



2007

ANNUAL REPORT

Utah Breastfeeding Coalition
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www.utahbreastfeeding.org

Original Artwork "Blue Mother and Child" by Kathy Grossman



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President's Message

By Lisa Harper

I am pleased to present the Annual Report of the Utah Breastfeeding Coalition for 2007. Our Coalition is growing in membership and activity and 2007 has been a great year. With the work of many individuals, we experienced another great year at the Salt Lake City Main Public Library during August at our Breastfeeding Café. I'd like to thank in particular Vanessa Elias, with whom I co-chaired the event and Jean Herrmann, who was responsible for coordinating all volunteer efforts at the Café. We had a great planning committee for the Café including Nicole Laird as the Library Liaison, Kathy Pope as the Promotion and Marketing Coordinator, Christy Porucznik who was the face and voice of the Café (and was seen and heard on TV, in the newspaper, and on the radio), Melissa Knighton, Heather Hendriksen, and finally Kathy Grossman who donated her beautiful painting "Blue Mother and Child" for use in the Café and for sale in our silent auction. So many others contributed to the planning of the Café and donated their time in our special events and activities. We would be remiss if we did not mention Susan Johnson, IBCLC and La Leche League of Utah Area Professional Liaison who had the original idea for the Breastfeeding Café and has inspired us to continue carrying on the event. The Breastfeeding Café could not have taken place without the countless hours of service given by UBC members, La Leche League Leaders and members, and other breastfeeding advocates who staffed the Café.

Also in 2007 we were able to provide continuing education opportunities for lactation professionals. We telecasted these events to several locations throughout the state and we anticipate providing opportunities such as these in the future. We have learned much from the bi-monthly teleconferences sponsored by the CDC and the US Breastfeeding Committee as other states' coalitions have shared their successes and will continue to host these on the second Tuesday of even months.

This year we have partnered with state-wide organizations to promote breastfeeding. In June we were pleased to work with the Utah Psychological Association in presenting two "Best Practices in Breastfeeding" awards to Silverado Senior Living and Nelson Laboratories. Nelson Laboratories invited us to do a site visit and we saw

their wonderful children's room. We gave a presentation on ways they could improve their already exemplary worksite lactation program. We have been involved with the Utah Partnership for a Healthy Weight and in 2006

breastfeeding was included as a part of The Utah Blueprint to Promote Healthy Weight for Children, Youth, and Adults" (see <http://health.utah.gov/obesity/docs/Blueprint.pdf>) .

On a national level we are very pleased to have been invited to present at the United States Breastfeeding Committee's meeting in January 2008 about the Breastfeeding Café and the opportunity we had to encourage change in our community. Finally, we are honored to have been selected as one of 10 states to participate in a unique "Train the Trainer" opportunity that the US Breastfeeding Committee is doing to promote worksite lactation support programs throughout the country.

I am particularly grateful to have worked with the wonderful women that have served on our Board of Directors and as our Committee Chairs. Patrice Isabella has been a wonderful support as President -Elect, and will serve well in the capacity of President in 2008. Phyllis Crowley and Marie Nagata put in many hours to help keep our Coalition business in place as our secretary and treasurer. Our committee chairs (Kathy Pope, Elizabeth Smith, Emily Waddoups, Ellen Kitzmiller, and Sonya Fowles) have each contributed their talents and have given countless hours to make our Coalition better.

As 2008 is upon us, we are thrilled with the opportunities that lie ahead. We have strong leaders and great members. We invite you to join us for an exciting educational opportunity with Amy Spangler on Tuesday, February 19th. We hope that you will join us in continuing to promote, support, protect, and celebrate breastfeeding in the state of Utah and renew your membership in the Utah Breastfeeding Coalition.



Lisa Harper and Jeff Nelson,
CEO of Nelson Laboratories.



