
MSBC ANNUAL MEETING

APRIL 2020



MAINE STATE
BREASTFEEDING
COALITION

TODAY'S AGENDA

- Welcome and introductions (10 min)
- Year To Date update
 - Board Member Welcome/Intros (25 min)
- Group Discussion (20 min)
- Wrapping up (5 min)

WHO ARE WE?

- **Our Vision:** When every baby receives human milk we will be a healthier Maine.
 - **Our Mission:** The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding around the state through professional networking, advocacy, and education.
-
- ❖ 501c3 non-profit
 - Tax-exempt (bring on the grants!)
 - Bylaws
 - Board of Directors (7-9)
 - ❖ Building awareness and engagement
 - Bi-monthly meetings
 - Newsletters
 - Social media presence (FB, IG)
 - Events

Maine State Breastfeeding Coalition MEETING AGENDA

October 3rd, 2019

Location: Midcoast Hospital

Call-In info: Conference Call #: 207-662-9299 (Toll Free 855-662-9299), Conference ID: 6623619

Adobe Connect Link: www.gotomeet.me/MaineStateBFCoalition

Deeper Dialogue Discussion: 12:00-1:00PM (BYOLunch!)

Topic: Prenatal Education: Effective & Innovative Techniques

Full Coalition Meeting: 1:00-3:00PM (agenda below)

Vision: When every baby receives human milk, we will be a healthier Maine.

Mission: The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding around the state through professional networking, advocacy, and education.

Agenda Items

Topic	Presenter/Facilitator	Time Allotted
<input type="checkbox"/> Getting Grounded Welcome, role setting (timekeeper, note-taker), introductions, agenda review	Kara Kaikini	1:00 – 1:05pm
<input type="checkbox"/> Board of Directors Update	Kara Kaikini	1:05 – 1:15pm
<input type="checkbox"/> Presentation: Centering Pregnancy	Dalit Wolfe	1:15 – 1:45pm
<input type="checkbox"/> Connecting the Dots New Knowledge Worth Having <ul style="list-style-type: none"> • What is happening legislatively that could impact our work? • What else is going on in Maine that you'd like to share – one or two updates that the group can help you or others achieve, solve, or think about? • What new research ideas are emerging? • What challenges are you having in your work that colleagues could help you with? 	Kelley Bowden/ Kara Kaikini	1:45 – 2:45pm
<input type="checkbox"/> Wrapping Up <ul style="list-style-type: none"> • What are you taking away from today's meeting? • Upcoming Meetings/Events 	Kara Kaikini	2:45 – 3:00pm



DEEPER DIALOGUE DISCUSSION TOPICS

- Informal Milk Sharing
 - Breast Milk Collection and Storage Guidelines
 - Breastfeeding in the Face of Adversity
 - Supporting the Return to Work
 - ACES & Breastfeeding
 - Support and Trauma-Informed Care for Incarcerated Women During the Perinatal Period
 - Supporting human milk feeding among
- LGBTQ and adoptive families
 - Substance Use and Breastfeeding
 - Prenatal Education: Effective & Innovative Techniques
 - Latch Techniques: What works for Mother & baby and what doesn't
 - Screening for Risk in Pregnancy

MEETING TOPICS

- Update on Anthem's Proposed Reduction in Breast Pump Reimbursement (Acelleron)
- Unsafe Sleep (Dr. Jennifer Hayman)
- Correlation between breastfeeding and weight retention in multiparous Maine WIC program participants (Hannah James & Karen Gallagher, WIC)
- How OMT/CST Can Help Breastfeeding (Dr. Beck, DO)
- Infant Oral Health (From/Before the First Tooth)
- “WIC Supported Breastfeeding Initiation and Maintenance During a Short-Term Incarceration: A Case Study” (Lyndsay Mitsopolous, TOA/WIC);
- Donating and Using Pasteurized Donor Milk (Cynthia Cohen, MMBNE)
- Eat Sleep Console (ESC) for Babies with NAS (Kelley Bowden)
- The Milk Way Documentary
- Centering Pregnancy (Dalite Wolfe)
- Peer Support in the Capitol Area and Throughout Maine (Presentation by Chelsea Lavigne, CLC, MaineGeneral; Donna DeMarsh, CLC, WIC; Julie Allen, LLL)
- Motivational Interviewing (Health Education & Training Institute)

