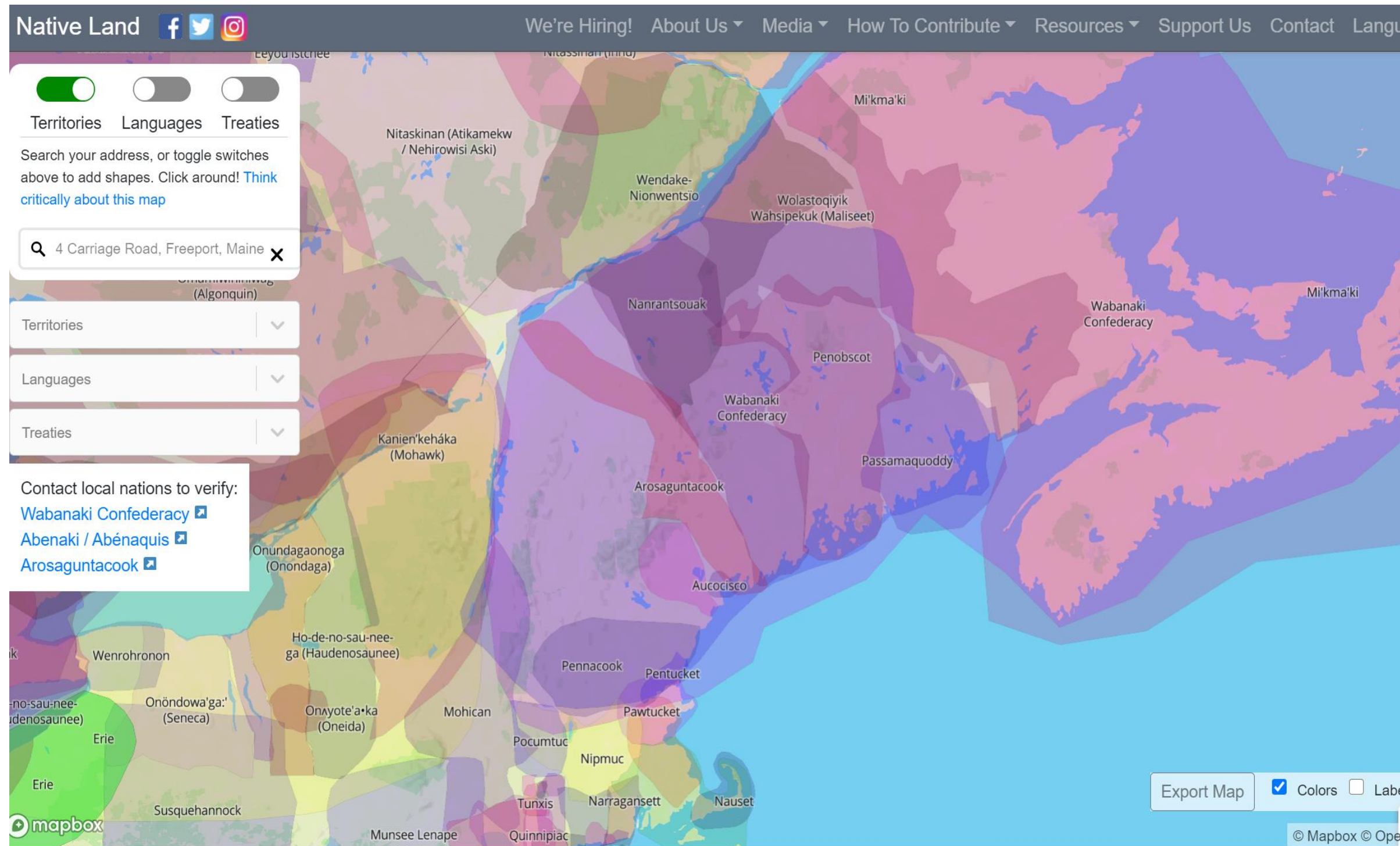




MSBC Annual Meeting

April 7, 2022

Acknowledgements



<https://native-land.ca/>



Meeting Agenda



- Year To Date update
 - Who We Are
 - Strategic Plan & Financial Report
 - Committee Reports
 - Board of Director Updates
- Questions/New Knowledge Worth Sharing



Who We Are



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.

Bi-monthly Meetings

Virtually , 1st Thursday of every even month, 1-3pm

Recordings can be found here: <https://www.youtube.com/c/MaineStateBreastfeedingCoalition>

PRESENTATION (30 min)

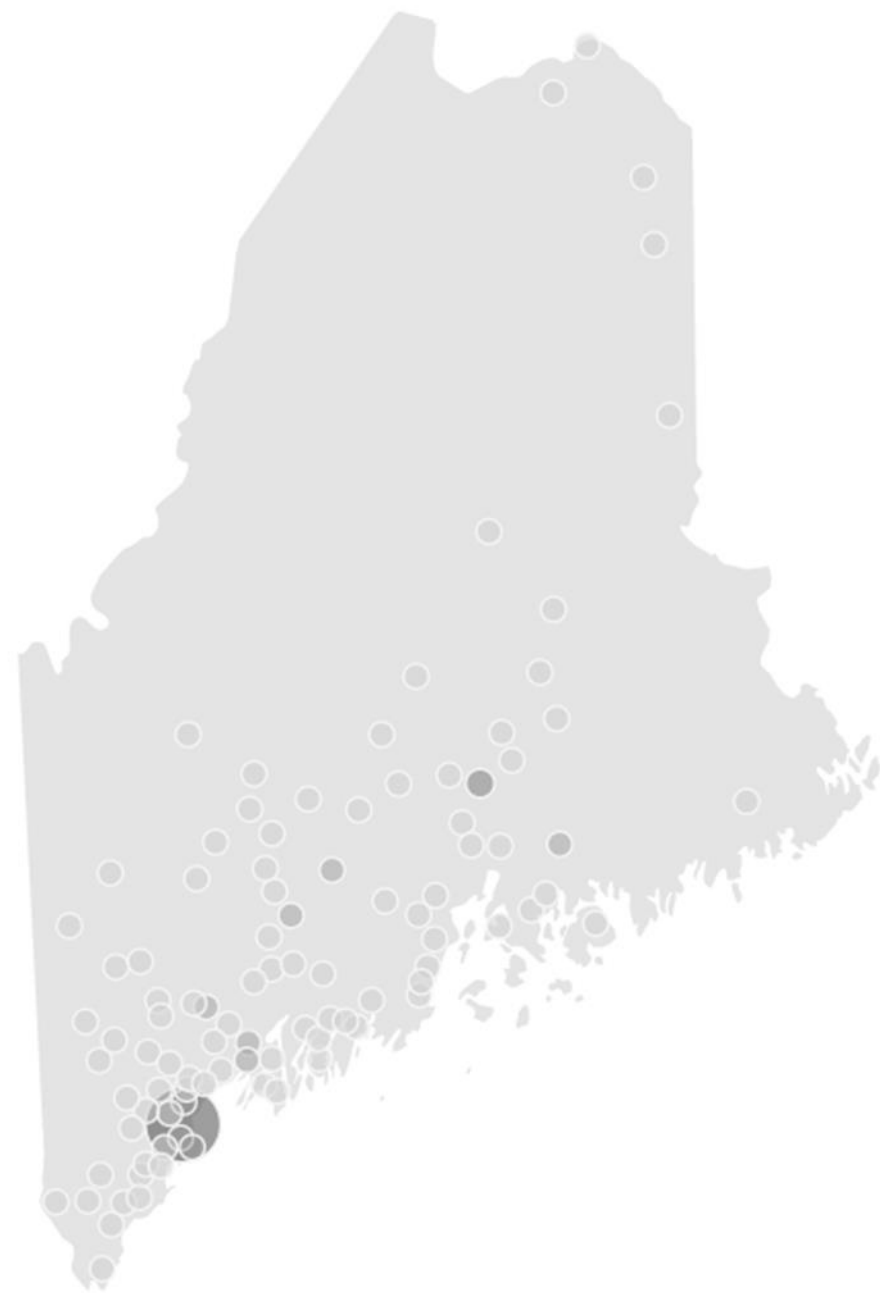
- Updates from State of Maine WIC
- Community Discussion about Breastfeeding Support, Advocacy, and Education in Maine
- Substance Use & Breastfeeding: Maine's Plan of Safe Care Program
- Advocacy 101: Maine's Policymaking Process & Opportunities for Advocacy
- Birth & Breastfeeding