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President-Elect's Message

By Patrice Isabella

Greetings! I am looking forward to my term as Utah Breastfeeding Coalition president in 2008. In December, I met with past, present, and future presidents to lay groundwork for strategic planning. We will have a talented and committed Board of Directors, Committee Chairs, and Task Force Coordinators to reestablish and steer our goals and strategies in 2008. I hope to see increased involvement in committee work and expanded membership statewide. We have work to do to ensure breastfeeding success in homes, workplaces, communities, and health care.

For those who may not know me...I am a public health nutritionist, and have been employed with the Utah Department of Health for 19 years, mostly in the state WIC office and Children with Special Health Care Needs. My current position as Nutrition Coordinator for the Heart Disease and Stroke Prevention Program includes a focus on coordinating efforts and strategies for preventing and reducing obesity, including breastfeeding.

I have two adult children, both breastfed in their early years, and am a passionate advocate for breastfeeding families.



Back Row: Patrice Isabella (President), Marie Nagata (Treasurer), Cara Munson (Education Committee Chair); Front Row: Elizabeth Smith (President-Elect), Heather Hendriksen (Promotion and Marketing Committee Chair), Nicole Bernshaw (Milk Bank Task Force Coordinator).

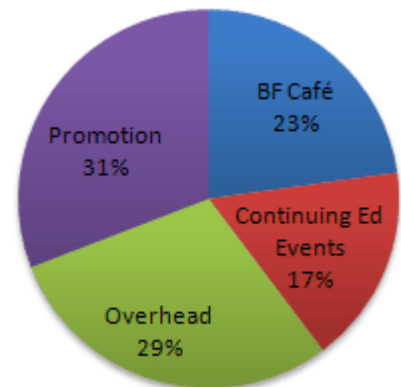
Financial Report

By Marie Nagata

Although impossible to quantify the monetary value of the time of our volunteers, we would be remiss if we did not recognize the hours and in-kind donations provided to the Utah Breastfeeding Coalition. This includes, but is not limited to website development and maintenance, volunteer time for the Coalition and Breastfeeding Café, and a beautiful piece of art contributed by Kathy Grossman that was auctioned off at the Café. Thanks to all for unselfishly donating time and materials to the Coalition!

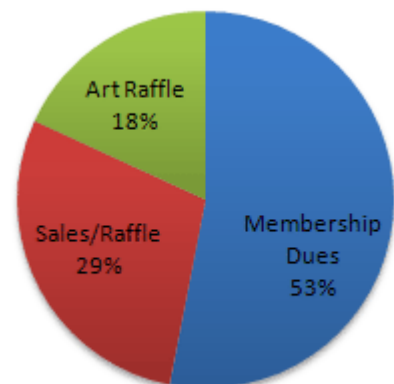
The Coalition continues to focus on increasing membership and supporting breastfeeding women. With that in mind, much of last year's budget went to promoting the Utah Breastfeeding Coalition and to keep the Coalition running.

Expenditures



Membership dues were the largest source of income for the Coalition. We also received money through raffles and selling breastfeeding books during events.

Funding / Income





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2008 UBC Leadership

Board of Directors

(Committee Chairs and Task Force Coordinators cont.)



President
Patrice Isabella
president@utahbreastfeeding.org



Promotion and Marketing
Committee Chair
Heather Hendriksen
promotion@utahbreastfeeding.org



President Elect
Elizabeth Smith
presidentelect@utahbreastfeeding.org



Milk Bank Task Force
Coordinator
Nicole Bernshaw
milkbank@utahbreastfeeding.org



Secretary
Melissa Knighton
secretary@utahbreastfeeding.org

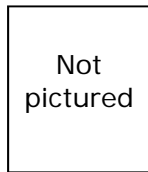


Worksite Lactation Support
Coordinator
Kathy Pope
worksite@utahbreastfeeding.org



Treasurer
Marie Nagata
treasurer@utahbreastfeeding.org

Committee Chairs and
Task Force Coordinators



Nominating and Membership
Committee Chair
Sonya Fowles
membership@utahbreastfeeding.org



Education Committee Chair
Cara Munson
education@utahbreastfeeding.org



Policy Committee Chair
Elena Stevens
policy@utahbreastfeeding.org

Why breastfeed?

