



General Membership Meeting
June 20, 2019

IFS East Orange Family Success Center
132 South Harrison Street, 1st Floor
East Orange, New Jersey 07018

No. Attendees: 34; Sign in sheet on file
Meeting called to order at 10:34 AM

1) Welcome and Introductions

2) Trustee slate of candidates/election—The 2019-2020 Trustees are:

Cassandra Leahy, Jessica Libove, Ellen Maughan, Judy Schneider, Jill Wodnick, John Worobey
Mary Turbek, Kay O’Keefe, Ellen Shuzman. Trustees present were introduced.

3) Networking and sharing between members regarding birth/breastfeeding and related work
Participants were asked to state what are the needs, goals and possible solutions they
perceive regarding breastfeeding. Several participants spoke.

- Although some hospitals starting to use more donor milk- but not all parents are aware of its availability. Suggest patient packets have information and a Breastfeeding Bill of Rights to include this be posted in the hospital.
- How do we educate the medical people on how to promote breastfeeding? Need the medical profession to be active part in promoting breastfeeding. A few Hospital Lactation Consultants reported that they started to go to OB-GYN Offices.
- Challenges faced to get the word out about nonprofit organizations that provide services and support to breastfeeding families. Financial constraints limit outreach.
- New Jersey Breastfeeding Coalition is a resource to help empower other organizations.
- Monmouth Ocean Breastfeeding Coalition has breastfeeding information for parents in a variety of languages that can be downloaded. Also announced Annual MOBC Breastfeeding Conference to be held August 7 in Neptune. This year speakers are Kimberly Seals Allers and Lisa Marasco.
- Changes in administration at some hospitals have lead to reverting back to supporting formula.
- The Shari Baraka Women’s Resource Center has “Chocolate Milk Cafes.” Website has information. Need to raise money for supporting the cafes, social media, and incentives for events.

4) NJ State Breastfeeding Strategic Plan

The NJ Department of Health, Central Jersey Family Health Consortium and the NJBC partnered to develop a NJ Breastfeeding Strategic Plan that will make recommendations to support breastfeeding. Most important is to collect data directly from the community. Any policies need to be developed from the ground up. The Sept 30 report due and it is hoped the grant will be extended.

5) Legal Affairs Committee report

Discussed the status of some of the Breastfeeding Bills that are pending or signed.
Package of 13 Bills pending.

January 2019 donor milk coverage for private insurance plans became effective; Medicaid coverage is still pending.

6) Touching base

A. USBC conference:

Report was given by Ellen Maughan and Vicki Nizin who attended the conference. Vicki thanked the NJBC for sponsoring her.

USBC Conference participants were diverse and the conference inclusive. Focus on normalizing birth and breastfeeding and need to get men/fathers involved.

Chocolate Milk -a documentary film telling the stories of three Black women. Goal is to promote breastfeeding among Black women. NJBC is willing to cosponsor viewing. There is no cost. The Shari Baraka Women's Resource Center in Newark has sponsored showing the documentary several times.

Chocolate Milk website has information.

7) Administrative Reports

Corporation name: New Jersey Breastfeeding Coalition, Inc -IRS Nonprofit Application status.
This will enable NJBC to directly apply for grants.

8) Resources

ZipMilk/ BF Rights cards are available on the table.

Additional resources left on table by participants.

9) Next meeting dates: Fall date to be announced.

The Meeting was adjourned at 12:30 PM.

Minutes submitted by Ellen Shuzman on DATE 7/3/19