CONNECTING THE DOTS (1hr)

- ❖ What's happening legislatively that could impact our work and families
- ❖ What's going on in Maine that is worth knowing about
- ❖ What new research ideas are emerging
- ❖ What challenges people are having in their work that other participants could help with?



Coalition Communication & Awareness



- **Meeting Attendance:** 25 (average)
- **Email listserv:** 360 subscribers
- **Social Media:**
 - Facebook: 967 Followers 
 - Instagram : 646 Followers 
- **Website:** www.mainebreastfeeds.org
 - 1,000+ visits/month
 - All over the country and state



ADVOCACY UPDATES

Hello breastfeeding advocates and partners,

We have two updates on pending legislation to share:

MaineCare Coverage for Donor Breast Milk

[LD85 An Act Concerning MaineCare Coverage for Donor Breast Milk](#) would require the Maine Department of Health and Human Services (DHHS) to reimburse the costs of donor breast milk for infants who are on MaineCare and who have certain medical conditions. This reimbursement would mean that there would be no cost to low income families to access donor breast milk for their babies. The bill received unanimous support in the Health and Human Services (HHS) Committee and is expected to receive a vote in the full Maine House and Senate in the next month. More information [about the bill is here](#). Stay tuned for ways to help support the full passage of this bill.



Website & Resources

www.mainebreastfeeds.org



Newsletters



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

ADVOCACY UPDATES

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Financial Update

BROOKE BARRON, TREASURER

| Revenues + Other Support | FY ending 12/31/21 | January 1 - April 7, 2022 |
|---------------------------------------|---------------------------|----------------------------------|
| Private contributions | \$1,025.00 | \$935.00 |
| Grants | | \$9,000.00 |
| WBW sponsorship | \$1,850.00 | \$250.00 |
| Total Revenues + Other Support | \$2,875.00 | \$10,185.00 |
| | | |
| Expenses | FY ending 12/31/22 | January 1 - April 7, 2022 |
| Operating expenses | -\$406.00 | -\$44.00 |
| Website Hosting and Domain | -\$164.00 | -\$7.00 |
| Website Redesign | -\$500.00 | -\$221.00 |
| Professional membership dues | -\$300.00 | |
| Event expenses | -\$19.00 | |
| USBC conference participation | -\$125.00 | |
| Advertising | -\$198.00 | |
| Merchandise | -\$138.00 | |
| Our Sponsorships | | -\$400.00 |
| Subcontracts of Grants | | -\$8,750.00 |
| Total Expenses | -\$1,850.00 | -\$9,522.00 |
| | | |
| Change to Net Assets | \$1,025.00 | \$663.00 |
| Net assets, beginning of the year | \$7,031.00 | \$8,056.00 |
| Net assets, end of the year or YTD | \$8,056.00 | \$8,719.00 |





Year to Date & Year to Come

USBC Membership

Membership Benefits



Visibility

- Listing in USBC Membership Directory
- Membership affiliation announced in Weekly Wire Newsletter
- News/Initiative submissions for Weekly Wire Newsletter
- Membership Spotlight
- Present on National Webinars
- USBC Awards

Capacity Building Support

- Nonprofit management
- Group/Peer Sharing & Networking Calls
- Policy & Advocacy Strategy Meetings
- Campaign Planning Support
- One-on-one Trainings and Technical Assistance
- Facilitated Support for collaborative action

Expansion of Leadership

- Eligibility to serve on USBC Board
- Eligibility to serve on USBC Committees
- Eligibility to serve in National Collaboratives (Constellations)

Discounts

- Reduced Registration to attend Annual Conference
- Reduced fees for exhibits at Annual Conference

Resources

- Access to toolkits
- Access to BoardSource
- Access to seminars from USBC's Legal Council & Audit Firm
- Access to Conference and Webinar Archives
- Online organizational Workspaces
- Access to USBC Clearinghouse of Curated Resources



MSBC Collaborations & Community Involvement

- Perinatal Quality Collaborative for Maine (PQC4ME)
 - PQC4ME Diversity, Equity, Inclusion, & Belonging (DEIB) Committee



MAINE OBESITY ADVISORY COUNCIL

Recommendations

To reduce obesity and the medical conditions associated with obesity that result in poor health, higher medical costs, and negative impacts on quality of life in Maine.

Food & Beverages

Physical Activity

Breastfeeding

Community Partnerships

About the Project



Wabanaki Public
Health & Wellness
Cultivating the health of our communities

<https://maineobesityadvisorycouncil.org/>





MSBC Strategic Plan

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.

CORE
FUNCTIONS

connect

support/educate

advocate

sustain

GOALS

Deepen community engagement in the Maine State Breastfeeding Coalition by providing opportunities for connection, networking, and partnerships among a diverse range of stakeholders.

Provide and promote breast/chestfeeding educational opportunities and resources.

Optimize workplaces in Maine and empower employers to create supportive cultures for breastfeeding employees.

Promote legislation that will allow more Maine families to achieve their breast milk feeding goals through access to paid family and medical leave, workplace support, lactation care, postpartum health care, donor breast milk, and other systems and policies that facilitate feeding human milk.

Ensure the long-term sustainability and efficacy of the Maine State Breastfeeding Coalition.



MSBC Committees

DEI COMMITTEE

“The aim of this work is truth- seeing it, owning it,
and figuring out what to do with it.”

“You cannot dismantle what you cannot see.
You cannot challenge what you do not understand.”