COALITION COMMUNICATION & AWARENESS

- Meeting Attendance: avg 18, including remote attendees (up from 15 in 2018)
- Email listserv: 348 email subscribers (up from 260 in May '19)
- Social Media:
 - FB: 679 Page Likes (up from 491 in May '19) 
 - Instagram : 312 Followers (up from 154 in May '19) 
 - Twitter: ?



NEWSLETTERS

MAINE STATE BREASTFEEDING COALITION

Upcoming Public Hearing for Maine's Paid Family & Medical Leave Bill 1410

You've likely heard that **paid leave** would benefit new parents and their babies in numerous ways. One of those benefits is increased breastfeeding. Women who have [access to paid leave](#) (and especially [longer paid leave](#)) are more likely to initiate breastfeeding and continue for longer than women who don't have paid leave.

The [Maine State Breastfeeding Coalition](#) wholeheartedly supports paid family leave, and especially well-written legislation to get us there!



MSBC ADVOCACY EFFORTS

- **LD 1410: An Act To Create Paid Family and Medical Leave Benefits**
 - LD1410 will create a state insurance fund that provides income reimbursement and job security to Maine workers who need to take an extended leave from work
- **LD 1938: Donor Breastmilk Reimbursement**
 - Submitted by Representative Margaret Craven, Lewiston.
 - This bill requires that the Department of Health and Human Services provide 24 reimbursement under the MaineCare program for pasteurized donor breast milk provided 25 to an infant if a physician, physician assistant or advanced practice registered nurse signs 26 an order stating that such milk is medically necessary and the infant is medically or 27 physically unable to receive maternal breast milk or participate in breastfeeding or the 28 infant's mother is medically or physically unable to produce maternal breast milk in 29 quantities sufficient for the infant.
- **USBC Learning & Sign-On Opportunities**
 - Advocacy Day at National Coalitions Convening Conference
 - Calls to Action (Paid Leave, PUMP Act, SWMA, FAM, WIC Funding)
- **Northern New England Advocacy & Legislation Conference Advocacy Day**
 - Northern New England Advocacy Collaborative, @MaineHealth, Nov 2019

USBC, NBCC CONFERENCE - JUNE 2019



NETWORKING/EVENTS

- **Conference table presence:**
 - MCH Substance Exposed Infant Conference (May 2019)
 - BEST Connection Conference (May, Sept 2019)
 - Let's Go National Obesity Conference (Sept 2019)
 - PQC4ME Symposium (Oct 2019)
- **Other Events**
 - pumpspotting's visit from The Breast Express (May 2019)
 - Mabel Wadsworth Center and Maine Family Planning's Summer Justice Series: "What About the Babies!? Pregnancy and Parenting at the Intersections of Poverty and Substance Use" (Aug 2019)



THE MOSAIC OF MOTHERHOOD

MAINE STATE
BREASTFEEDING
COALITION

The Mosaic of Motherhood: An Evening of Stories

*"Stories are the tiles. The mosaic is the narrative."
-Kimberly Seals Alters*

Friday, May 10th, 7:00 – 9:00pm
Frontier Café, Brunswick

Tickets: \$15
www.explorefrontier.com/events

Please join the MSBC in celebrating mothers by honoring their experiences and resiliency, while empowering them through the art and wisdom of storytelling.

