



**General Membership Meeting  
Tuesday, April 30, 2019  
Virtua Health & Wellness Center**

**No. Attendees: 40 (39 signed in- 1 known to have not signed in ( Sign in sheet attached)  
Networking at 10 AM**

**Meeting called to order at 10:30am**

**Agenda Items:**

- 1) **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 Mary Turbek thanked Virtua for hosting and mentioned that they had achieved Baby-Friendly status.
  
- 2) **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.**
  - **Hospital Health care professionals have little education on how to take care of women; they do not know what they do not know.**
  - **When LC's came into the hospital, nurses no longer saw helping moms breastfeed as their job. Baby Friendly initiative helpful.**
  - **Groups for moms in the community helpful but often need to be called by a name that will bring mothers to a group; Breastfeeding cafes helpful, one hospital had groups in food court of a mall.**
  - **Peer counselors wearing purple let other health care people in the clinic know who they are.**
  - **Dollars needed to support breastfeeding education in Atlantic City. Would like to promote IBCLC education.**
  - **Sistahs Who Breastfeed (SWB)- Camden County is a mom-to-mom meet-up group for women of color who are or are considering breastfeeding. Runs support groups, Instagram page, 501 (c) 3 , Works with high school and college level moms re: breastfeeding or supplementing. Hoping to get funding for a photo shoot of breastfeeding moms from NJ and Philadelphia.**
  - **USBC Conference in June- LC from NJ doing a Table Talk about supporting non-nurse lactation consultant interns. Discrepancy in number of black babies and number of black nurses. Need non-RN LCs who are diverse.**

- Programs are needed that provide for stay- at- home- moms who want to advance in this field but are not in college. What can be done to support the non-traditional student; more important to get to sit with someone to get knowledge more than just do on-line.
- Reframe wording from breastfeeding to infant nutrition
- LCs need broader hours and need closer relationships with hospitals and nurses
- Drexel Program is expensive for one to get breastfeeding education. New initiative: pathway targeting WIC peer counselors and working with community colleges, hopefully in NJ. If it is an associate's degree program, can get federal scholarships/grants for the didactic hours needed. . Does not solve all pathways. Peer counselors need 14 science classes.
- At the Village of South Jersey- Lactation Consultants and community education classes available looking for women of color to be peer leaders; want to train IBCLCs but state funding not able to pay for peer and IBCLC training. Need more dollars.
- Cannot get help for mothers we want to help, mothers may be ill and cannot get the help. Discussed the Postpartum – 4<sup>th</sup> trimester care.
- Camden Nursing School- no information on breastfeeding
- Question asked about whether nursing schools include breastfeeding education and clinical experience. Nursing programs are not mandated to have a MCH/OB clinical rotations, but in NJ programs like Rutgers and other colleges do have both didactic and clinical education re: breastfeeding. That does not always translate into evidenced-based practice when they are RNs. In addition, not all faculty feel competent to teach this content clinically. The clinical setting needs to require that the faculty have this knowledge.
- Very few MDs with IBCLC. Physician education does not teach a lot about breastfeeding Some offer 4<sup>th</sup> year elective on Breastfeeding . MDs in practice for a long time- do what is most comfortable for them. Hope that it will be incorporated into all medical schools. National AAP does have a breastfeeding curriculum available.
- Based on work as adjunct faculty - clinical rotation at hospital in MCH; sends students to work with LCs for 6 hours. As an MCH Administrator of FQHC, patients need prenatal education on breastfeeding. Social determinants do not always make it possible for patients to focus on breastfeeding. Also need 4<sup>th</sup> trimester approach.
- Community often left out of the grant decisions. Goal is to support women of color and let them have say in funding.
- State regulations are not always known. We can no longer be top down in approach.
- We cannot be breastfeeding friendly until we are mother-friendly.

### 3) NJ State Breastfeeding Strategic Plan Grant

The NJ Department of Health, Central Jersey Family Health Consortium and the NJBC are partnering to develop a NJ Breastfeeding Strategic Plan that will make recommendations to help eliminate breastfeeding barriers and improve breastfeeding support. Focus groups will be conducted to determine what the needs are and what recommendations are needed. Comments from the NJBC meetings will be part of the focus group data. Need all information before September 30.

The project will also seek input from a Stakeholder Committee including representatives from businesses, health care professionals, child care, educators, insurance companies, legislators, and many other entities.

Ellen Maughan is the project manager and has formed a Steering Committee that includes, representatives of the Department of Health, the NJBC and the three MCH Consortia.

A press release regarding this grant is pending NJDOH approval.

**4) Legal Affairs Committee report**

**20 MCH Bills in NJ.** Handout listing the bills will be available at end of meeting

**Two to highlighted:** NJ insurers are already required to pay for donor milk under specified conditions.

**A bill requiring Medicaid coverage of donor milk has passed the NJ Senate and is awaiting consideration in the Assembly.**

**Second Bill dealing with making a tool all hospitals would use on Infant and Maternal Mortality Issues**

**5) Administrative Reports**

**Corporation name:** New Jersey Breastfeeding Coalition, Inc -IRS Nonprofit Application status is still pending. Application submitted last year, prior to Government shut down. No answer received yet.

**USBC** – NJBC will sponsor two people to attend conference.

**ZipMilk-** cards distributed.

Discussed need to look at what zip codes are served; on line there is an 8”X11” sign for zip milk .  
Breastfeeding rights- cards were handed out.

**Website Updates** - no new information

**Social Media-** Judy Schneider reported that FaceBook Page likes have grown from 300 to 8000 .

**Chocolate Milk Documentary Film**

A documentary featuring the stories of three Black women and detailing the breastfeeding barriers women of color face. Is being made available to organizations for screening. NJBC willing to cosponsor viewing. There is no cost.

**Financial Report**

Opening of new Wells Fargo Checking Account on 3/11/19 with balance = \$3,196.47  
4/26/19 balance =\$2,727.97

3/19/19 - 4/30/19 Payments totaling \$748.50

3/18/19- 4/15/19 Deposits totaling \$280

Examples of expenses:

- MABC ZipMilk annual fee
- Morgan Printing for ZipMilk cards
- ProBonoPartnership donation

Income was from dues funds for the operation of the New Jersey Breastfeeding Coalition (NJBC). NJBC no longer requires dues but members are encouraged to donate to support the administrative costs.

Members can donate on line or by check.

Membership form is on line. All are encouraged to become members.

#### **6) New Business- none**

#### **Next Meeting-**

June 20, 2019 in the North at the East Orange Family Success Center, 10 AM-12:30PM. No call-in line available for that site.

The Meeting was adjourned at 12:30pm

Minutes submitted by Ellen Shuzman