



**New Jersey Breastfeeding Coalition (NJBC)  
Board of Trustees Quarterly Meeting  
January 15, 2020  
Central Jersey Family Health Consortium (CJFH)**

**Trustees Present:** Cassandra Leahy, Jessica Libove, Ellen Maughan, Kay O’Keefe, Judy Schneider, Ellen Shuzman, Mary Turbek, and John Worobey

**Trustees Absent:** Jill Wodnick

**Quorum Present:** Yes

**Others present:** none

The meeting was called to order by President Mary Turkek at 10:00 am.

AGENDA ITEM (TOPIC)	DISCUSSION	ACTION
1. Welcome		Handouts provided for discussion and references for this meeting: By-Laws, Conflict of Interest Forms, 2013 Strategic Plan, Draft of Membership Form, USBC Diversity Statement
2. Board of Trustee Review and Update of the following two documents: A. Contact Information, Title, Credentials, Affiliation, NJBC Position B. Cell Phone Number	A copy of the the two 2019 documents were provided for the review and update of information.	The 8 members present reviewed and updated the forms. Ellen Shuzman will type and send out for review by the Trustees and ask Jill Wodnick to complete.
3. Conflict of Interest Forms	Members were asked to complete a Conflict of Interest Form	The 8 members present completed the Conflict of Interest Form. Ellen Shuzman will scan the forms and save electronically. A form with be sent to Jill

		Wodnick to to complete.
4. 2019 Accomplishments Reviewed	<p>Strategic Plan- Ellen Maughan hired and worked on the NJ Breastfeeding Strategic Plan</p> <p>Facebook growing; more people tag Breastfeeding Coalition to something else</p> <p>Community involvement increased; Diversity of people attending NJBC meetings has increased</p> <p>Membership Fee changed to a Donation</p> <p>Large turnout from the Southern Region of NJ when meeting held there</p> <p>Legislative work that was done in 2019 was signed in 2020, i.e. Insurance Coverage Bill for Breast Milk for Medicaid Families</p> <p>Diversity Committee</p> <p>Formed a Grantwriting Committee for NJBC</p>	Members identified what they viewed as NJBC accomplishments
5. NJ Breastfeeding Strategic Plan		
A. Update	<p>A. Update presented by Ellen Maughan</p> <p>The Strategic Plan was based on literature, focus groups, and stakeholders' group. The Stakeholders were active and have expressed interest in continuing to be active. Plan is being submitted to the State in February 2020.</p> <p>As a result of some of the findings, Central Jersey Family Health Consortium wrote a subgrant to the RW Foundation for policy changed and to increase the number of diverse LCs.</p>	A. Informational
B. Trustee Discussion	B. Trustee Discussion that NJBC needs to be	

	<p>more focused on policies for credentialing and legislation issues</p> <p>Need to let others know that NJBC was involved as well as involvement of others, ie. Perinatal Health Foundation. Suggest news release and post on facebook. Posting on facebook with need a photograph.</p> <p>Suggestion tha Stakeholders be invited to participate in NJBC General Meetings.</p>	<p>B. Ellen Maughan will write news release.</p> <p>Ellen Maughan will arrange to invite Stakeholders to a meeting in March. They will also be invited to NJBC General Meetings.</p>
<p>6. Membership Letter and Form</p>	<p>Discussion that the form asks questions designed to get at demographics that demonstrate diversity of out membership. Some new fields created.</p> <p>Membership form is needed to updated annually.</p>	<p>Casi Leahy electronically revised the form</p> <p>“My interest in breastfeeding is as (choose all that apply)” added:  Doula  Community Peer to Peer Breastfeeding Support Organization, please specify below in "other":</p> <p>“Gender you identify with” changed  Female to Woman  Male to Man</p> <p>Added “Age Range?” with following choices:  Less than 24  25-34  35-50  51-65  Over 65</p> <p>“Race (please choose all that apply)” :changed  Native American/Alaskan Native/ Hawaiian Native to:</p>

