



New Jersey Breastfeeding Coalition Membership Meeting

April 29, 2021, 10:00 am-12:00 pm

Via Zoom

AGENDA

New Jersey Breastfeeding Coalition Mission and vision statements:

Mission: To promote, protect, and support breastfeeding by working collaboratively.

Vision:

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

Racial equity statement: During this and every meeting we will work toward our goal to eliminate racial and ethnic disparities in health outcomes in New Jersey.

1. Welcome--Ellen M.
 - a. Welcomed members
 - b. Shared Mission and Vision
 - c. Nasheeda P. Read the
 - d. Ellen M. Shared and read the updated Black Lives Matter New Statement in light of the Chavin verdict.
2. Introducing New Trustee Lorraine Mejias--Ellen M.
 - a. Welcomed Lorraine and discussed the trustee position
 - b. Lorraine shared more about herself and her excitement for joining the board.
3. Treasury--Kay O'Keefe
 - a. Ellen M. shared the first quarter income and expenses
 - b. Update on US Breastfeeding Committee 2021 Conference sponsorship
 - i. Coalition is reviewing applications and encouraging people to write to John and Kay if they are interested.
4. Project updates-- Ellen M.
 - a. Breastfeeding-Friendly Child Care
 - i. The booklet will be released within the next few days and will also include other materials posted on the..... website. Explained that the photo was delayed the process but the project is close to being done.
 - ii. Questions asked: Ways to support and help move the process forward on
 - b. Medicaid coverage of breast pumps and lactation services
 - i. Had a meeting to explain lactation services and the goal was clear that the billing currently for outpatient and reimbursement. The advocacy committee is

overseeing that.

5. Committee reports

a. Advocacy/Legal--Ellen and Sharon Tanis

- i. Shared that she has not had the time to launch the committee but will hope to reach out to members that have expressed interest in this committee.
- ii. Breastfeeding Strategic Plan Task Force
 1. Would like to get the plan used for breastfeeding policy making.
 2. Colleagues suggested to write to the commissioner to find ways to build and support policy efforts.
 3. Mary Turbek has started a draft to understand the status.

b. Community Engagement—Veronica Briggs and Lorraine Mejias

- i. Lorraine had shared that they have had their first meeting to discuss some of the ideas around community engagement.
 1. Grow NJBC membership.
 2. Foster collaborations, maintain membership records, coordinate workplace/university recognition program
 3. World Breastfeeding Week Planning Efforts

c. Education—Chelly Andrews

- i. Had the first meeting and established the recurring meetings
- ii. Discussed first committee project and conducting a state audit to see what can be adopted and adapted to meet the needs for the state.

d. Grants—Mary Turbek

- i. New intern to start in the fall
- ii. Had met with her co-chair and will continue to discuss plans for helping to provide funding.

e. Lactation Equity—Nasheeda Pollard

- i. Shared the announcement about the lactation equity scholarship
- ii. Application can be found <https://tinyurl.com/NJBCequityscholarship2021>.

f. Marketing/Communication/Advertising—Danielle Tropea and Colleen Goidel

- i. Shared information about the communications please include the form <https://forms.gle/9E8L1kNFCvjX7xEM6>
- ii. Will send out a mini toolkit to all to share information on the LEC scholarship.

g. Zipmilk Update

- i. Double check your website link to make sure it has the https://

h. Social Media and Website

- i. Updating the website
 1. Scholarship information and black lives matter statement are not up on the website
- ii. Looking for someone to take over instagram
- iii. Judy: shared more about the Facebook page and group currently has

about 9K followers. Links to all 3 groups are posted in the Zoom chat.

6. Opened the floor for people to open the floor.
 - a. A member shared that she noticed that in some FB groups that some pregnant/birthing people are complaining about baby friendly hospitals and staff being “pushy” wanted to discuss ways to address the issue.
 - b. Staff have shared their thoughts about ways to address this as a concern
 - c. Question: How are interns managing Zipmilk and sharing information about about lactation services that are
7. Guest speaker: Lauren Dinour, DPH, RD
 - a. Titled “Human Milk Feedings” presentation focused on the research that was conducted in private and public colleges/universities on lactation rooms that are offered for staff and students.
8. VI. Wrap up and adjournment