



2008

ANNUAL REPORT

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Original Artwork "Young Mother in the
Fabric Souq" by Kathy Grossman



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The Year in Review

Patrice Isabella, UBC President 2008

I am pleased to present the Utah Breastfeeding Coalition's (UBC) 2008 Annual Report. This was an exciting year to serve as President, and I appreciate the privilege. The Coalition has many successes to celebrate, which I owe to a very devoted leadership team and membership. In January, the Maternal and Child Health Bureau of the Department of Health and Human Services supported Elizabeth Smith and Judy Harris to represent UBC at the Train-the-Trainer workshop for the Business Case for Breastfeeding in Arlington, Virginia. That meeting was followed by the United States Breastfeeding Committee's Second National Meeting of State/Territory Breastfeeding Coalition, where Elizabeth and I were invited to present "Changing Culture: Showcasing Breastfeeding as the Norm at the Breastfeeding Café". The presentation was well received.

In February, we sponsored a successful and well-received community breastfeeding workshop presented by Amy Spangler, MN, RN, IBCLC, attended by approximately 200 members and friends (see Education Committee Report for more detail).



After that large event, much of our efforts in 2008

Patrice Isabella and Cara Munson.

were focused on implementing The Business Case for Breastfeeding and The Breastfeeding Café. Kathy Pope describes the exciting work of the Worksite Lactation Task Force in her report. These efforts will continue in 2009; volunteers are needed statewide to share this wonderful toolkit with businesses in their communities and to advocate for worksite lactation policies. We have funding to train more volunteers, please let us know if you would like to sponsor this in your community.

The Third Annual Breastfeeding Café was held at the Salt Lake City Public Library during the month of August, and also expanded to Logan and Cedar City this year. We owe this to Sonya Fowles for stepping up to chair the Café Committee and all those who worked with her,

described in Sonya's column on page 7.

Also in August, The Centers for Disease Control and Prevention (CDC) published the **Breastfeeding Report Card—United States, 2008**. This report, based on data from the National Immunization Survey for 2005 births, shows Utah as one of 7 states where breastfeeding rates met



Larissa Rodriguez and baby at 2008 Breastfeeding Café.

Healthy People 2010 Objectives established by the Department of Health and Human Services. Yet, only 42.6 percent of infants were exclusively breastfeeding at 3 months and only 17.4% at 6 months. Our state performed less well on process indicators that could enable more mothers and babies to exclusively breastfeed, including: maternity practices score, percent of births occurring at facilities designated as Baby Friendly, number of International Board Certified Lactation Consultants per 1000 live births, number of La Leche League groups per 1000 live births, and state legislation about lactation and employment. These are areas where we can and should focus our efforts.

Where we have challenges, opportunities also exist. Breastfeeding is one target area that the Utah Department of Health must address in a new program, the Physical Activity, Nutrition and Obesity Program, funded through a cooperative agreement with CDC to develop a comprehensive state plan to prevent and combat obesity. UBC can and should participate in the state planning process, which will include evidence-based strategies for policy and environmental changes to increase breastfeeding initiation, duration and exclusivity.

Looking back, our Coalition accomplished much and I am grateful for the experience of working with a talented and dedicated team toward our mission to collaboratively support, promote, protect and celebrate breastfeeding in the State of Utah. President-Elect Elizabeth Smith provided much energy and support, and will provide excellent leadership in 2009. Secretary Melissa Knighton will continue in her position, while Treasurer Marie Nagata is stepping down after 8 years of

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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).

(The Year in Review cont.)

devoted service. While she will be missed, Heather Hendriksen will serve this position well. Committee Chairs Heather Hendriksen, Cara Munson, and Sonya Fowles; and Task Force Chairs Kathy Pope and Nicole Bernshaw completed the leadership team. Susan Johnson participated as La Leche League liaison, and Lisa Harper maintains our website. In 2009, Marlee DiCristofano, President-Elect, will bring new energy and ideas to the Board.

In 2009, we have new opportunities with new leadership. Please join us at the annual meeting on January 28, where Jay Moreland will present on Cultural Competence in Breastfeeding Promotion. For more details, visit our website www.utahbreastfeeding.org.