~Layla F. Saad

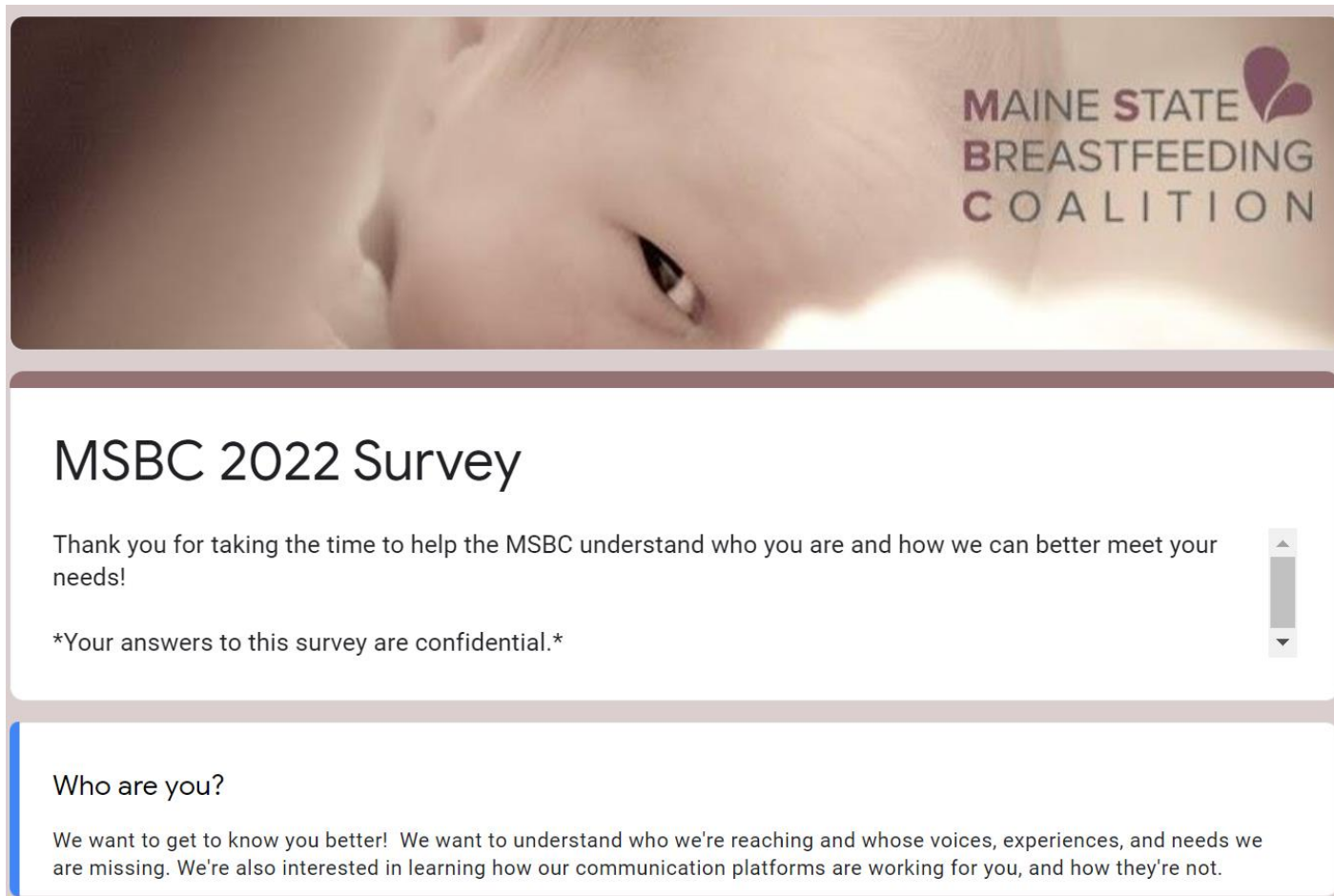


DEI COMMITTEE

- **Committee Members:**
 - Petrichor Kneeland-Campbell (chair), Jess Fairclough, Carrie Louch, Hannah Lord, Kara Kaikini
- Standing **monthly meeting** (3rd Friday of the month, 2pm)
 - Contact Petrichor to join: s.kneelandcampbell@gmail.com
- We have worked on:
 - Demographic survey
 - MSBC inclusivity statement
 - DEI resource list for the website
- **Goals for 2022:**
 - Develop an action plan to begin working on strategic plan goals
 - Complete inclusivity statement
 - Develop a DEI policy for MSBC, including guidelines for the organization, its board members, and its coalition members
 - Publish DEI related resources on the website



MSBC DEMOGRAPHIC SURVEY



MAINE STATE BREASTFEEDING COALITION

MSBC 2022 Survey

Thank you for taking the time to help the MSBC understand who you are and how we can better meet your needs!

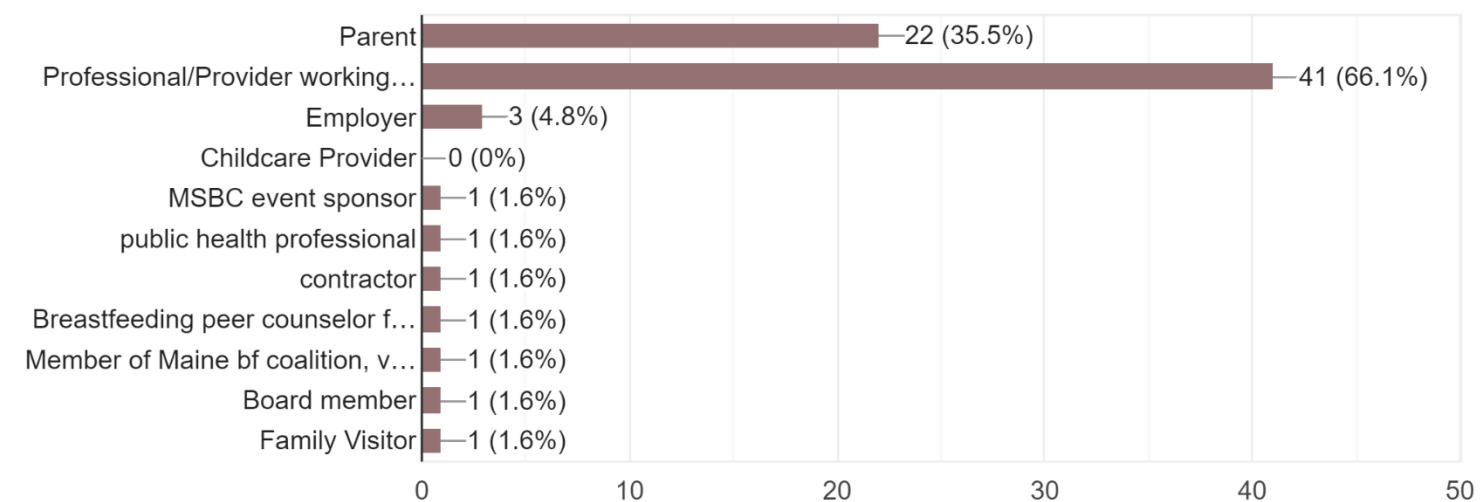
Your answers to this survey are confidential.

Who are you?

We want to get to know you better! We want to understand who we're reaching and whose voices, experiences, and needs we are missing. We're also interested in learning how our communication platforms are working for you, and how they're not.