	<p>On the website we have Diversity statements from other organizations. Discussion as to whether we should use USBC statement.</p> <p>Suggestion that we need an advisory committee to not only look at the definition but also oversee mentorship of those seeking to be lactation consultants, breastfeeding peer counselors and other support roles; use an equity lens.</p>	<p>Native American/Alaskan Native Native Hawaiian/Pacific Islander</p> <p>Added "In what interest area would you most like to be involved" Advocacy/Legal Health Equity Education Community Engagement Social Media Other: <input type="text"/></p> <p>A Donate button was added</p> <p>8 members present unanimously agreed that there should be an advisory committee regarding diversity. At the next General Meeting recommendations /volunteers for an Advisory committee will be asked.</p> <p>See section 8.</p>
<p>7. NJBC President Ability to sign on to <i>USBC Sign On Requests</i>.</p>	<p>President requesting to sign on USBC Sign On Request without asking Board.</p>	<p>8 members present unanimously agreed that the President can sign on to USBC requests without asking the Board.</p>
<p>8. NJBC Strategic Plan</p>	<p>Discussion that plan can be annual or 3-5 years</p>	<p>Discussion and work on Strategic Plan ongoing. A. Unanimous decision for Board of Trustees to</p>

	<p>Suggested Strategic Plan Items:</p> <p>A. Diversity:</p> <ul style="list-style-type: none"> <li>• Definition of diversity needs to be explicit.</li> <li>• Increase diversity of Board of Trustees and organization</li> <li>• Increase diversity among IBCLC- Lactation Consultants and other Breastfeeding Support Counselors taking care of diverse populations. Required education and/or mentoring is costly. Not just issue actual fees but inability to work when doing clinical hours. Mentoring issues: Need navigators for Pathway 3 mentorship ( a structured, defined relationship between the applicant and IBCLCs which must be approved prior to the mentorship.)</li> <li>• Also need to help identify mentors</li> </ul> <p>B. Suggestion for paid administration to for website, communication, zipmilk maintenance, correspondence, i.e. a “face” for the organization. Discussion that much time needed that volunteers cannot always give.</p> <p>C. Promote lactation education</p> <ul style="list-style-type: none"> <li>• Free Webinars – ask the regional consortiums to work with NJBC</li> </ul> <p>D. Generate money to support activities that promote lactation (i.e. to provide financial</p>	<p>establish an Advisory Group to define diversity and to increase diversity of the Board, members of NJBC, and as needed, view NJBC initiatives/actions through an equity lens. This will be an agenda item at the next General Meeting.</p> <p>NJBC examining ways to generate money for Lactation Consultant Education and Breastfeeding Support Counselors .</p> <p>Chanelle Andrews is developing a survey for the NJBC to disseminate to learn about barriers to IBCLC. Mary Turbek will followup.</p> <p>Jessica Libove willing to organize a sign up for Pathway 3 Navigators at next general meeting.</p> <p>Consider doing Survey Monkey to identify mentors.</p> <p>B. Kay O’Keefe will work on contracting for website assistance.</p>
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	<p>support or grants to diverse populations) and to have a paid administrator</p> <ul style="list-style-type: none"> <li>• Conferences/Workshops (this is where we make \$)</li> <li>• Fundraisers</li> </ul> <p>E. Identifying ways that we can support other advocacy groups doing the work Training seminars, partnership with regional consortiums (increasing value to organization and opening avenues to state)</p> <p>F. Continue monthly calls</p> <p>G. Continue with Grant writing committee</p>	
<p>9. NJBC- Board of Trustee Co-President</p>	<p>NJBC is taking on more initiatives. Need for a Co-President of the Board to share the responsibilities. Mary Turbek, the President has nominated Ellen Maughan to be the Co-President. Ellen Maughan, who has served as President in the past, and is an active Trustee of the Board.</p>	<p>Unanimous decision for Ellen Maughan to serve as Co-President of NJBC.</p>
<p>10. 2020 General Membership Meetings</p>	<p>Next General Meeting at CJFHC on February 26, 2020, from 10am -12:30pm</p> <p>The following meeting will be in the South at Virtua site, April 22, 2020, from 10 am -12:30pm.</p> <p>Another meeting is being set for mid June in the North.</p> <p>The final general meeting would be in the Fall,</p>	<p>Ellen Shuzman will send a Save the Date for February Meeting.</p> <p>Ellen will send a Save the Date with Directions for April meeting; also following up on meeting in the north.</p>

	centrally located.	
11. Trustee Conference calls	Proposed to hold monthly on second Monday of the month from 4-5pm  Request for the next conference call date be held on a Tuesday February 11 from 4-5 pm	Next Conference Call on Tuesday February 11 from 4-5 pm.  Thereafter, starting March 9, 2020, the conference calls will be on the second Monday of the month.
Meeting Adjourned 4 pm		

Minutes respectfully submitted by Ellen Shuzman

Sent out for comments to Board Members