Featured sponsor:  **MHame**
MATERNAL HEALTH ALLIANCE OF MAINE

Gold sponsors:  **JADE INTEGRATED HEALTH**
Balanced Energy, Balanced Life

 **BONNIE DURHAM**

 **Two Rivers**
LACTATION & BREASTFEEDING CLINIC

 **DOULA**
CERTIFIED PROFESSIONAL

 **acelleron**
a health and wellness company
877-732-6327 | acelleron.com

Silver sponsors:  **MARY QUINN**

 **maine family planning**

 **STEV BRANCHES**

 **KOPU**

 **Rayside MIDWIFERY**

 **Pregnant Women**

 **Mother's Milk Bank Northeast**

 **kate nicholson wellness**

MAY PROGRAMMING AT-A-GLANCE



- 1 **MUSIC**
LIVE IN THE LOUNGE LAVENDER PAPAYA
- 3-8 **FILM**
THE HUMMINGBIRD PROJECT
- 7 **MUSIC**
SONGWRITERS ON STAGE: SEASON FINALE
- 8 **MUSIC**
LIVE IN THE LOUNGE CHORO LOUCO
- 9 **FILM**
FARMER OF THE YEAR
- 10-15 **FILM**
DIANE
- 10 **SPECIAL**
THE MOSAIC OF MOTHERHOOD: AN EVENING OF
STORIES SOLD OUT
- 11/12 **SPECIAL**
MILLRUN: SPRING MARKET
- 14 **FILM**
2019 MAINE MAYHEM FILM FESTIVAL
- 15 **MUSIC**
LIVE IN THE LOUNGE SHADOWFLY
- 16 **SPECIAL**
SOUNDBITES: BIRTHRIGHT
- 17-23 **FILM**
GLORIA BELL
- 17 **MUSIC**

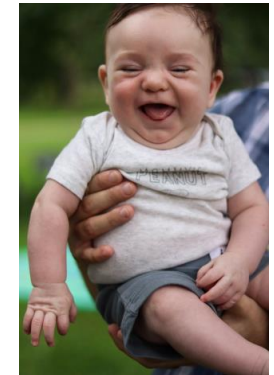
FRONTIER PROGRAMMING SCHEDULE







WORLD BREASTFEEDING WEEK FAMILY PICNIC & LATCH ON (PORTLAND, AUG 2019)



9: # of latches

8: # of
breastfeeding
people



27: # of people
at event





AGENDA

MSBC Board RETREAT!

Date | time: 9/23/19 | 9:00am – 4:00pm

Location: Donna's home,

Board members expected to attend: Kara Kalkini, Kelley Bowden, Sarah Gabrielson, Kim Beaulieu, Donna Ellis, Amanda Powell, Ruth Burke, Stephanie ~~Publicer~~

Vision: When every baby receives human milk, we will be a healthier Maine.

Mission: The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breastfeeding around the state through professional networking, advocacy, and education.

Time	Item
8:45 – 9:00am	Arrival and connecting
9:00 - 9:05am	Welcome and review of vision/mission and agenda
9:05 – 10:00am	Board Member Bingo!
10:00 – 12:00pm	Board Development & Recruitment <ul style="list-style-type: none"> • Statement of Understanding • Recruitment goals • Next steps
12:00 – 1:00pm	Lunch
1:00 – 3:00pm	Current State & 2020 Planning <ul style="list-style-type: none"> • 2019 <ul style="list-style-type: none"> ◦ Celebrations & Progress <ul style="list-style-type: none"> ▪ Presence <ul style="list-style-type: none"> • Social media • Website updates • Conferences, state and national ▪ Fundraising (financial update) • 2020 <ul style="list-style-type: none"> ◦ Meetings ◦ Events <ul style="list-style-type: none"> ▪ Fundraising ◦ Conferences/tabling opportunities <ul style="list-style-type: none"> ▪ Reimbursement/Travel Budget
3:00 – 4:00pm	Wrap up: Review To Do's

MEAL TRAIN FOR KELLI



<https://mealtrain.com/ze69ke>

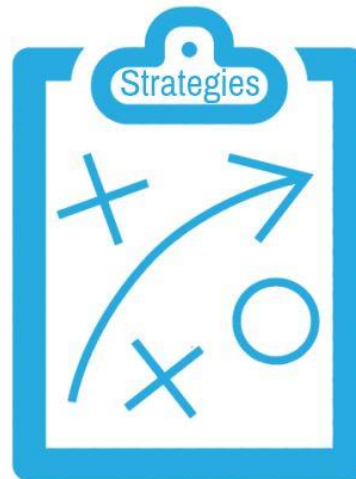
October 20, 2019 to January 20, 2020

Healthy Us Scorecard

Make your workplace the healthiest it can be!