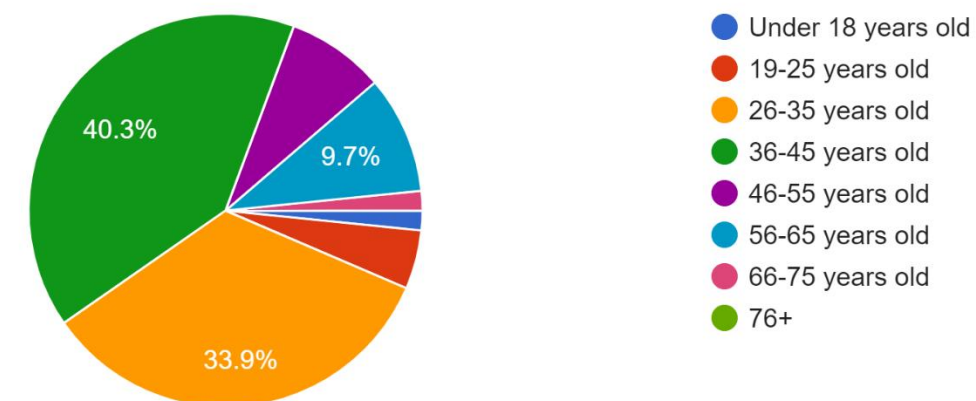
In your interactions with the Maine State Breastfeeding Coalition, would you consider yourself a...

62 responses



What is your age?

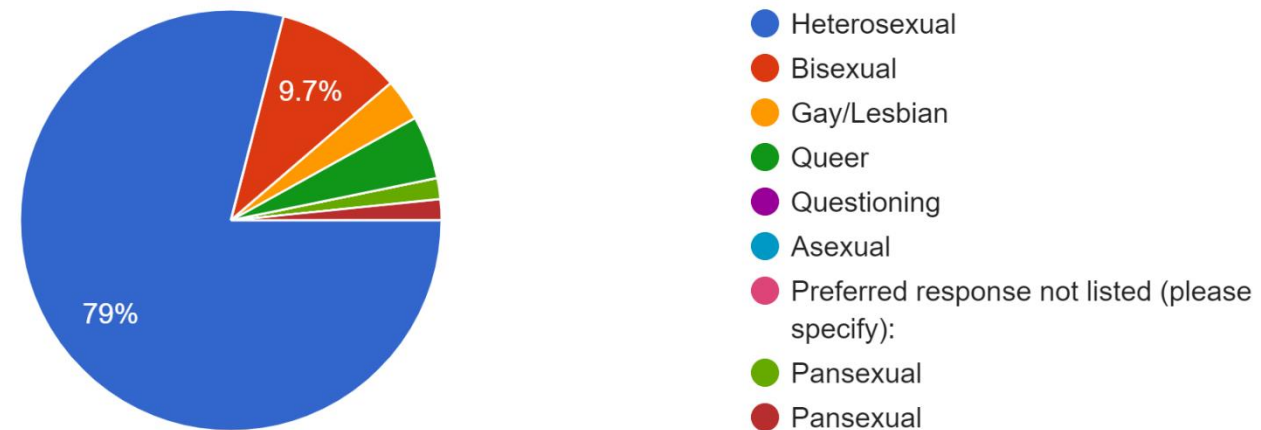
62 responses



MSBC DEMOGRAPHIC SURVEY

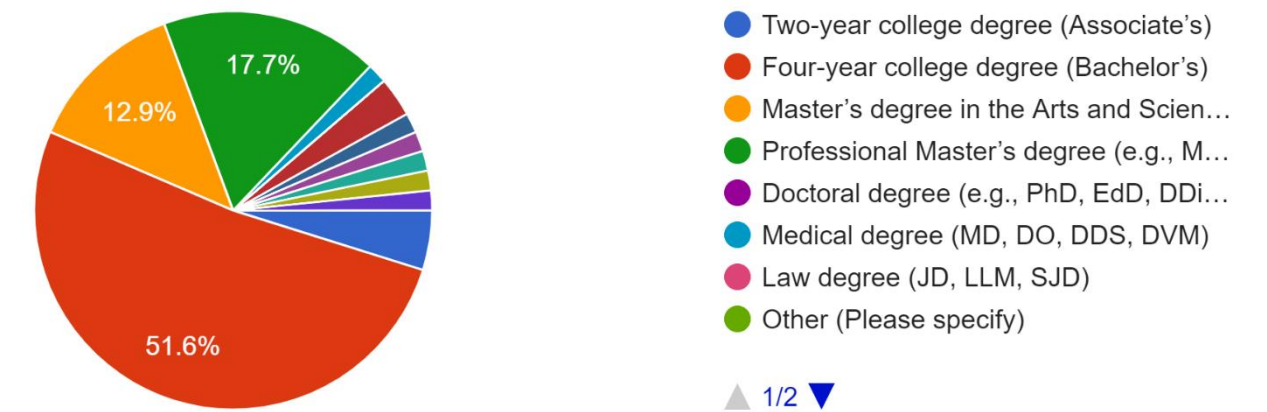
How do you like to describe your sexual identity or sexual orientation? Select all that apply.

62 responses



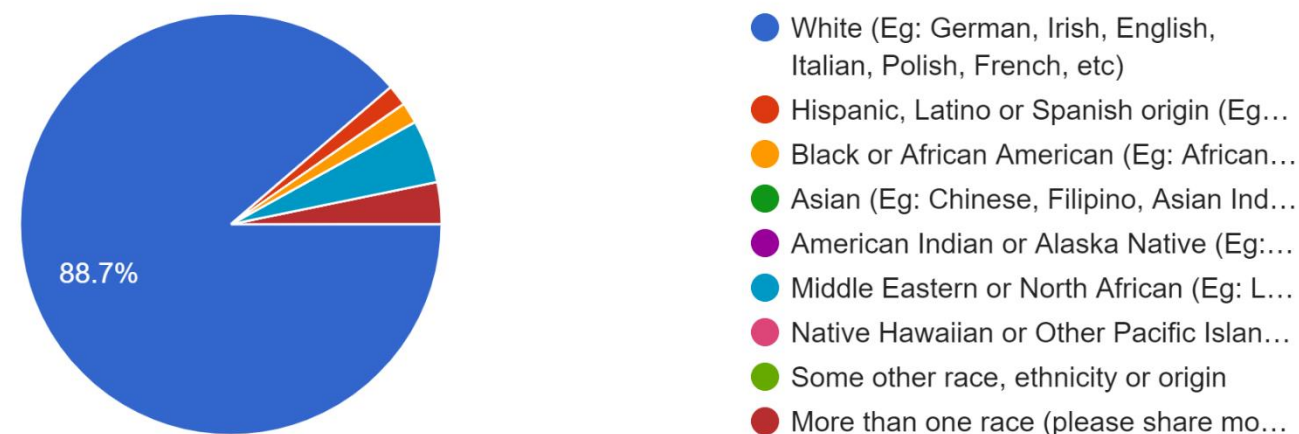
What is your highest level of education?

