



New Jersey Breastfeeding Coalition General Meeting Minutes  
October 13, 2020 10AM- 12PM  
Networking 12-12:30PM  
Zoom Meeting

A. Welcome and Announcements–MaryTurbek

1. Welcomed members
2. Mary announced she will step down from the Board of Trustees but would still be an involved member of NJBC; shared her vision for NJBC to obtain grant monies so that their could be paid staff to do some of the work that needs to be done, thanked the Board of Trustees and the Interns who gave their time to enhance our website, update Zip, and work on social media.

B. Mission /Vision Statements – JohnWorobey

1. Read the mission and visions statements of NJBC.
2. Referenced the website for the statements.

C. US Breastfeeding Committee Meeting Community Norms Adapted for NJBC– Nasheeda Pollard presented the adapted community norms from the USBC

1. Each of us comes to this community or conversation with good intentions.
2. Each of us has relevant skills, knowledge, identities and experiences on which to build, here and now. Everyone's participation is vital.
3. Racial equity means something different to each of us in this room. Wherever we currently are on the journey to achieve racial equity, we each acknowledge that we have work to do.
4. Listening is difficult and possible. We will stay engaged, and open to new learning, and listen well for deep understanding.
5. Conflict, when worked through, leads to closer, more trusting and more productive relationships.
6. We step up and step back: If I usually hold back, I will speak up. If I tend to speak often, I will take a pause.
7. We will experience any discomfort that comes up as part of the learning process. We will speak our discomforts.

D. During this and every meeting we will work toward our goal to eliminate disparities – Judy Schneider presented initiative of the Board and NJBC.

#### E. Trustee Elections –Ellen Shuzman

1. Stated that every two years NJBC holds an election for the Board of Trustees. There are 8 candidates and 9 positions.
2. Instructions for Voting provided: All members (those who completed a membership form between 9/1/19 and 10/1/20) who have not completed a proxy ballot should check this morning's email for a Survey Monkey link to the meeting ballot and complete a submitted survey now. Informed that towards the end of the meeting the results would be announced.
3. The request for members to submit a Survey Monkey vote was announced two more times at separate intervals in case they joined the meeting late.

#### F. Summary and Follow-up on NJBC's Black Lives Matter Listening Session (on Racism, Equity, Diversity and Inclusion) held in June 2020 for its Membership.

1. Summary provided on comments made by members.
2. Based on the NJBC Membership discussion at the meeting, the Board of Trustees has planned the following actions Session on Racism, Equity, Diversity and Inclusion:
  - Utilize our meeting norms at each general meeting to facilitate open, inclusive discussion
  - Ask ourselves at all NJBC general membership and trustee meetings: Do our actions at this meeting address our goal to decrease racial and ethnic breastfeeding disparities?
  - Continue initiatives to grow the number of lactation care providers from communities of color and improve lactation support for all, especially communities of color.
  - Call to our partners to join us in this effort

#### G. Remarks by First Lady Tammy Murphy

1. Introduction by Jill Wodnick.
2. Tammy Murphy summarized the Nurture NJ initiative to eliminate racial disparities in maternal and infant mortality and birth outcomes.

#### H. Member Discussion

1. After First Lady Tammy Murphy left the meeting, membership given opportunity to discuss the presentation. Membership expressed desire to see lactation professionals and NJBC to work collaboratively with Nurture NJ.
2. NJBC Board of Trustees will send a thankyou letter to the First Lady and state that NJBC wishes to collaborate with Nurture NJ to active their goal.

#### I. Current NJBC Projects and Accomplishments- Mary Turbe

1. 2019Goals included:
  - State-wide meetings
  - Demographics- to increase diversity in the organization
  - Donations-based organization. Previously there was a membership fee. Currently membership based on completing a membership form.
  - Listening Sessions

## 2. 2020 Goals

- Family Leave- supported the dissemination of information about Family Leave. Presented webinar and resource links on website
- Hospital Compliance with Regs – information and resources on website
- Support of IBCLC candidates from under-represented groups. \$2,286.08 special donations raised to support costs IBCLC candidates.
- Updated and improved ZipMilk, Website, Membership List, created mechanism for electronic on-line voting to occur live, and a system to provide for proxy ballots if needed. Two interns, Alea Lopez and Jessie Yeungwere instrumental carrying out the work need

## J. August and September Donations- Kay O'Keefe

1. Donations made to NJBC in August and September 2020 will be used to support IBCLC candidates of color overcome barriers to certification.
2. \$2286.08 donated in this time period.

## K. NJBF Strategic Plan- Ellen Maughan

1. Reviewed the state-wide work that was done to develop a NJ Breastfeeding Strategic Plan.
2. Reported that the NJBF Strategic Plan was submitted to the State and awaiting feedback from the Depart of Health.

## L. Active Facebook- Judy Schneider

1. Reported activity reached 8800+ page likes; had goal of 10,000M
2. Judy monitors comments and questions.
3. Reminded members to look at posts and “Like” our page  
<https://www.facebook.com/New-Jersey-Breastfeeding-Coalition-1475361422762646>
4. Most engaging post:: Caffeine in Breastmilk  
People reached:**2,586,555**; Shares: 15,000; Engagements **343,144** ;Comments to date: 1,500

## M. Mentorship- JessicaLibove

1. Reported that work started on mentorship prior to pandemic. Had created survey and sent out to LCs Little interest generated. Not certain if due to pandemic. Need to assess.
2. If interested:
  - Fill out the *Mentor Survey* on the NJBC website.
  - Get connected with prospective students.

## N. Grant writing Committee- Nasheeda Pollard

Reported that last December a committee form to for funding; investigation led to looking for funding to support IBCLC candidates consultations

## O. Child Care Project- Ellen Maughan

1. Reported that this past summer NJBC received a grant from the Reinvestment fund (RI) to provide breastfeeding friendly technical assistance and training to a child- care facility wanting to be breastfeeding-friendly. Ellen Maughan carried out the project which included: facility self- assessment, action plan, virtual tour of the facility, creating resources.

2. The RI was happy with the work Ellen M. provided.
3. In addition to receiving grant monies, this project helps NJBC establish a grant track record. NJBC is receiving 100% of the proceeds from the initial project.

P. Election results: Mary Turbek announced the results of the election.

1. Entire slate was elected.
2. The new board: Chanelle Andrews, Jessica Libove, Ellen Maughan, Kay O'Keefe, Nasheeda Pollard, Judy Schneider, Danielle Tropea, and John Worobey

Q. Future: Advocacy/Legal; Health Equity; Education; Community Engagement; Social Media/Facebook; IBCLC Mentorship Project – Jessica Libove noted need navigators to assist those choosing pathways to become IBCLC. Please email NJBC if interested.

R. Meeting adjourned at 12 noon.

Zoom meeting: 68 named attendees and 6 additional attendees identified by telephone only.

12-12:30 PM Networking Opportunity

What did we do at the meeting to eliminate disparities?

Open Discussion and networking

Minutes respectfully submitted by:

Ellen Shuzman