

## 10/7/2021 Maine State Breastfeeding Coalition Meeting Notes

### Attendance:

Kara Kaikini, Amanda Powell, Ali Kopelman, Nicole Hart, Carrie Louch, Ann Marie Lindquist, Jenn Viger, Sienna Jordan, Kayla Kalel, Amy Page, Amy VanHaren, Ellen Kunkle, Verna Pierre, Robin Snyder-Drummond, Brooke Barron, Katherine Lary, Allison Marcoux

Start time: 1:00pm

- Reviewed Vision and mission
- <https://docs.google.com/document/d/1f4WPfvVDWHqk9Cqf8CSrh1qIhZggDZ9a9erIHwZKH>  
[Do/edit](#)
- MSBC Committee Structure:
  - Committee charge would be to:
    - Create an Action Plan/Workplan specific to those components of the Strategic Plan
    - Action Steps, including measurable metrics (ie. how to measure success)
    - Strategies have already been brainstormed AND can be adjusted
  - Working with the Board President and/or future Executive Director to ensure implementation of Action Plans
- **Committees** (Time commitment is expected to be an average of about 2hrs/month)  
[MSBC Committees Interest Form](#)
  - **Workplace Support**
    - This committee will create an action plan to optimize workplace support for families in Maine. The committee will help draft a "best practices workplace toolkit", develop a system to designate breastfeeding-friendly workplaces, and cultivate ways to increase the number of supportive work environments for families.
    - The committee will meet every 1-2 months.
    - Time commitment is expected to be an average of about 2hrs/month.
  - **Advocacy**
    - This committee will create a workplan around advocacy for breastfeeding in Maine. The committee will work towards the benchmark of advocating for one policy or legislative initiative each year. This may include policies around: paid family and medical leave, workplace support, donor breast milk, postpartum health care, etc.
    - The committee will meet every 1-2 months.
    - Time commitment is expected to be an average of about 2hrs/month.
  - **DEI & Engagement (Diversity, Equity, Inclusion)**
    - This committee will focus on ways to deepen community engagement and inclusivity among underrepresented and underserved groups including BIPOC, LGBTQ+, low-income individuals and geographical area.

- o The committee will meet every 1-2 months.
  - o Time commitment is expected to be an average of about 2hrs/month.
  - **Communications (website, email, social media, messaging)**
    - o This committee will develop communication plans to increase reach and deepen engagement, and to ensure education and resources are accessibly and widely shared. Communication pathways currently include email, social media, website, and MSBC meetings
    - o The committee will meet every 1-2 months.
    - o Time commitment is expected to be an average of about 2hrs/month.
  - **Fundraising/Event Planning**
    - o This committee will be in charge of planning and implementing fundraising campaigns (ie. Annual Campaign) and events (ie. World Breastfeeding Week, Storytelling, etc.)
    - o The committee will meet every 1-2 months.
    - o Time commitment is expected to be an average of about 2hrs/month.
  - **Sustainability**
    - o This committee is essentially the board of directors whose focus is on fiduciary responsibilities: increasing financial stability through diverse revenue streams as well as continued board development and recruitment.
    - o The committee will meet every 1-2 months.
- Question: When would these start?
  - Answer: That is flexible, once we gain interest we can assess when the groups can start meeting, hopefully in the next few months

**Brooke Barron presentation:**

**Maine's Policymaking Process and Opportunities for Advocacy**

- State Policy Making
  - o State representatives and state senators represent and serve you in Augusta
  - o 25 Maine State Senators (each represents about 37,000 people)
  - o 151 Maine State Representatives (each represents 9,000 people)
- Federal Policy Making
  - o Congresswomen/Congressmen and senators represent and serve you in DC
    - Congresswoman Chellie Pingree or Congressman Jared Golden
    - Senator Angus King and Senator Susan Collins
- What is Advocacy?
  - o "Public support for or recommendation of a particular cause or policy"
  - o "Advocacy is a crucial part of the democratic process that allows citizens to express their viewpoints and opinions to policymakers"
  - o Non-Profits cannot endorse candidates
- What is Lobbying?
  - o All lobbying is advocacy but not all advocacy is lobbying.

- Lobby requires
  - Communication with policymakers
  - About legislation
  - Urging a vote for or against
- Generally, organizations may not pay for lobbying with government grants
- Have you advocated for a policy proposal? How? Ideas for how to get involved?
  - Kara- I have given public testimony and submitted written testimony for donor breast milk and paid leave, it's been nice to do these things virtually
  - Kayla- grassroots: talking directly to law makers, submit testimony, give spoken testimony, getting large groups of people together with signs at the state house,
  - Robin- I've advocated for IBCLC licensure in MA, made several visits to the State House in Boston. I agree it gets easier as you do more of it. I think even if you only speak to the legislative aids, they are young people (younger than me!) who are learning something about families/health/childcare. I also advocated for the Donor Milk bill. When I talked to friends about it, they were entirely clueless about PDHM so that right there was an education.
  - Amy- we did a "letter to the editor" workshop for MSBC with the Maine Women's Lobby, and the letter I wrote was published in the Press Herald - it's an easy way to have your voice be heard!
  - Robin- I think the more we normalize breastfeeding and family paid leave, then it becomes more important and not as much of a 'niche' issue. In my experience, two or three main, clear and brief points are easier to get the message across. Practice an 'elevator speech': how you explain your point to anyone in less than 3 minutes.
  - Ann Marie- What Kara said about stories is so true--parent stories make a huge difference to legislators
- Calendar 2: 2 Year Legislative Cycle
  - So much in Maine is driven by the calendar, we're on a 2yr legislative cycle, next cycle Nov 2022
    - Nov 2022: All State Senators and State Reps elected as well as the Governor
    - December 2022: Cloture or deadline to file bills for the session. Could be very detailed proposal or just an idea, called a concept draft.
    - December 2022-June 2023: "long legislative session"
    - July-December 2023: Legislature is not in session
    - January-April 2024: "Short" Legislative session
    - May-December 2024: Legislature is not in session.
    - November 2024: All State Senators and State Reps elected.
  - Legislation is only open about 10 months
  - Donor milk bill
    - passed 1<sup>st</sup> & 2<sup>nd</sup> bill in senate, currently waiting in appropriations table, this winter they will go through bills on the table and decide which will be funded
    - Kara- anything we should be doing for it?

