - Projects/Discussions

A. Updates on NJ Breastfeeding Initiatives - What's happening in NJ? No new Baby Friendly hospitals but many on the path. Discussion about high C/S rate in NJ.

B. Important Dates to Remember: Oct. 24th, 2016 – webinar to announce AAP SIDS policy updates

C. Members call to action - please suggest or volunteer to provide an interesting discussion for future meetings. Coalition members and non-members who speak at meetings will be offered reimbursement "for copying handouts, and for travel and parking costs.", plus an honorarium of \$200 for a formal presentation of an hour or more."

VI. Next meeting: Date in February -TBD

VII. Adjournment

Presentation following the General Membership Meeting and Lunch: the New York Milk Bank discussed milk banking, the pasteurization process, donation/screening and distribution of milk, <http://www.nymilkbank.org>.