62 responses



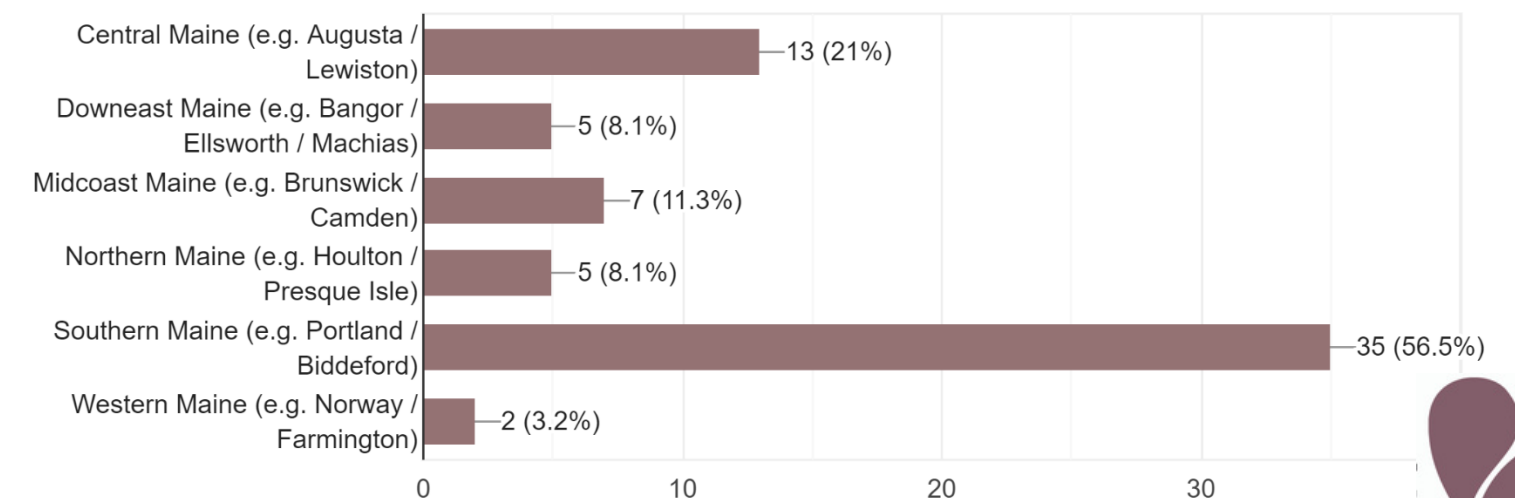
Which category best describes you?

62 responses



In which region do you live/work?

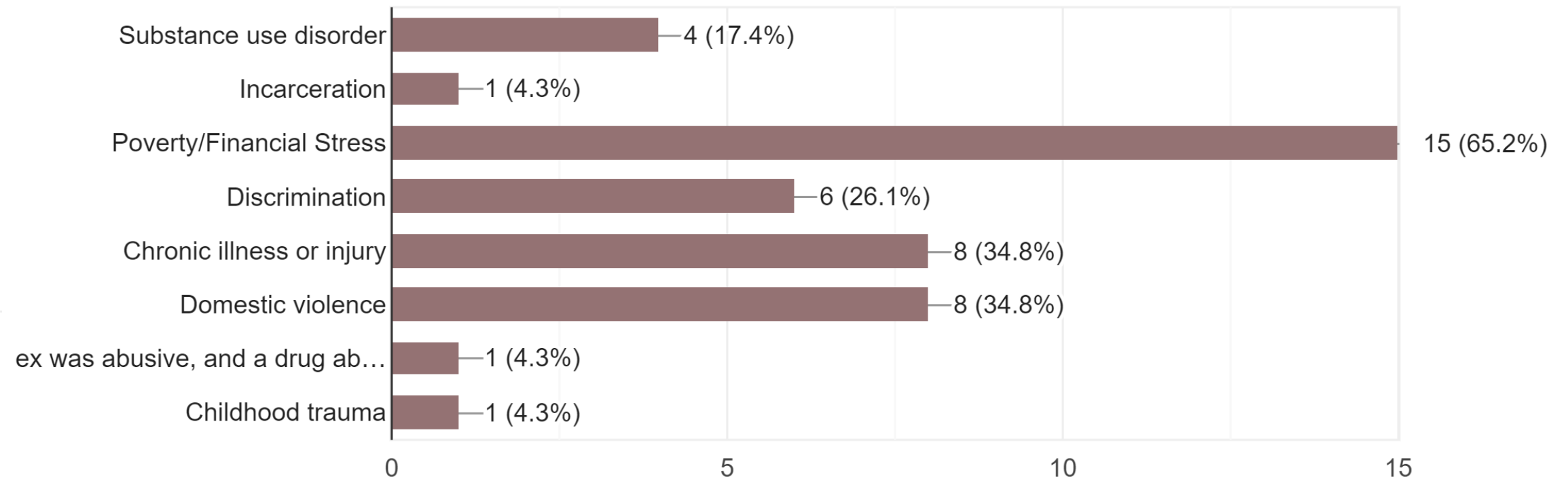
62 responses



MSBC DEMOGRAPHIC SURVEY

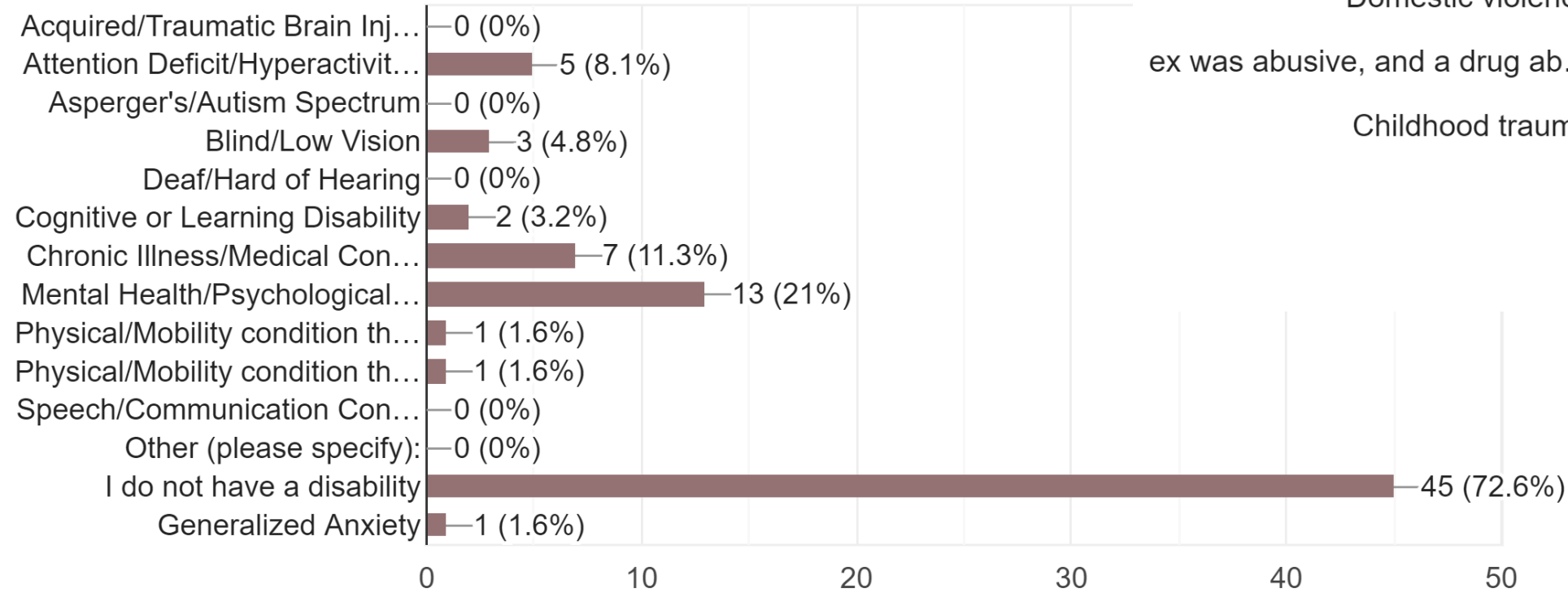
Have you had any of the following lived experiences?

