



2009

ANNUAL REPORT

Utah Breastfeeding Coalition
P.O. Box 16599
Salt Lake City, Utah 84116-0599

contact@utahbreastfeeding.org

1-877-632-7975

www.utahbreastfeeding.org

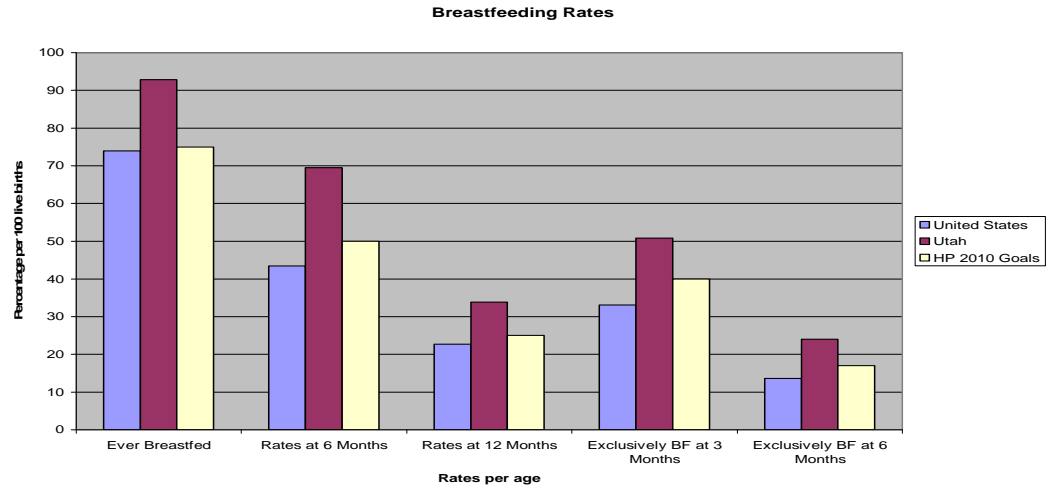
Original Artwork "Blue Mother" by
Kathy Grossman



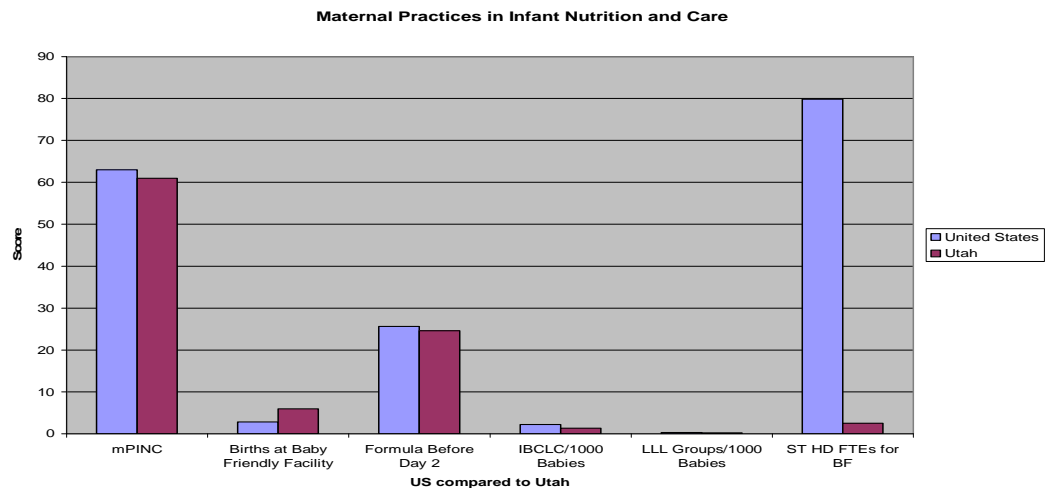
2009 ANNUAL REPORT

The Year in Review Elizabeth Smith, President 2009

According to the Centers for Disease Control (CDC 2009), there is good news for babies born in Utah. Breastfeeding rates have exceeded Healthy People 2010 Targets in all areas. Additionally, Utah has higher rates than the United States average for each target area. As President of the Utah Breastfeeding Coalition, I am proud of our rates and all the



improvements that have occurred in this state and I know that we can do even better. In addition to the Healthy People 2010 Goals, the CDC now publishes an annual report on Maternal Practices in Infant Nutrition and Care. As a whole, Utah is doing well; but we have a slightly lower overall score than the national average (61 vs. 63). Since the last survey was conducted, we have shown a major improvement in the number of babies born in a Baby Friendly Hospital/Facility. Our previous score was zero and, due to the University of Utah Hospital achieving designation in December of 2008, our rates are now better than the national average. We are also better than the national average in the



number of IBCLCs and LLL Groups per 1000 babies. Although we are better than average, these numbers, along with the number of Baby Friendly Facilities, can be improved. Three areas not included in the chart above are legislation for public breastfeeding, legislation for the worksite, and an active coalition with a website. Utah does have a law regarding public breastfeeding along with 48 other states. We also have an active coalition with a website. We are in the process of passing a law to protect lactating women who return to work.



