



**General Membership Meeting  
February 26, 2020  
10-10:30 Networking- coffee, tea  
10:30-12:30PM Meeting**

**Central Jersey Family Health Consortium  
Lakeside East Office Complex\*  
30 Silverline Drive, Suite 1, North Brunswick, NJ  
The Monmouth Ocean Conference Room**

#### **MISSION STATEMENT**

*To promote, protect, and support breastfeeding by working collaboratively.*

#### **VISION STATEMENT**

- *Normalize breastfeeding*
- *Support an inclusive breastfeeding environment*
- *Promote evidence-based and culturally sensitive breastfeeding education, information, and support*
- *Ensure that everyone who breastfeeds or provides human milk has the resources to meet their goal*

#### **Agenda**

##### **I. Welcome and Introductions**

The meeting began at 10:31. The group went around the room to introduce ourselves and our breastfeeding activities.

##### **II. New Trustee- Nasheeda Pollard**

Mary introduced Nasheeda as a new trustee and Nasheeda did her introduction first. The group introductions took 35 minutes.

##### **III. NJ Strategic Breastfeeding Plan update- Ellen Maughan**

Ellen presented her update on the Plan, grant funding and administration. She will submit the Plan to the Department of Health soon, although she is not sure when it will be available to the general public. The Plan uses the framework of the Surgeon General's Call to Action. It is wide-ranging, contains recommendations based on category, and involved a huge amount of data collection.

##### **IV. Update on membership and donations- Kay O'Keefe**

Kay explained the change in membership fees and requested that everyone fill out the new membership form to collect demographics. As of now 61 people have filled out the form, which is the way to get on the email distribution list. The idea of memberships donations is a trial for us, but membership itself is especially important since only members can vote for new trustees.

We have actually made money since we changed the membership fee to a donation. The money we raise goes to items such as paying for a member to attend the USBC annual conference, and also Zipmilk cards.

Our current account balance is \$3500. Because we are a 501C3 organization, all donations are tax deductible. Kay sends out letters detailing donations on a quarterly basis.

Casi updated the group on the email distribution list. She also presented a synopsis of zipmilk and its uses. The group had many questions about how to update one's listing. All updates should be sent to the NJBC email or directly to Casi, who needs volunteers to help keep the zipmilk directory current.

**V. Member engagement -groups**

Mary listed the different groups and asked for people to volunteer.

**VI. USBC June Conference**

Kay distributed a handout about the USBC sponsorship opportunity. 2 people will be sponsored-one active member and another new, emerging leader from an underrepresented community. Kay told the crowd that Vickie Nizin was last year's winner and invited everyone to speak to her about last year's conference. Application letters will be accepted until March 31. There are specific criteria necessary to win the sponsorship.

**IX. Update on grant writing committee**

Mary updated everyone on the activities of this committee to increase diversity within the profession. The next step is to create a survey to distribute to recent LCs, or those on the pathways, to figure out what the barriers are to getting to that certification. One of barriers is connecting people.

**VII. Mentors' list/ facilitator- Jessica Libove**

Navigator sign-up sheet and mentor survey that will be circulated for people to sign up to help pathway 3 candidates.

**VIII. Trustee advisory committee/ Diversity committee**

As part of our desire to diversify and connect with diverse partners, the 9 trustees are searching for volunteers to serve on our advisory committee. This committee's mandate will be to help us look at ourselves through an equity lens and help us to diversify in terms of age, race and ethnicity.

Mary Lou spoke to the group about licensure and the need for volunteers to help make sure the process is also conducted with an equity lens.

**X. Maria Gloria Dominguez-Bello, Ph.D.** Rutgers Professor of Microbiome and Health, began at 12:09.