President-Elect's Message

By Elizabeth Smith

As I begin my term as President of the Utah Breastfeeding Coalition, I look at this past year's successes and plan to build on those to help our coalition grow. Utah can be proud of the breastfeeding rates and overall support yet we also have potential to become even better.

I plan to continue our regular events such as educational opportunities, the Breastfeeding Café, and marketing to allied organizations. I also want to focus on expanding our legislation to include a statewide law protecting the right to pump while at work or school. With that we need to expand the employer knowledge on ways to support those moms.

Our coalition needs to expand. In order to reach all areas of the state we need to have representation in all areas. I will continue the process of connecting with others to expand our efforts. We also need people. Small, short term projects make us successful. If every member of the coalition helped with one project we would be able to do so much.

A bit about myself so that you know what I have to offer as President. I am the Coordinator of Patient Services for Perinatal Education at the University Hospital. I have been in this position since 2002. Previous to that I was a Prenatal Educator. I have always had a passion for reproductive health. I became more involved in lactation when I was asked to join the Baby Friendly Steering Committee at the hospital. This 4.5 year journey recently became a true success when University Hospital became the first Baby Friendly Hospital in Utah. As part of that committee I became involved in the coalition and plan to take the IBCLC exam next July.

I have a Masters of Public Health degree in which I specialized in Maternal Child Health. I am certified in two childbirth education programs. I am also a regular columnist for the Journal of International Childbirth Education.

I have been married for over 18 years and have three children. All three were breastfed with my youngest self-weaning at 3 yrs and 10 months of age.

I look forward to another year of making a difference for mothers, babies and families. Please feel free to contact me with any questions, concerns or desires to help!



Volunteers at 2008 Breastfeeding Cafe

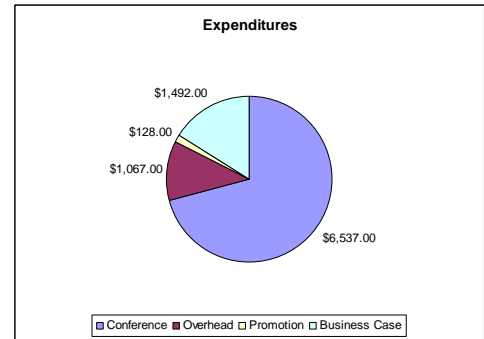
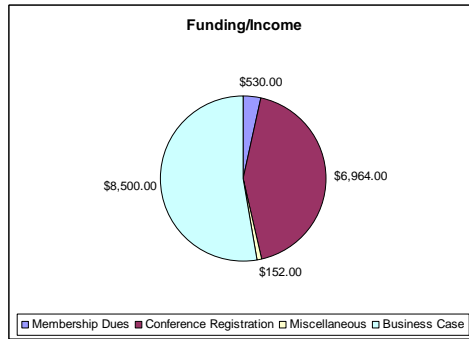


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Treasurer's Report

Marie Nagata

Volunteers continue to play an important role in the Utah Breastfeeding Coalition. While we cannot quantify the countless hours and in-kind donations provided, time and materials from volunteers are greatly appreciated! The Coalition's largest income and expenditures were a result of the conference held in February 2008. The Utah Breastfeeding Coalition also received \$8,500 to implement the Business Case for Breastfeeding in Utah. Of the money received, \$1,492 has been spent in training and exhibits. The rest of the money will be used in 2009 to continue implementation of the Business Case.



2009 Board of Directors



President
Elizabeth Smith
president@utahbreastfeeding.org



President Elect
Marlee DiCristofano
presidentelect@utahbreastfeeding.org



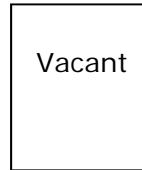
Secretary
Melissa Knighton
secretary@utahbreastfeeding.org



Treasurer
Heather Hendriksen
treasurer@utahbreastfeeding.org



Education Committee Chair
Cara Munson
education@utahbreastfeeding.org



Vacant

Policy Committee Chair
policy@utahbreastfeeding.org



Not Pictured

La Leche League Liaison
Susan Johnson
lalecheleague@utahbreastfeeding.org

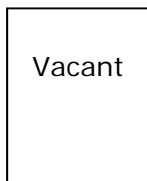


Promotion and Marketing Committee Chair
Sonya Fowles
promotion@utahbreastfeeding.org



