

Maine State Breastfeeding Coalition

FULL COALITION MEETING MINUTES

Meeting date | time 2/4/2021 | 1:00 PM – 3:00 PM | Meeting location *Virtual Zoom Meeting*
<https://us02web.zoom.us/j/84711455471>
or by phone: +1 929 436 2866

Meeting called by MSBC Board of Directors

Type of meeting Full Coalition Meeting

Facilitator Kara Kaikini

Note taker Donna Ellis

Timekeeper Robin Snyder-Drummond

Attending remotely: Jennifer Viger, Amanda Powell, Kelley Bowden, Mary Bloch, Reanna Plourde, Kara Kaikini, Samantha Blanchard, Nicole Hart, Jessica Lyles, Jennifer Quimby, Robin Snyder-Drummond, Ashley Olen, Samantha Blanchard, Ruth Burke, Brittany Reynolds, Brooke Barron, Amy VanHaren, Amanda Rossignol, Ginger Robert-Scott, Dr. Kopelman, Jessica Rosenthal, Lynn Tauss, Paula Norcott, Savannah Havey, Shelby Vissari, Allison Marcoux, Sienna Jordan, Hannah Lord, Cynthia Cohen, Claire Alexander, Lynne Harris, Brenda, Donna Ellis

AGENDA TOPICS

Agenda topic *Getting Grounded* | Presenter

- Welcome
- Mission and Vision reviewed
- Introductions
- Time keeper selected: Robin Snyder-Drummond
- Agenda reviewed – a portion of the meeting was recorded and will be available on the MSBC website.

Agenda topic *Board of Directors Update* | Presenter *Kara Kaikini*

- Strategic Plan – Board members have been working to complete strategic planning and have it ready to present at the Annual Meeting, April 1st. Please join us for that meeting.
- Letter of Interest – Board members composed and submitted a letter of interest, along with 56 other organizations, for a Grant from the Maine Women’s Fund.
- Storytelling Event – Our Storytelling event has been postponed until next year (2022). Please share any ideas you may have for the event or other event ideas at mainebreastfeeds@gmail.com.
- ZipMilk (ZipMilk.org) – Brooke is exploring similar websites that compile lactation support

resources, but encourages suggestions from those who may know of other sites. Please share any websites here: brooke.d.barron@gmail.com or mainebreastfeeds@gmail.com.

- World Breastfeeding Week
 - (August 1 – 6, 2021) aims to highlight the huge benefits that breastfeeding can bring to both the health and welfare of babies, as well as a wider push for maternal health, focusing on good nutrition, poverty reduction and food security. The event is organized every year by the World Alliance for Breastfeeding Action (WABA), a global network that aims to protect, promote and support breastfeeding around the world. Along the way, it works with the World Health Organization and UNICEF to get its aid to the right people in the right communities.
 - We need to be thinking about activities and /or events to help celebrate this week. Ginger mentioned the fun Margarita evening when a percentage of the evening's earnings was donated to the MSBC.

Agenda topic *Presentation: "Updates from Maine's WIC [Program](#)" | Presenter Ginger Roberts-Scott, Director & Samantha Blanchard, Nutrition Coordinator Maine WIC Program*

- **eWIC** in place as of August 31, 2020 – everything is electronic, this helps participants and vendors.
- **Statistics/Resources**
 - 194 Vendors
 - 157 Farmers (select months, separate and on top of basic benefits)
 - \$155,000.00 in store supports
 - 16,000 participants
 - 12,000 eWIC cards
 - 15 languages
 - Average monthly benefits worth \$61.07
 - 63 WIC clinics, 16 countries, 8 Local Agencies
 - 27 Certified Lactation Counselors
 - 11 Registered Dieticians
 - 7 Internationally Board Certified Lactation Consultants
 - 10 Breastfeeding Peer Counselors
- **Services** – Healthy Foods, Nutrition Education, Referrals to Services and Breastfeeding Support
- **WIC & Breastfeeding**
 - There is no charge for material and support (professionals), Breastfeeding education begins prenatally.
 - Supplies available to all participants– hospital grade pump rental, nursing bras, nursing pads, milk collectors, breastmilk storage bags and education materials.
- **2021 Plans**
 - Breastfeeding support texts – to pregnant and breastfeeding individuals up to 24 weeks postpartum (a total of 72 weeks). Translated texts available; participation is not mandatory; individuals can opt out.
 - Cash Value Voucher – for redemption at Farmer's Markets summer of 2021.
 - Chat Bot (a software application used to conduct an on-line chat conversation via text or text-to-speech) located at www.maine.gov/wic