Not breastfeeding increases
health risks for baby/child:

- Ear infections
- Overweight
- Viral Infections
- Allergies
- Asthma
- Diabetes
- SIDS
- Diarrhea
- Childhood Cancers
- Rheumatoid Arthritis

Not breastfeeding increases
health risks for mother:

- Breast Cancer
- Ovarian Cancer
- Endometriosis
- Osteoporosis
- Anemia
- Postpartum Depression

www.utahbreastfeeding.org



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Promotion and Marketing Committee

By Kathy Pope

2007 has been a productive year for the Coalition, and the Promotion and Marketing Committee has been involved with many rewarding and worthwhile endeavors throughout the year. Thank you to the many people assisting with these projects, your efforts have helped spread the message that Breastfeeding is the normal feeding method and that breastfeeding touches us all!

This year we completed projects that were started in 2006 including a commercial printing of Coalition brochures and the design and production of a Coalition banner.

Kathy Pope has taken all incoming calls to the Coalition. Requests ranged from media interview opportunities to questions about breast pumps to requests for information on the Breastfeeding Café.

In February we participated in the Successful Mothering Convention at Murray High where UBC member and La Leche League Leader Kirsten Magel delivered a talk titled "Myths of Breastfeeding".

In April and August we joined Babies R Us for their Breastfeeding Fair. We had interaction with customers and the general public and gave out printed materials.

In June we had some free press when the Coalition was included in the Deseret News article titled "What you can do to achieve a healthy weight" which mentioned breastfeeding as an early way to begin a life filled with good health and provided the Coalition website address. We were pleased to attend the Utah Psychological Association's Psychologically Healthy Workplace Awards program where we recognized 2 businesses, Nelson Laboratories and Silverado Assisted Living Center which are doing an exemplary job in supporting breastfeeding in the workplace. Worksite Breastfeeding Promotion packets were given out. Special thanks to Kelly Davis Garrett, UBC President in 2006 who helped make this possible. We were invited to visit Nelson Laboratories and give a brief presentation on worksite lactation support. Nelson Labs has a nicely furnished private room that is been set aside for breastfeeding or pumping. We gave them some ideas for educational materials in addition to information on writing a company policy that addresses lactation.

In August we participated in the 2nd Annual Breastfeeding Café. The Promotion and Marketing committee prepared public ser-



Kelly Davis Garrett (2006 UBC President), Kathy Pope, and Lisa Harper at the Psychologically Healthy Workplace Awards luncheon.

vice announcements and a press release which generated media exposure. We worked with Ana Breton of the Salt Lake Tribune on an article about the Breastfeeding Café which featured an interview with Christy Poruzcnik.

In September we represented UBC at "Corporate Culture: The Key to Unlocking Successful Worksite Wellness" and displayed as an exhibitor. We interacted with many human resource managers and business people and distributed several Workplace Lactation Program packets. Also in September Committee Chair Kathy Pope was quoted in a Salt Lake Tribune article regarding the controversy surrounding the Health and Human Services modification of the Breastfeeding promotion messages produced by the CDC.

We helped draft a letter to Altius Health Plans regarding their online link which encourages women to register with Similac's "Welcome Addition" to get a free gift. This group endeavor is an example of how the Coalition can partner with and educate where practices may unknowingly be harmful to breastfeeding.

Our committee has been involved in planning for the Community Breastfeeding Workshop with Amy Spangler in February 2008 by scheduling the site and early logistics.

It has been a full year, with much work and effort by Kathy Pope and other members of the Coalition to promote the Utah Breastfeeding Coalition and lactation.

The Promotion and Marketing Committee will be headed by Heather Hendriksen in 2008, and would welcome your involvement and ideas for ongoing and future committee activities. If you would like to participate in this committee, please email promotion@utahbreastfeeding.org.