STEP 1: Complete The Checklist



STEP 2: Select Strategies
For Your Work Plan



STEP 3: Manage Your Work Plan

A program of:



MCD Public Health

STEP 3: Manage your Work Plan. Check the box to the left of the strategy when you complete it to increase your Healthy Us Score.

Organizational Support	Program Development	Physical Activity	Healthy Eating	Tobacco Control	Behavioral Health	Preventive Care	Heart Safety	Asthma	Diabetes	Cancer
Healthy Eating				Resource Links						
<input type="checkbox"/> Create a written policy on lactation support that meets Maine State Law.				Break Room Poster (Editable) Do-Not-Disturb Door Hanger Do-Not-Disturb Sign Employer How-To Mothers Room Schedule Mothers Room Sign Refrigerator Sign Working Mom's Logo Maine Workplaces Support Nursing Moms Poster of Maine Law Breastfeeding at Work-Employer Solutions Launch The Breastfeeding Policy Builder (New!)						



Your current Healthy Us score: 0 out of a possible 245 points.
Benchmark Yourself

Healthy Us Breastfeeding Policy Builder

STEP 2 - Select your policy levels and who they will cover

In collaboration with the Maine State Breastfeeding Coalition, the Maine CDC has developed three levels of policy criteria for lactation support in workplaces - labeled as Good, Better, and Best. The three levels build on each other but an organization could go directly to a Best level policy. The tiered approach provides opportunities to change policy in stages if there is not capacity to move directly to the highest level. Template policies for each of the three levels provide specific language for how each component can be met.

POLICY STATEMENT AND PROCEDURES – Level 1

Innovate Maine recognizes that breastmilk is the optimal food for growth and development of infants and saves money in the short and long term. We encourage employees and management to have a positive, accepting attitude toward working women who are expressing breastmilk or breastfeeding their nursing child. We support employees who are expressing breastmilk or breastfeeding their nursing child when they return to work.

The Good Level Policy complies with Maine State Law regarding Nursing Mothers in the Workplace for worksites that have 50 or more employees. (26 M.R.S.A. § 604). An employer who is found to have violated this law through a hearing process must pay a civil penalty of \$100-\$500 for every violation.

<https://www.mainelegislature.org/legis/statutes/26/title26sec604.html>

To meet the Good Level, a Workplace needs to cover and include the following:

- Private clean space that is not a bathroom**
- Locked door
- Outlet in room
- Comfortable chair
- Table for supplies
- Sink in close proximity of room**
- System to sign up for room
- Provide unpaid time or allow employee to use paid time (20-30min) every two-three hours to express breastmilk**
- Policy written for employees to access

***Note that the Better or Best policies have a higher standard in this regard, if you choose those.*

I would like to include only Level 1

POLICY STATEMENT AND PROCEDURES – Level 2

Innovate Maine recognizes that breastmilk is the optimal food for growth and development of infants and saves money in the short and long term. We encourage employees and management to have a positive, accepting attitude toward working women who are expressing breastmilk or breastfeeding their nursing child. We support employees who are expressing breastmilk or breastfeeding their nursing child when they return to work.

The Better Level Policy covers Maine Law regarding Nursing Mothers in the Workplace and supports continued success of the breastfeeding mother.