Assisting tribal organizations with eWIC – assistance in setting up eWIC system this summer. The tribes coordinate and manage WIC programming within their communities; alleviating the need for translation of materials and information.

Moving to a web-based MIS system, should remove many barriers.

An organizational chart can be found within the Power Point Presentation accompanying the minutes.

- **Questions**

Paula asked about WIC’s hospital grade pump capacity. With the two biggest insurers in the state having downgraded pump coverage and the numbers of Exclusively pumping families going up, we are referring many patients to WIC for hospital grade pumps. What is WIC pump availability and what are the requirements for loaners other than qualifying for WIC.

Ginger commented WIC has the capacity to serve 50% more than presently serving. She mentioned that unused dollars were returned last year. There is capacity to help many more Maine families. Coalition attendees were encouraged to refer families, even if unsure they will qualify. It is best to have families call the clinic to inquire about income guidelines. There are details that when taken into consideration may help a family qualify.

Kelley asks, “Is the text messaging a national program? Or who decides the content of the text message?” Samantha shares, the content was a collaborative effort within Maine WIC professionals; information is Maine related and medical advice is referred to individual health care provider.

Lynn asked if WIC has a handout or brochure, with information about the availability of nursing bras, Hakka, and other things at no cost for breastfeeding moms?

Kara asked how can we better support WIC? Suggestions can be placed in the chat box.

Kelley suggests posting something at bus stops/bus shelters.

Ashley mentioned that as part of the “Plan of Safe Care” health care providers address resources for those with substance abuse disorders; WIC is one of the resources on the “Plan of Safe Care” listing.

Shelby commented, “I think there’s a common misconception that WIC is just for providing formula— it’s obvious to us as breastfeeding professionals, but I think it’s a longstanding confusion.”

Brooke asks the approximate income threshold for WIC eligibility? (see link below)

- **Websites**

WIC at Maine.gov - <https://www.maine.gov/dhhs/mecdc/population-health/wic/>

eWIC- <https://www.maine.gov/dhhs/mecdc/population-health/wic/eWIC/index.shtml>

Updated income guidelines - <https://www.maine.gov/dhhs/mecdc/population-health/wic/documents/Updated-income-guidelines.pdf>

Translated materials page - <https://www.maine.gov/dhhs/mecdc/population-health/wic/translated-material.shtml>

Agenda topic *Connecting the Dots* | Presenter *Amanda Powell*

- New Knowledge Worth Having –

- Link to February 4, 2021, Google document with new lactation resources and to add new resources

<https://docs.google.com/document/d/1lk0iyYJV4lIpcJP63MJZe9OFooSOkkooHbpOiFvni7o/edit>

- Robin Snyder-Drummond, IBCLC (she/her), lives in Ellsworth, www.birthready.com; here is the trailer for an interesting film about the real state of day care in the U.S.A.

https://www.hrwfilmfestivalstream.org/film/through-the-night/?fbclid=IwAR0fnhHeP2gdyrMh6lbwkP7DWCDn4vhmOQWYHyI9hmuHK8Sk_DnpovSgzCk

Robin shares she had completed Tummy Time training and is offering free sessions, presently. Information is available on her service page: www.birthready.com

Robin describes the upcoming bill requiring MaineCare to cover the cost of donor milk. Last year the bill was well-received by legislators. It was approved in committee and then COVID hit. Those interested in presenting testimony are encouraged to do so.