23 responses



Do any of the following apply to you and/or impact your daily life?

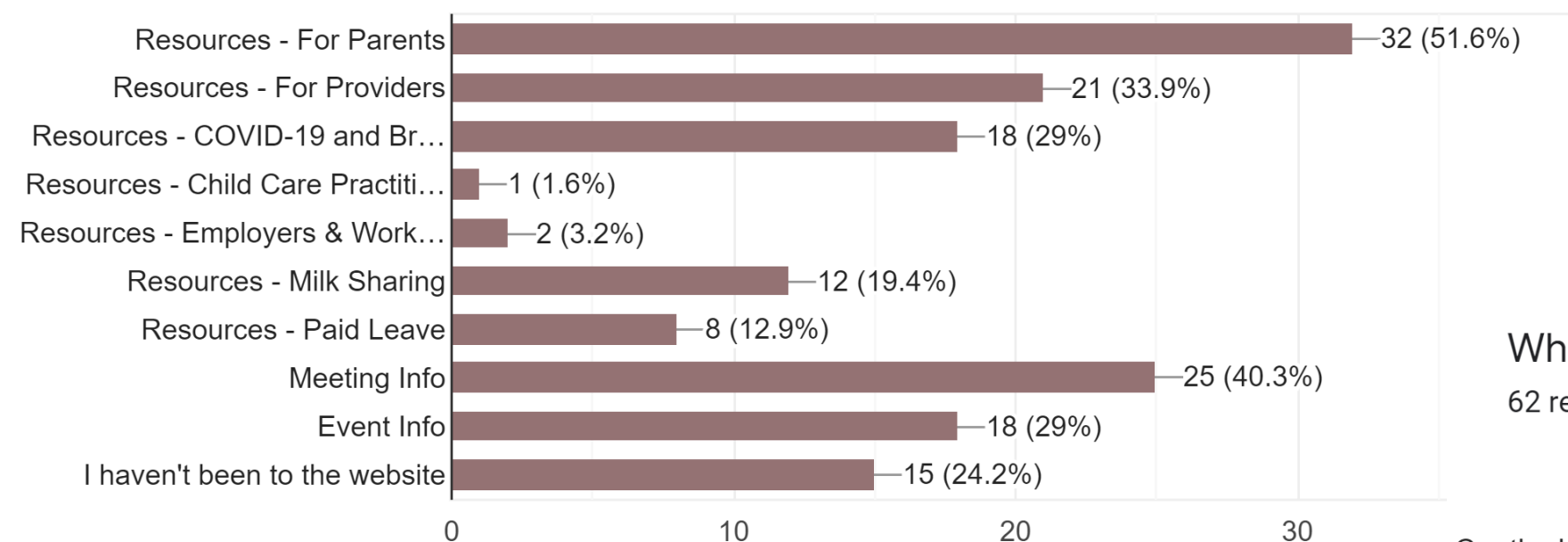
62 responses



MSBC DEMOGRAPHIC SURVEY

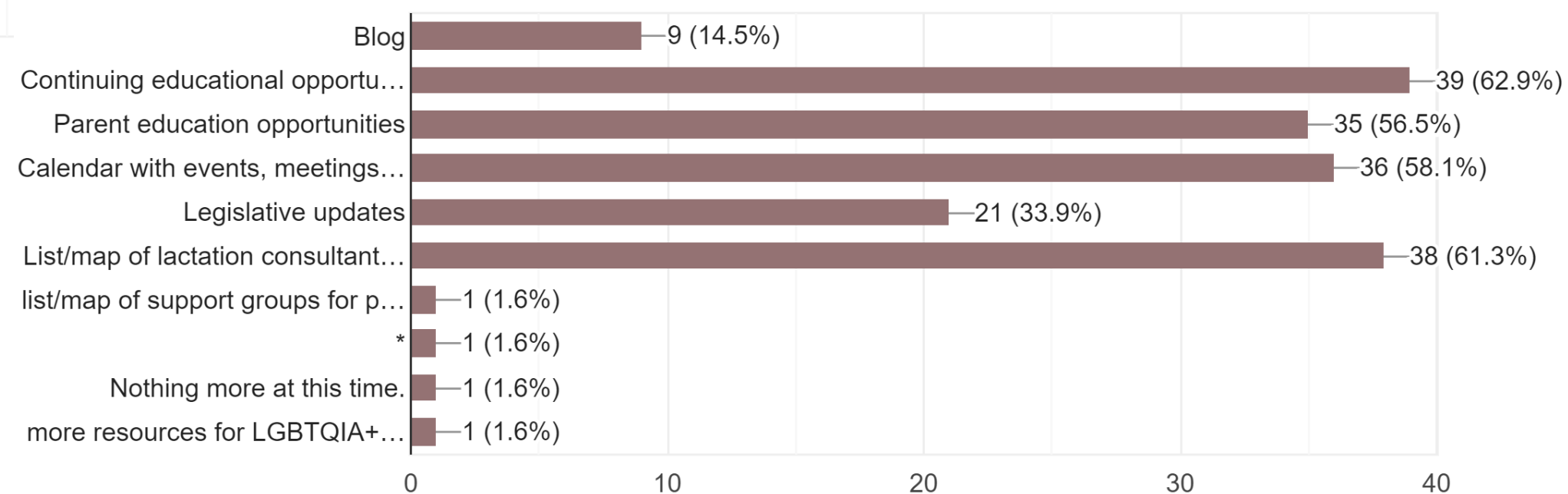
Please tell us about your experience with our website. What have you gone to www.mainebreastfeeds.org for?

62 responses



What would you LIKE to see on our website?

62 responses



WORKPLACE SUPPORT COMMITTEE

Committee members:

Lyndsay Mitsopoulos, Kara Kaikini, Amanda Powell, Gen Doughty, Kim Beaulieu, Ali Tozier, Nicole Hart, Jennifer Johnson, Erica Brown

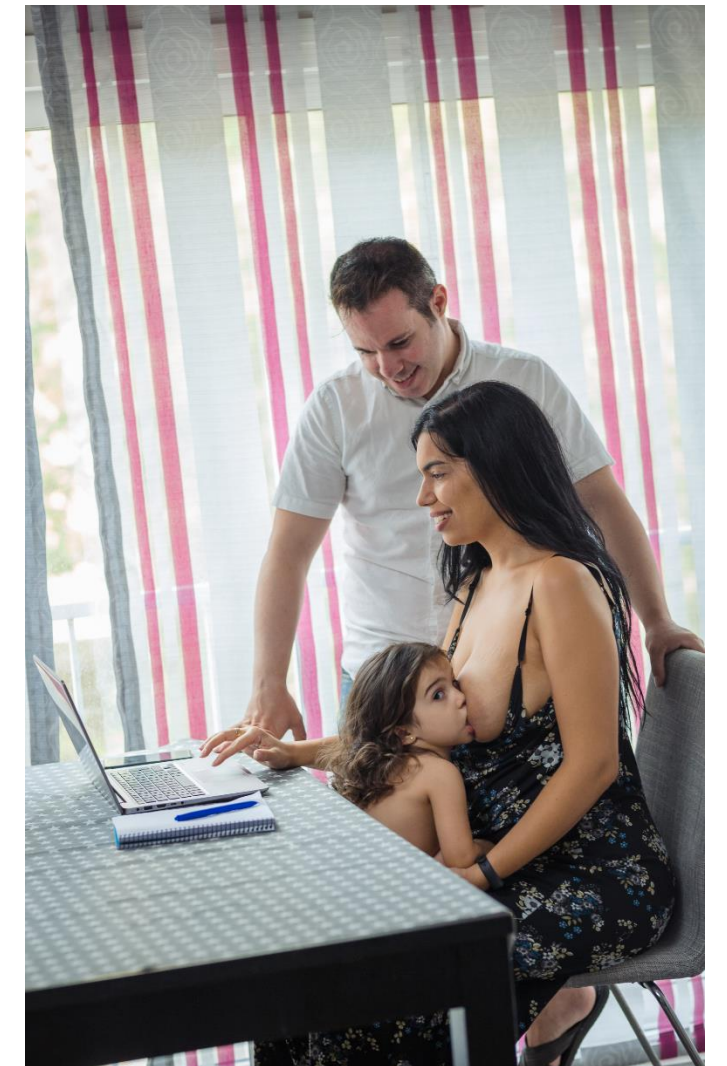
We have met 3 times so far and have a monthly, standing meeting.