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Education Committee

By Elizabeth Smith

The Education Committee Chair was Elizabeth Smith during the latter half of 2006 and 2007. Committee members included Jay Moreland, Brenda Gulliver, Kristi Thompson, Andrea Lythgoe and Julie Fikstad. This past year, we decided to focus on being available to present to the community when the need arose and to assist with planning of speakers for the general Coalition meetings and special events.

On May 8th Ellen Lechtenberg, MS, RD, IBCLC, CSP from Primary Children's Medical Center delivered a presentation titled "Biochemistry and Immunology of Breastmilk." This one hour presentation was available to all Coalition members and friends and provided one continuing education credit for RDs and IBCLCs. In addition to excellent information on the benefits of breastfeeding and the risks of not breastfeeding, Ellen provided attendees with valuable information on the components of human milk and how it nourishes and protects a child throughout his/her life.

On June 12th Elizabeth Smith presented to the Salt Lake County WIC staff on breastfeeding multiples. There were 65 WIC employees who attended this seminar. They were given information both on the how/why to encourage human milk for multiple babies as well the emotional, physical, and psychological challenges of feeding more than one baby.

During August, Education Committee members helped staff the 2nd Annual Breastfeeding Café.

Members of the Education Committee were asked to review a report from the American Dietetic Association: *Promoting and Supporting Breastfeeding* for content and accuracy. This document was found to be well written and few changes were necessary.

On November 27th Dr. Brian Moench from Utah Physicians for a Healthy Environment gave a presentation to the Utah Breastfeeding Coalition on the "The Bioaccumulation of Toxins in Breastmilk: What Does This Mean for the Breastfed Baby?" at the Cannon Health Building. His presentation was broadcast to four sites throughout the state through videoconferencing. He shared information about toxins that are found in breastmilk and included ways to decrease our exposure to

these toxins.

We welcome Cara Munson, new Education Committee Chair and invite any who might be interested in contributing to this committee to contact her at education@utahbreastfeeding.org.

Nominating and Membership Committee

By Emily Waddoups

In 2007 The Utah Breastfeeding Coalition had 56 active members, which is an increase from last year. Although we did not reach the goal our Executive Committee set early in 2007 of 100 members this year, we are grateful for the strong base that we have and the ways that we continue to grow. Our membership in 2007 spanned from Cache Valley to Utah County and we hope to continue to gain membership throughout the state.

We have several organizational and corporate partners, which include Bear River Health Department – WIC Program, Medela Inc., Pregnancy Riskline, Utah Department of Health, Wasatch Co. Health Department, Utah WIC Program, University Healthcare, Utah Dietetic Association, La Leche League of Utah and the Midwives College of Utah.

We are excited for the upcoming 2008 year. Our new committee chair is Sonya Fowles and other committee members include Lois Foard and Christy Porucznik. If you would like to help with the Nominating and Membership Committee, please email membership@utahbreastfeeding.org.

Policy Committee

By Lisa Harper

2007 was a year of change for the policy committee. We started out with chair Ellen Kitzmiller who unfortunately had to step down mid-way through the year due to the demands of the accelerated nursing program. We wish her the best of luck! We are thrilled to welcome Elena Stevens as the new Policy Committee Chair. If you are interested in working with the Policy Committee on worksite lactation support, hospital policies regarding breastfeeding, or if you have knowledge and experience applying for 501(c)3 status please contact Elena at policy@utahbreastfeeding.org.



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The Breastfeeding Café By Melissa Knighton



Heather Hendriksen and Melissa Knighton nurse their babies at the Breastfeeding Café.

If you happened to walk through the first floor of the Salt Lake City Main Library during the month of August you may have seen something special. You may have witnessed a mother and child, embraced in an ancient bonding ritual. You may have seen an expectant

mother receiving the guidance of an experienced mother. You may

have seen a group of new mothers sharing stories and information, new bundles in wraps, slings, and arms. You may have noticed a man, tired but relieved to find a place of support for him, his partner, and their new baby. You may have seen toddlers playing with toys turn to climb into their mothers' laps for a moment of closeness and nourishment.