Brooke provides a link to the bill here:

<http://legislature.maine.gov/LawMakerWeb/summary.asp?ID=280078043>

This bill will be considered in a public hearing session on FEBRUARY 11th at 9am. Due to COVID, all public hearings are now being conducted remotely, which is a great opportunity for more people to testify from the comfort of their own home via Zoom. You'll be able to sign up to testify until February 11th at 8:30am by following the instructions below.

You can also submit written testimony here: <https://www.mainelegislature.org/testimony/>.

Guidance for providing testimony can be found here:

<https://legislature.maine.gov/house/house/Documents/Testifying>

To register to provide oral testimony over the electronic platform or via a toll-free phone number, contact the committee clerk (Kerri Withee) at this email address: HHS@legislature.maine.gov.

Last year's testimony, for reference:

http://www.mainelegislature.org/legis/bills/display_ps.asp?ld=1938&PID=1456&snum=129#

- Cynthia Cohen, Director of Client Relations, Mothers' Milk Bank Northeast, 617-340-3497, cynthia@milkbankne.org.
- Jessica Eyles, attending from the Bangor PHCS
- Jennifer Viger, (she/her), attending from the YCCAC WIC program
- Mary Bloch, IBCLC, (she/her) attending from Maine General
- Brittny Reynolds, CLC, (she/her) attending from Maine Families Kennebec/Somerset County
- Shelby Vissari, (she/her) a postpartum doula, lactation counselor and mom to an 11-month-old boy, living in Kittery. I am looking to get involved in anything anyone has going on, especially with WIC and educational opportunities; my email: ShelbyVissariDoula@gmail.com.
- Allison Marcoux, BF coordinator, MaineGeneral WIC, Somerset/Kennebec counties
- Jennifer Quimby, York County WIC Director
- Amanda Rossignol, BF coordinator for WMCA WIC
- Savanna Havey, CLC, attending from Maine Family Planning WIC in Ellsworth
- Dr. Ali Kopelman, CLC, preparing to become an IBCLC. I am a pediatrician with a newly-established private practice in Portland — Personalized Pediatrics of Maine; email doc@mainepeds.com; web site: mainepeds.com; Instagram as #personalizedpediatricsofmaine
- Brooke Barron, (she/her), MSBC Board Member and policy advisor in the Maine State Legislature, attending from Harpswell.
- Amy VanHaren, MSBC Board Member with the company, pumppotting; <https://www.pumppotting.com/>; <https://www.pumppotting.com/pumppottingatwork>
- Ginger Roberts-Scott, (she/her) attending from the WIC, State [office](#); email: ginger.roberts-scott@maine.gov.
- Kelley Bowden, (she/her), MS, RN, Perinatal Outreach Education Coordinator funded by Maine CDC, based at Maine Medical Center.
- Ashley Olen, RN, Plan of Safe Care Nurse, attending from the Office of Child and Family Services. If you haven't heard about the Plan of Safe Care and would like more information about the Federally and State mandated program for supporting substance exposed infants, please join us

for an Info session for Providers February 10, 2021 at 1200 PM.

<https://mainestate.zoom.us/j/84426706623>; my email: Ashley.olen@maine.gov.