Current Initiatives

1. Focusing on creating a Workplace Toolkit to support parents who are returning to work and want to pump/provide breastmilk
2. Putting together content to update the MSBC website
3. Plan to work on a business recognition certificate for businesses with exemplary breast/chestfeeding support

Goals for 2022

- Complete the Workplace Toolkit
- Update MSBC Website
- Complete award program for businesses



COMMUNICATIONS COMMITTEE

Committee Members:

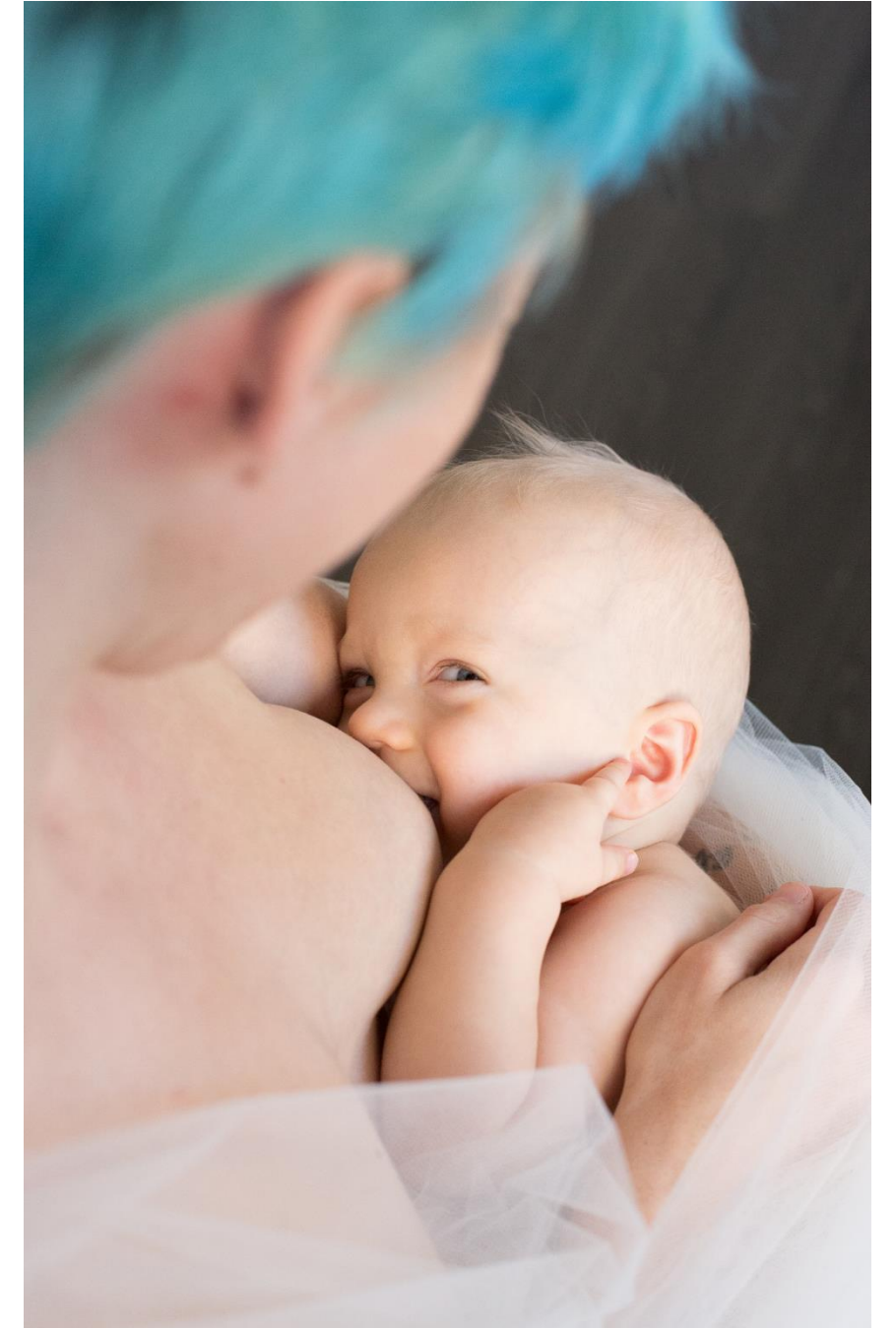
Robin Snyder-Drummond (chair), Kara Kaikini, Reanna Plourde (Social Media), Ali Kopelman, MD

Current Activities

1. Reanna has been keeping IG and FB updated on a regular basis
2. We've given guidance and content throughout the website redesign process. Our goal is to have a monthly blog to discuss an issue, a news event, a new idea, an interview, an event. This will update the readers and keep the website current.
 - If you would like to contribute to the blog, please contact Robin (617-435-0693) and we can work on it together. Or if you'd like to write something yourself, please do, then send to Robin.

Goals for 2022

1. Create an overall communications plan for updates and info to be shared
2. Start blog



EVENTS COMMITTEE

MAINE STATE
BREASTFEEDING
COALITION

World Breastfeeding Week
**A Celebration
of Mothers and Milk**
August 1-7



A virtual, weeklong celebration to connect and support lactating parents and breast/chestfeeding families.

EVENTS

- Mon 8/2 (12pm) - Diversity, Equity, and Inclusion: A Parent Panel
- Tues 8/3 (1pm) - Virtual Breastfeeding Group
- Wed 8/4 (1:30pm) - Maine Breastfeeding Data
- Thurs 8/5 (12pm) - MSBC Meeting, Presentation:
Developing Lactation Services in a Primary Care Setting
- Fri 8/6 (10am) - Virtual Global Latch-On
(12pm) - Benefits of PT and Acupuncture on Breastfeeding
- Sat 8/7 (9am) - Exclusive Pumping Webinar

We welcome and celebrate all members of our community, including trans and non-binary parents, adoptive parents, and all people committed to providing more Maine babies with human milk.

Register at www.mainebreastfeeds.org

Thanks to our sponsors!