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

2009 Committee Chairs and Task Force Coordinators



Vacant

Nominating and Membership Committee Chair
membership@utahbreastfeeding.org



Worksite Lactation Support Coordinator
Kathy Pope
worksite@utahbreastfeeding.org



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Education Committee

By Cara Munson

The role of the education committee is to educate the community about breastfeeding and provide continuing education credits in lactation. For 2008, the education committee chair was Cara Munson. Committee members include Amanda Van Gils, Andrea Lythgoe, Becky Beard, Brenda Gulliver, Jay Moreland, Laurel Johansen, Julie Johnson, Julie Fiskstad, Robin McMullin, Kristi Redd-Young, Kristi Thompson and Shauna Smith.

Our goal for 2008 was to focus on educating healthcare providers about breastfeeding. Our hope is that by targeting the medical community, a positive breastfeeding message will filter down to Utah families and strengthen the breastfeeding support network in Utah. To achieve this goal, several educational events were held throughout the year.

On February 19th, Amy Spangler, MN, RN, IBCLC and president of Amy's Babies, presented a community breastfeeding workshop. This full-day workshop was available to all Coalition members and friends and provided 6.0 CEUS for RDs and 4.5 L CERPS for IBCLCs. In her informative and enjoyable presentation, Amy discussed mastering the art of teaching without preaching, drugs and breastfeeding, establishing a breastfeeding friendly community and co-sleeping. We filled the Fort Douglas Theater with almost 200 guests! Amy Spangler also presented Grand Rounds for the University of Utah's Department of Family and Preventative Medicine on February 20th.

During the month of August, Education Committee members helped staff the 3rd Annual Breastfeeding Café. See special Breastfeeding Café section for more information.

We have already started planning for 2009. Jay Moreland, MD, IBCLC, will be presenting "Cultural Competence in Breastfeeding" on January 28th from 2-3 pm at the Utah Department of Health, Canon Building. Dr. Moreland is the education director of the University of Utah Family Practice Residency Clinic and an assistant clinical professor in the University of Utah Family and Preventive Medicine Department. In addition, he teaches lactation curriculum for the University of Utah Family Practice Residency and Obstetrics and Gynecology

Residency. Dr. Moreland presented this session at the Academy of Breastfeeding Medicine in October 2008. Come learn more about cultural competence in breastfeeding and earn continuing education credits.

If you are interested to contributing to the education committee please contact Cara Munson at education@utahbreastfeeding.org

Policy Committee Report

Patrice Isabella

Our policy committee was vacant in 2008, although policy work clearly went on. We made progress in worksite lactation promotion and can celebrate University Hospital achieving Baby Friendly Hospital status (the first in Utah). We learned from Amy Spangler how to create breastfeeding-friendly communities, and showcased breastfeeding as the norm at The Breastfeeding Café. As I mentioned in the President's Report, there is much policy work to be done.

Please contact Elizabeth Smith at president@utahbreastfeeding.org if you can participate in work on policy development in 2009. Everyone is busy, but many of us are actually doing work in this area. We can truly accomplish much by working together!

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



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Worksite Lactation Task Force

Kathy Pope

Would you like to see Utah join other states in expanding breastfeeding laws to include provisions that protect the right to express milk in the workplace?

The year 2008 has been an exciting one for the Worksite Lactation Task Force. Judy Harris, former UBC President and current WIC Program Breastfeeding Coordinator, and Elizabeth Smith, UBC president-elect, along with representatives from nine other states, attended a Train-The-Trainer workshop presented by the Department of Health & Human Services titled *The Business Case for Breastfeeding*. They brought their enthusiasm back to Utah and trained additional trainers. The Toolkit has now been presented to over 30 employers throughout the state. The employers learned the positive return on investment that work-sites and businesses gain by accommodating breastfeeding employees.

The task force collaborated with USANA in



Overstock.com staff members receiving their award from UBC and the Utah Coalition of Worksite Wellness Promotion for lactation support of employees.

setting up a brand new Mother's Room, and shared information with many other large and small employers throughout Utah who are interested in establishing a worksite program or improving existing programs. It is wonderful to see the positive reception we have had sharing the materials and the desire of many human resource staff to incorporate breastfeeding support into existing workplace health and wellness promotion programs. In October, the Coalition partnered with the Utah Council of Worksite Wellness Promotion to present awards to businesses deserving recognition for their lactation support. The honorees were USANA, ARUP, Overstock.com, the Salt Lake City Public Library, and BD Medical.