To meet the Better Level, a Workplace needs to include all aspects of a Good Level Policy and must:

- Dedicated lactation room(s) only for expressing breastmilk**
- Provide a hospital grade breast pump that stays on site
- Have a sink in the lactation space**
- Equip the lactation room with snacks
- Arrange an area for pictures of babies to be displayed
- Meet with employee before maternity leave to design a return to work plan
- Develop a positive culture around breastfeeding and promoting long-term pumping (1-3years) at the worksite
- Confirm that meetings are scheduled around times the lactation room is reserved
- If the employee must travel within the first year, help them set up a way to ship breast milk back home and confirm they will have a location to pump while at conferences.

***Note that the Better or Best policies have a higher standard in this regard, if you choose those.*

I would like to include both Level 1 and Level 2

WWW.MAINEBREASTFEEDS.ORG/COVID-19-AND-BREASTFEEDING

[Home](#) [Resources](#) [In The News](#) [Meeting And Events](#) [Calendar](#) [Past Events](#) [About Us](#)



COVID-19 AND BREASTFEEDING RESOURCES

The current CDC recommendation is to continue breastfeeding/chestfeeding at this time.

Keep in mind all these recommendations have the ability to change and we advise people to check back with them often. We will do our best to communicate updates on these recommendations.

Below we will answer the following questions:

- If I have or develop COVID-19, should I continue breastfeeding?
- I'm concerned about my supply. Can I order donor milk? Is it safe?
- What about formula? Can I make my own? Where can I find some?
- I'm thinking of using someone else's breast milk. Is this safe? How can I increase the safety for my baby?

We also want to share these national and state resources related to coronavirus (COVID-19).

- **211 Maine:** Get answers at any time by dialing 211 (or 1-866-811-5695), texting your ZIP code to 898-211, or emailing info@211maine.org.
- **Maine CDC Coronavirus Website:** Sign up for email updates, learn more about the coronavirus and get the latest status in Maine at www.maine.gov/dhhs/coronavirus.
- **U.S. CDC Coronavirus Website:** Get nationwide and global updates and learn more about the coronavirus: www.cdc.gov/coronavirus/.
- **World Health Organization (WHO):**
 - Common Q&A about COVID-19 and Breastfeeding
 - FAQs Breastfeeding and COVID-19 for Health Care Workers
- **United States Breastfeeding Committee:** Infant and Young Child Feeding in Emergencies, including COVID.



FINANCIAL UPDATE

SARAH GABRIELSON, TREASURER



MAY 2019 – APRIL 2020

Revenues + Other Support	
Benefit night company donations	\$637.00
Benefit night silent auction earnings	\$285.01
Benefit event contributions	\$57.50
MoM event sponsorship	\$300.00
MoM event ticket sales	\$585.00
Private contributions	\$1,945.00
Total Revenues + Other Support	\$3,809.51

Expenses	
Operating expenses	-\$279.00
Professional membership dues	-\$100.00
Event expenses	-\$1,987.27
BEST Conference tabling and registration	-\$80.00
USBC conference participation	\$900.04
MCH Substance Conference	-\$314.00
MFP What About the Babies? Event	-\$223.00
MANP board member education	-\$35.00
Our Sponsorship of MHAMe Event	-\$200.00
Facebook advertizing	-\$95.53
Total Expenses	-\$2,413.76
Net Total	\$1,395.75