- Amanda Powell, Vice President of Maine State Breastfeeding Coalition, Portland; email: mainedoula@gmail.com, working with the Maine Maternal Opioid Model initiative, which aims to improve care for pregnant and postpartum women with Opioid Use Disorder (OUD) and their infants by integrating maternal and substance use treatment services. For more information: <https://www.maine.gov/dhhs/oms/about-us/projects-initiatives/maine-maternal-opioid-model> Hannah [Lord](#) indicated, “we have members in Birth Justice Collective that specialize in substance abuse and their birth work revolves around those rights and some can also speak on lived experience. If you would like to connect to them?”
- Nicole Hart, CLC, MSBC Board Member & Postpartum Doula in South Portland.
- Samantha Blanchard, (she/her), CLC, Maine WIC State Agency Nutrition Coordinator; email: Samantha.blanchard@maine.gov; WIC website: wic.maine@maine.gov. We LOVE to talk WIC! If you have any groups that would be interested in hearing about our program or have any groups that need a presenter we are always excited to share information!
- Kara Kaikini, (she/her), President of the Maine State Breastfeeding Coalition; a link for the document with new resources for February: <https://docs.google.com/document/d/1lk0iyYJV4lIpcJP63MJZe9OFooSOkkooHbpOiFvni7o/edit>; MSBC email: mainebreastfeeds@gmail.com; MSBC website: <http://www.mainebreastfeeds.org/>. Paula asked if the MSBC would address issues related to returning to work and breastfeeding. Discussion developed regarding return to work. Savannah [h](#) shared, “I don't have a personal story, but I have had a mom in my office who gave birth on a Tuesday and had to go back to work, part time at Camden National Bank, on Saturday.” Resources: USBC/WorkLifeLaw/MSBC co-branded PDF “Your COVID-19 Workplace Rights, and Breastfeeding and Lactation links shared: <https://default.salsalabs.org/T27855346-8d34-4334-a367-b72cd50271f2/0ddee7e5-809c-416a-8f21-54052a0cf6bc> <https://www.pregnantatwork.org/wp-content/uploads/Talking-About-Your-Pump-Maine-Factsheet.pdf> as well as pumppotting: <https://www.pumppotting.com/pumppottingatwork>.
- Hannah Lord, (she/her), a core member with Maine Birth Justice Collective. Sharing these MSBC meeting zooms with members of the Justice Collective, if that's ok?
- Paula Norcott, IBCLC, at Maine General and Midcoast Hospital as well as private practice; Maine Mother + Company. I would LOVE to get a peer review meeting going maybe quarterly?!!!! mainemotherandcompany@gmail.com for peer review. Mary Bloch and Dr. Kopelman, voice interest in peer review within lactation care situations. Robin shared, “I've had similar sharing time with IBCLCs through private FB groups and a small association (10 of us) that met monthly in person. So, I think a focused small group online would be good. People can submit the case/topic and we can set an agenda to allow enough time for respectful discussion.”
- Lynn Tauss, RN, IBCLC attending from Pen Bay Medical Center.
- Reanna Plourde, CLC, Breastfeeding Coordinator at WIC for Penobscot and Piscataquis counties.
- Jessica Rosenthal, (she/her), pediatrician, attending from MMP South Portland Pediatrics.
- Hannah Lord, (she/her), Owner, Peony Doula Co., LLC, CLC and Full Spectrum Doula.
- Sienna Jordan, CLC, attending from the WIC Program at WMCA in Auburn.
- Donna Ellis, (she/her/hers), RN, MSN, ANLC, IBCLC, MSBC Board Member and Secretary, faculty with the Healthy Children Project, living in York County.

Agenda topic *Wrapping Up* | Presenter *Kara Kaikini*

- Attendees shared what they will take away from today's meeting.
- Upcoming Meetings/Events
 - **Full Coalition Meetings:** 1st Thursday of every, even month 1:00 – 3:00pm
 - **April 1st: Annual Meeting**
Part I: Updates from MSBC!
Part II: Community Discussion about Breastfeeding Support, Advocacy and Education in Maine

June 3rd

Topic: Substance Use & Breastfeeding, MOM (Maine Maternal Opioid Model), Plan of Safe Care

Speaker: Ashley Olen, BA, BSN, RN, Clinical Nurse Consultant,
Office of Child and Family Services, Maine DHHS

August 5th: WORLD BREASTFEEDING WEEK

October 7th

Topic: Advocacy 101

Speaker: Brooke Barron, Maine's Speaker of the House Senior Policy Advisor

December 2nd

Topic: Birth & Breastfeeding

Speaker: Paula Norcott, IBCLC, CBE, LD

Agenda topic *Wrap Up* | Presenter *Name*

- Conclusion - Meeting ended at 3:00 PM
- Minutes respectfully submitted [5 March 2021](#) by
- Donna Ellis, (she/her) Secretary, MSBC