The Business Case for Breastfeeding was displayed throughout the year at venues including annual meetings of the Utah Public Health Association, the Utah Dietetic Association, the Utah Council for Worksite Health Promotion; the state WIC conference; and the Breastfeeding Cafés in Salt Lake City and in Cedar City. Several students in the nursing program at Southern Utah University also took advantage of this educational opportunity. We plan to continue to train people in presenting the Business Case, making visits and disseminating information, collaborating, and recognizing businesses that are progressive in their support of breastfeeding. Would you like to join us in this rewarding way of supporting breastfeeding? Please contact Kathy Pope at kathy-pope@utah.gov or at 801-538-9469. A big thank-you goes out to the many people who have been involved during the year with this taskforce!

In 2009, the Worksite Lactation Task Force and the Coalition will begin the process for Utah to adopt legislation requiring employers to provide reasonable time and private accommodations for employees to express milk at the workplace, as is now required in over 13 other states. Join us in this timely and significant project!

The **BUSINESS CASE** for
BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



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Jean Herrmann at 2008 Breastfeeding Café, Salt Lake location.

The Breastfeeding Café

Sonya Fowles

The Utah Breastfeeding Coalition along with La Leche League (LLL) of Salt Lake held our annual Breastfeeding Café this year during the month of August. It was held in the Share Space at the Salt Lake City Library and was a great success. Our theme for this year went along with the World Health Organization's World Breastfeeding Week theme of "Going for the Gold: Breastfeeding is the Gold Standard". We had a lot of breastfeeding supporters drop by and share their experiences and give support. Our "Where in the World have you Breastfed or supported Breastfeeding" board had stamps in countries all around the world. It was great to see that mothers all over want to give their children the "Gold Standard". The children loved the gold medals they could make and wear as the Olympics were going on at the same time.

We had many great donations from individuals and Organizations for our raffle and drawings.

Thanks to everyone! The Breastfeeding Café could never take place without the UBC committee and volunteers. A special thanks to Susan Johnson and LLL of Salt Lake and the many hours spent coordinating and staffing the Café.

This year was the first year having the Café in other locations. Thanks to Sherrie Green of the Bear River WIC who sponsored the Breastfeeding Café in Logan and thanks to Rebecca Rasmussen and the students of SUU for sponsoring the Breastfeeding Café in Cedar City. We look forward to doing this again and would welcome any volunteers to help us coordinate these efforts.



Volunteers at the 2008 Breastfeeding Café, Bear River location.

Breastfeeding Café

Sponsors:

The City Library
The Lactation Station
Babies R Us
The Tin Angle Cafe
Lucky Baby Wear
Medela, Inc.
La Leche League of Salt Lake
The Utah Arts Festival
Lakeview Hospital
University Hospital Woman's and Children's Services
Baby Your Baby
Utah WIC Program

Breastfeeding Café

Special Events

Contributors:

Rachel Foote
Karen Salas Wheeler
Susan Johnson
Heather Hendriksen
Lynn Hoffmann-Brouse
Sharon Hanson
Heidi Rich
Janette Lewis
Penny Phillips
Elizabeth Smith

Breastfeeding Café

Committee

Sonya Fowles
Susan Johnson
Patrice Isabella
Heather Hendriksen
Kathy Pope
Kathy Grossman
Nicole Laird
Cara Munson
Lisa Harper
Marie Nagata
Sherrie Greene
Rebecca Rasmussen

THANK YOU!

2008 UBC Officers

Board of Directors

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Patrice Isabella
President Elect
Elizabeth Smith
Secretary
Melissa Knighton
Treasurer
Marie Nagata

Committee Chairs and Task Force Coordinators

Membership & Nominating Committee Chair
Sonya Fowles
Education Committee Chair
Cara Munson
Promotion and Marketing Committee Chair
Heather Hendriksen
Policy Committee Chair
Elena Stevens
La Leche League Liaison
Susan Johnson
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