Committee Members:

- Amanda Powell
- Sarah Gabrielson
- Megan Whithed
- Brooke Barron
- Kara Kaikini

[www.mainebreastfeeds.org/
world-breastfeeding-week-
2021](http://www.mainebreastfeeds.org/world-breastfeeding-week-2021)

MAINE STATE
BREASTFEEDING
COALITION
PRESENTS

The Patchwork of Parenthood

An evening of stories

Please join the MSBC in fostering
community through the art and
wisdom of storytelling.

Saturday, May 7th
7 - 9pm

One Longfellow Square
Portland, Maine
Tickets \$20

mainebreastfeeds.eventbrite.com



PATCHWORK OF PARENTHOOD



ADVOCACY COMMITTEE

- **Committee Members:**

Kara Kaikini, Hannah Lord, Lisa Kourakos, Ali Kopelman, and Ann Marie Lindquist and Naomi Bar-Yam (from the Mothers' Milk Bank Northeast)

- **Current Activities:**

- Donor Milk Reimbursement bill
- Paid Leave for Maine

- **Goals:**

- Prepare for other legislation
 - Doula support? What else?
- Connect with champion legislators around the state



LD 85 (HP 51), An Act Concerning MaineCare Coverage for Donor Breast Milk

Email the Appropriations Cmte members to encourage them to fully und this bill!

<https://legislature.maine.gov/committee/#Committees/AFA>



ADVOCACY COMMITTEE

**PETITION FOR
MAINE
PAID FAMILY LEAVE**



**Paid leave supports
breastfeeding.**

*A one-month increase in paid leave
significantly increases initiation and length
of breastfeeding.*

mainefamilyleave.com

**MAINE
PAID FAMILY LEAVE**

Chai Y, Nandi A, Heymann J. (2018)

**Paid Family and Medical Leave
Letter to the Editor & Story Writing Workshop**

**MAINE
PAID FAMILY LEAVE**

mainefamilyleave.com

**MAINE STATE
BREASTFEEDING
COALITION**

mainebreastfeeds.org

**SPEAK UP
TODAY.**

*Help shape paid family &
medical leave in Maine.*

**MAINE
PAID FAMILY LEAVE**



**YOUR
STORY
MATTERS.**

**MAINE
PAID FAMILY LEAVE**



FUNDRAISING COMMITTEE

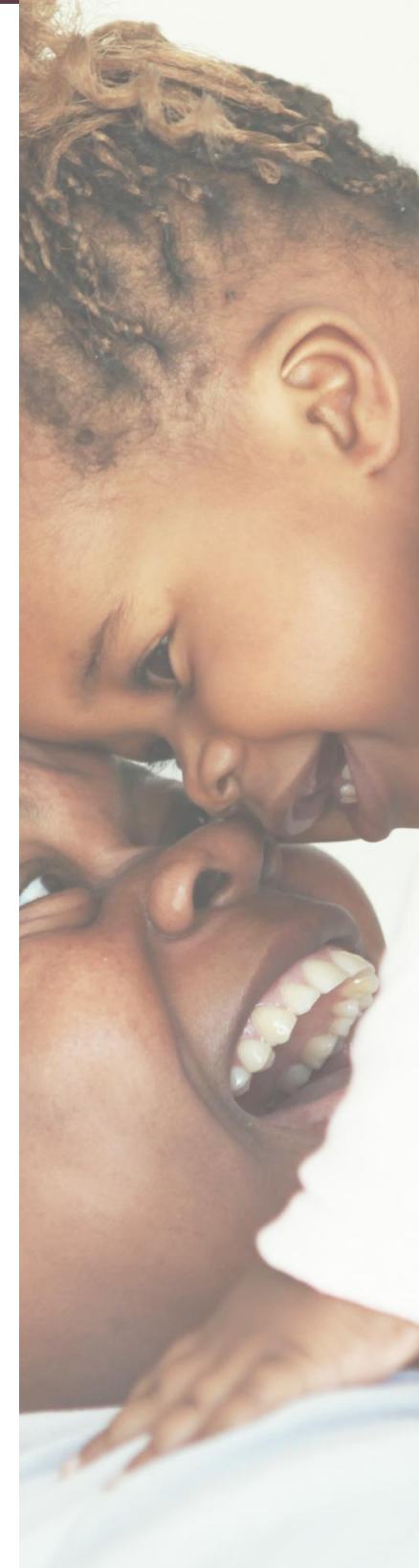
MAINE STATE BREASTFEEDING COALITION

2022 Partnership Appeal

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.

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



Our Strategic Objectives

CONNECT

Deepen community engagement in the Maine State Breastfeeding Coalition by providing opportunities for connection, networking, and partnerships among a diverse range of stakeholders.

SUPPORT / EDUCATE

Provide and promote breast/chestfeeding educational opportunities and resources.

Optimize workplaces in Maine & empower employers to create supportive cultures for breast/chestfeeding employees.

ADVOCATE

Promote legislation that will allow more families to achieve their breast milk feeding goals through access to paid family & medical leave, workplace support, lactation care, postpartum health care, donor breast milk, and other systems + policies that facilitate breast/chestfeeding.

SUSTAIN

Ensure the long-term sustainability and efficacy of the Maine State Breastfeeding Coalition.



JOIN US!

Maine State Breastfeeding Coalition (MSBC) Volunteer Sign Up

Sign up to join a MSBC Committee!

Take a look at our Strategic Plan here: <http://www.mainebreastfeeds.org/strategic-plan> to learn what we're working on.

Each committee will be charged with creating an Action Plan, Timeline, and Evaluation Plan to go with the Objectives and Strategies for that committee's goal(s). We would expect the time commitment to be about 1-2 hours per month.

Email *

Valid email

This form is collecting emails. [Change settings](#)

Name *

Short answer text

Town/City *

Short answer text

I'd like to help with the following committee(s): *

Please select which committee(s) you're interested in working with. To better understand the goals and objectives related to each committee, check out our Strategic Plan here: <http://www.mainebreastfeeds.org/strategic-plan>

- Fundraising/Event Planning Committee
- Workplace Support Committee
- Engagement & DEI Committee
- Advocacy Committee

<https://forms.gle/56D4wHhEV5TGGHHG8>





Board of Directors Update

Best Wishes & Thank You!



Ruth Burke
&
Amy Page



Welcome!



Miriam Markowitz



Jenna Marion



Nina Emlen



Dr. Rachel Criswell



2022 Meetings

June 2nd

- **Meeting Topic:** Osteopathic Manipulative Therapy (OMT) and Breastfeeding
- **Speaker:** Kiran Mangalam, DO

August 4th (WORLD BREASTFEEDING WEEK)

- **STAY TUNED!**

October 6th

- **Meeting Topic:** Environmental Contaminants & Breast Milk / Chemical Exposure During Lactation / PFAS (per- and polyfluoroalkyl substances) and Breast Milk
- **Speaker:** Dr. Rachel Criswell

December 1st

- **Meeting Topic:** Infant Sleep & Breastfeeding
- **Speaker:** Jenna Marion





Connecting the Dots

- In what ways are you excited to see the MSBC support you and the families you work with?
 - What would you be interested in working on?
- What else is going on in Maine that you'd like to share?
- What challenges are you having in your work that colleagues could help you with? What challenges are new families having right now?
- What is happening legislatively that could impact our work?
- What new research ideas are emerging?





Thank you for joining us!