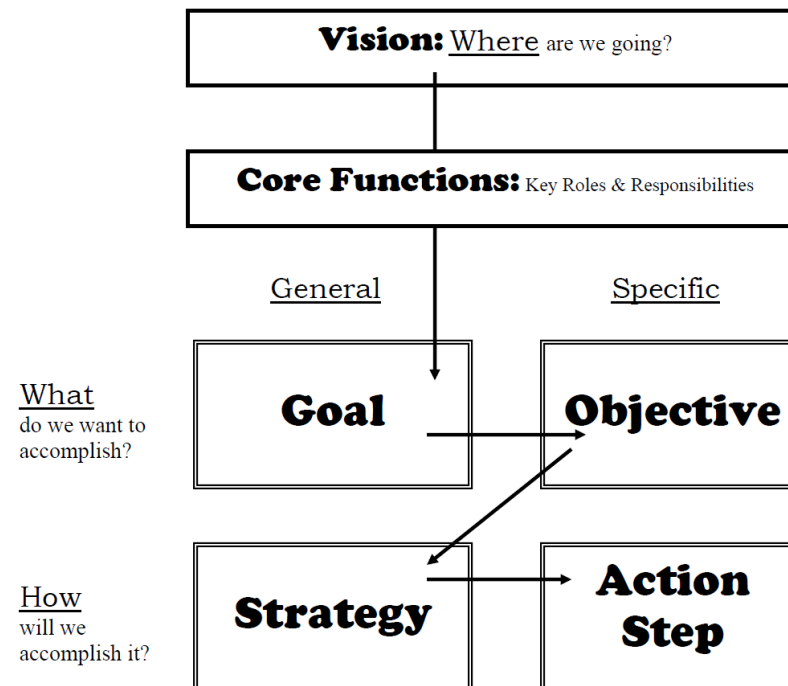
WHAT'S NEXT?

2020 PLANNING



STRATEGIC PLANNING

Strategic Planning Flowchart



© Carol Kelly
<http://www.pivotpointinc.com/>

STRATEGIC PLANNING

- Coalition Building
 - Capacity
 - Board development
 - Building inclusion and diversity within MSBC; increase awareness of intersectionality
 - Long-term Sustainability
 - Fundraising/Financial Stability
- Advocacy:
 - Paid Family Leave
 - Donor Milk Availability
 - Workplace Support
- Provider/Professional Education:
 - Various breastfeeding topics
 - Trauma Informed Care and cultural sensitivity education and scripting, motivational interviewing.
- Family Education:
 - Resources- reaching out for help
- Community Education:
 - Workplace Support

2020 PLANNING

- Meetings
 - Coalition
 - Board
- Events/Fundraising
 - StoryTelling (Mosaic of Motherhood) (2020 TBD)
 - WBW Picnic
 - Flatbread/Gritty's/Elsemere Benefit Nights
- Ongoing Communication
 - Newsletter
 - Social media
- Conferences (tabling opportunities)
 - BEST conference: Sept 17 & 18
 - Maine AAP conference: Sept 26 & 27
 - MCH Substance Exposed Infant conference: Sept 29 & 30
- Advocacy
 - Donor Milk Reimbursement
 - Paid Leave
 - PUMP Act- sign-on

2020 MEETINGS

June 4th

- **Deeper Dialogue Topic:** Journal Club: PTSD and Trauma after Birth and Postpartum/Breastfeeding
- **Meeting Topic:** Trauma-Informed Care Part II (Dory Hacker, LCSW)

August 6th (WORLD BREASTFEEDING WEEK)

- **Deeper Dialogue & Meeting Topic:** Cultural/Family Beliefs About Breastfeeding, with Q&A; (Hibo Omer from the New Mainer's Health Initiative, and other panel members)

October 1st

- **Deeper Dialogue Topic:** Supporting Infant Feeding Skills with Whole Body Therapies (OMT, PT, etc.)
- **Meeting Topic:** Inclusive Language (Sarah Kneeland-Campbell, LLL leader of Greater Bangor/Brewer)

December 3rd

- **Deeper Dialogue Topic:** Disaster Preparedness in Maine
- **Meeting Topic:** Disaster Preparedness (Joe Chappell, Director-Cumberland County Emergency Management Agency)



FAREWELL, BEST WISHES & THANK YOU!



KELLEY BOWDEN





WELCOME NEW BOARD MEMBERS!



2020 BOARD OF DIRECTORS



DR. JESSICA ROSENTHAL



BROOKE BARRON



NICOLE HART



AMY VANHAREN



CONNECTING THE DOTS

1. Who do you consider the MSBC's audience to be?
2. What role do you see the MSBC playing during this COVID-19 pandemic?
3. What else is going on in Maine regarding breastfeeding that you'd like to share?
 1. What can we help share, celebrate, or assist with?