While you have this picture in your head, imagine that you could walk into any building, park, or plaza in your city and see this beautiful scene. You may stop to think about how breastfeeding grows healthy children, healthy families, healthy communities, and a healthy world, which was the theme of the 2007 Breastfeeding Café. The Breastfeeding Café just finished its second successful year in Utah, in the Share Space of the Salt Lake City Main Library.

The idea of the Breastfeeding Café came to Susan Johnson, mother and La Leche League Leader, as she and her circle of friends envisioned a world where unapologetic mothering could take place anytime, anywhere.

"We felt a sense of community within our mothers' circles and in our extended family of friends. As our babies grew into toddlers and



The crowd was HOT at The Wildflowers concert, but onlookers appreciated the good music.

beyond, and our own vision extended outward, it became clear that there was a gap of acceptance between our small circle and the larger community." Johnson found while she was able to surround herself with a community of support through friends, many other new mothers receive conflicting, unsupportive messages from their own community. These mothers would benefit from having access to a place where they are able to have the same sense of support she felt from her community. The idea of a Breastfeeding Café, "where mothers could share soup and good company, children playing nearby, cuddling or nursing as needed" was born.

The Breastfeeding Café was planned and operated with three goals in mind: Show that breastfeeding is normal, inspire thought and conversation about breastfeeding, and encourage relationships among breastfeeding advocates. The goals were successfully met through workshops, volunteer opportunities, and the café atmosphere itself. Just walking by the café was inspirational, as the space was literally overflowing with mothers, children, and information. The café was also host to several



Diann Jeppson and her daughters performed on a hot afternoon in the courtyard of the library. The Jeppson ladies shared their thoughts and experiences about breastfeeding in between their beautiful songs.

workshops designed to promote the breastfeeding relationship between mother and child such as Myths of Breastfeeding, Babywearing, and Hypnobirthing. Many of the workshops also functioned to educate parents on how to care for their child in addition to breastfeeding such as Infant CPR, Infant Massage, and Ages and Stages: Developmentally Appropriate Parenting. And still other workshops focused on special interests or fun topics such as Diaper Free Baby, or Early Childhood Music Education. One sunny afternoon the Café was host to local musician and breastfeeding advocate Diann Jeppson who joined her four daughters in the musical group "Wildflowers" and gave a free concert in the library courtyard. And each Monday the focus of the café itself was on new moms and babies. Newborns and mothers came to share stories, swap tips, and



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(The Breastfeeding Café cont.)

breastfeed in a warm, comfortable atmosphere.

Jean Herrmann, the volunteer coordinator for the Breastfeeding Café had an especially big job. With 612 hours of to fill with volunteers, the position of volunteer coordinator required strategic planning and organization. Volunteers ranged from new mother to experts in the area of breastfeeding advocacy and training. Professionals in public health and medicine to La Leche League members with a passion for breastfeeding and helping others all joined together to staff the Café during the Library's normal hours of operation. Many volunteers felt that one of the best things about volunteering was meeting and networking with other women in the community who felt strongly about promoting the goals of the Breastfeeding Café. After the Café was over, volunteers were rewarded with a volunteer raffle and thank-you picnic, all organized by Herrmann.



Jean Herrmann, Nicole Laird and her child Eve helped set up the displays for the café.



Displays outside the café doors provided information about breastfeeding and coloring pages for kids.

To promote the "breastfeeding is normal" message, a poster was available in the café with a list of different places, both obvious and obscure, mothers who visited the café have breastfed. The airport, supermarkets, amusement parks, the beach, and the office are all examples of places

Breastfeeding Café visitors have nursed their babies. Soon after the café opened the poster was full of tally marks and it was not uncommon to see a mother standing in front of it, marker in hand, nodding and saying "yep, I've done that too" or "Cool! I'm not the only one who breastfed in the Costco food court" or "Wow! I didn't even think I could nurse my daughter at a funeral!"