- Answer: introduced by Margaret Kraven, should reach out to her as the sponsor to see if she has ways to advocate for this bill, see if we can get a commitment from her that it's one of her priorities, how can we support her in prioritizing it?
    - If it doesn't make it, it'll have to be re-introduced in Dec 2022
- Committee Process
  - 3 Senators, 10 Representatives
  - 8 Democrats, 5 Republicans (usually)
  - Public hearings
    - Every bill gets a hearing
    - Anyone can testify
    - Great opportunity for advocacy
  - Work Sessions
    - Every bill gets a vote
    - Great opportunity for advocacy
  - Sometimes a bill will go right from public hearing to work session, that is rare and means the issue is non-controversial
- House
  - Led by the Speaker of the House, Ryan Fecteau
  - Engrossment vote and debate
  - Enactment vote
  - Then goes to appropriations table
- Senate
  - Led by the Senate President, Troy Jackson
  - Engrossment vote and debate
  - Enactment vote (after appropriations table).
- Federal legislature can create a floor for state policy example; having something protected for a year federally, state can have it protected for a year or more than a year
- National WIC Association Advocacy Central: <https://www.nwica.org/advocacy> (SO much great info)
- USBC Policy/Advocacy Resources: <http://www.usbreastfeeding.org/p/cm/ld/fid=862>
- USBC Power Tools Webinar: Advocacy and Lobbying for Nonprofits (2014): <http://www.usbreastfeeding.org/p/cm/ld/fid=191&tid=552&sid=126>
- Maine Women's Lobby Citizen's Advocacy: <https://www.mainewomen.org/mwl-citizen-advocacy-101>
- Stretch break:
  - <https://www.mainehealth.org/Lets-Go/Adult-Program/Employers/Tools>
  - under "Increase movement at work"
- Connecting the Dots
  - Allison Marcoux
    - WIC program- Dialed back on seeing clients in person
  - Kayla

- People in
- Jen Viger
  - WIC, state has adjusted food lists, York counties is still weighing babies and concerned with babies weights lately, we're still remote but will weigh in the office
- Robin
  - Nothing to report, didn't realize donor milk bill not fully a law, will be going back in to talk to reps
- Amy VanHaren
  - Attended Black Mothers Breastfeeding Association Conference, amazing group and conference, insightful, infused the work we're doing
  - Workplace support- pumppotting
  - Barb RV out of retirement possibly soon!
- Carrie Louch (WIC)
  - Cash value benefits, up to \$42 more for breastfeeding moms
- Amy Page
  - Ovia Health- women's and family health business side, a ton of money being raised, Ovia purchased by LabCorp
  - Mom project secured millions of dollars recently!
  - What are you hearing about the reasoning for not getting vaccinated for COVID during pregnancy?
    - "We don't know enough about the vaccine"
    - "What if something goes wrong and they'll be guilty that it was because of the vaccine"
    - Rumors of fertility issues
    - Brooke: I think having a physician coming in for a presentation around COVID during pregnancy and breastfeeding would be great
    - Amy Page: It would be great to also talk about the risks of getting COVID during pregnancy and how the vaccine can protect that
- Nicole Hart
  - Maine Mother & Company
    - 2 parent groups a week, lots of tongue ties!
    - Getting many questions from Moms about how to navigate
      - Robin: I wonder if we've learned from things last year and that might help, decision fatigue is a real and can be a sign of depression
- Amanda
  - Has connection to Dr. Alane O'Connor for a presentation on IMAT and breastfeeding
- Kara
  - How can we support people from different races and with different languages?

- Robin- Global Health Media Videos
  - <https://www.maine.gov/dhhs/mecdc/population-health/wic/translated-material.shtml>
- Social Media for moms to follow
  - Shelly Taft <https://www.shellytaftibclc.com/>
  - Bottle Box
- Kayla
  - I'm part of a small group of Maine based doulas. we came together specifically to expand doula services to groups of pregnant people that may otherwise not know or had access. we are new but as time goes on we will be working on legislative work and other advocacy topics
  - as we get grounded, I'll be sure to send you the information Kara. also I love the idea of asking for a doula on the registry
  - one of the things we are doing is each doula in our group will donate one or two free births a year so that low-income folks can have access (at least more access)

End Time: 3:00pm