The Breastfeeding Café received support from the community through sponsorships and donations. Several local companies donated items for a community raffle. Landscaping consultations, a Medela breast pump, a basket of important books on breastfeeding, slings, and a prenatal massage were all items that



Poster displayed at the café "Where have you nursed?" inspired moms to stop and mark the places where they had nursed. Breastfeeding truly is everywhere!

visitors to the Breastfeeding Café could enter to win. A beautiful painting of a breastfeeding mother and child was donated by Kathy Grossman, local artist and La Leche League Leader, and was on display throughout the month and put up for silent auction. The painting was purchased by one of our organizational members, the Midwives College of Utah. Babies R Us donated gliding rocking chairs for visitors to the Breastfeeding Café to relax, nurse, or occasionally nap in. Many, many other community businesses and organizations took part as well, including fresh bread donated several times a week for Café visitors by Great Harvest of Salt Lake City.



Jean Herrmann (Volunteer Coordinator) and Vanessa Elias (Café co-chair) inside the Breastfeeding Café.

The third year of the Breastfeeding Café, now in the early planning process, promises to be just as exciting and inspiring as the first two.

So, if you are in Salt Lake City during the month of August, pop into

the library. On the main floor, in the Share Space, you might just witness Susan Johnson's vision: that we "celebrate breastfeeding as an everyday act, an evolving relationship." Or perhaps consider starting a Breastfeeding Café in your own community. By bringing the breastfeeding relationship into the public space, the fact that breastfeeding is normal, may become so ingrained in your community, that everywhere will feel like a Breastfeeding Café. If you are interested in volunteering for the Breastfeeding Café in 2008 please email cafe@utahbreastfeeding.org.



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Thank You!

2007 UBC Officers

Board of Directors

President
Lisa Harper

President Elect
Patrice Isabella

Secretary
Phyllis Crowley

Treasurer
Marie Nagata

Committee Chairs and Task Force Coordinators

Membership & Nominating Committee
Chair
Emily Waddoups

Education Committee Chair
Elizabeth Smith

Promotion and Marketing Committee
Chair
Kathy Pope

Policy Committee Chair
Ellen Kitzmiller

Milk Bank Task Force Coordinator
Nicole Bernshaw

Breastfeeding Café Sponsors:

The City Library
The Lactation Station
Babies R Us
Tin Angel Catering
Lucky Baby Wear
Great Harvest Breads (Salt Lake City)
Utah Prenatal Massage
Blue Sky Perennials
Medela, Inc.
La Leche League of Salt Lake
Utah Reproductive Health (division of
Utah Department of Health)
For Every Body
The Wildflowers
Baby Your Baby
Utah WIC Program
RJ Networks

Breastfeeding Café Special Events Contributors:

Melissa Knighton
Jeannie Post Van der Burg
Community Writing Center
Kathy Ockey
The Imagination Place
Heather Hendriksen
Kelly Davis Garrett
Kirsten Magel
Travis Harvey
Cindy Woolley
Jolene Shields
Kim Borchert
Christy Porucznik
Sharon Hansen
Kestrel Liedtke
Utah Prenatal Massage

Breastfeeding Café Committee

Lisa Harper
Vanessa Elias
Kathy Grossman
Heather Hendriksen
Jean Herrmann
Susan Johnson
Becky Jorgensen
Annie Kuntz
Nicole Laird
Kestrel Liedtke
Kathy Pope
Christy Porucznik
Janie Smith
Cindy Woolley

Visit our website

www.utahbreastfeeding.org

- Educational materials
- Breastfeeding in the news
- Learn about upcoming special events and professional trainings
- Find a lactation specialist
- Join the Utah Breastfeeding Coalition
- Support breastfeeding in our community