2009 ANNUAL REPORT

(The Year in Review cont.)

A lot of focus this past year has been on the Physical Activity Nutrition and Obesity (PANO) project through the State Health Department. Breastfeeding goals have been included in every one of the target areas of this grant. This will increase knowledge about the benefits of breastfeeding and the risks of formula feeding throughout a broad workgroup and filter into the communities. I will continue on this committee as the breastfeeding specialist for the Healthcare Subcommittee.

At the beginning of my term, I began looking into the process involved in getting a law passed to protect employed women who are lactating. Laws related to breastfeeding in the workplace are in place in 24 states, the District of Columbia, and Puerto Rico. Utah is currently not one of those states. Our state has one of the highest birth rate and a comparable percentage of women who return to work. We need to protect women so that they can maintain lactation. Although Utah has the highest rate of lactation at 6 months of age (CDC, 2009), we have room for improvement.

Our efforts at the beginning of the year led to a lot of dead ends. Recently, however, our work and networking paid off. Kathy Pope, Patrice Isabella, and I have contacted legislators who are willing to sponsor the bill for the 2011 legislative session. We also obtained the help of a lawyer who will be working to guide us through the process. Our overall goal is to help women work with their employers to allow for adequate break time and a comfortable area to pump during work. We would also like to see protection against harassment from co-workers. I will continue working on this bill to see it through.

We have had many accomplishments as a coalition which will be highlighted in each of the individual areas. It has been an honor to work with so many wonderful women and men who have such passion, dedication, and drive.

It is with confidence that I end my term on the board. Several of the new members live outside of Salt Lake County which will further the coalition presence throughout the state.

Marlee DiCristofano, our incoming President, will bring new enthusiasm and insight to the coalition. She has passion and drive that will move things forward. She lives in Utah County helping bridge further south.

Karin Hardman will bring a wealth of experience as President-Elect. She resides in Logan, which will increase the coalition presence to the northern part of the state.

Heather Hendrickson will continue as the Treasurer. She has brought new perspective to executive committee. Her ideas, passion, and skills have benefited the coalition greatly and she will continue to be an asset in 2010.

Patrice Isabella will stay on as the Policy Chair. Her history as an executive committee member and her dedication to child nutrition are invaluable as we move forward.

Cara Munson, our Education Chair, will be taking over as Secretary. She will have a busy year as she will also be concentrating on the Nutrition Conference and the arrival of her second child. Cara did an excellent job of coordinating educational events for everyone interested in lactation and breastfeeding.

This past year UBC has been lucky to have student volunteers through their internship programs. One of those wonderful students was Amanda Niderostek who is excited to continue with the coalition as the Education Chair.

Our Worksite Committee will continue under the ability of Kathy Pope. Kathy has worked tirelessly to get the Business Case for Breastfeeding into worksites throughout the valley and into other counties. She has trained individuals throughout the state to increase awareness of this resource to employees and employers.

Susan Johnson has been the La Leche League representative for the past few years. She is very dedicated and works tirelessly to show breastfeeding is normal. She has knowledge and passion for lactation and it truly shows in all of her advocacy.

Melissa Knighton will end her term as Secretary. Melissa will not be leaving the coalition but rather taking the task of heading the Fifth Annual Breastfeeding Cafe to be held in August 2010.

Our Membership and Nominating Chair is currently open. We are looking for someone who can dedicate 1-2 hours per month to attend meetings and various times throughout the year to work on projects.

At our first event of 2010 will give attendees an opportunity to meet with the UBC leadership. Mossy Pessl will be presenting a workshop on "The Importance of the Team: Helping Women Feed Their Babies", January 13, at the SLCC Miller Conference Center.

For more information about the Utah Breastfeeding Coalition, please visit our website: www.utahbreastfeeding.org



2009
ANNUAL
REPORT

2010 UBC Leadership

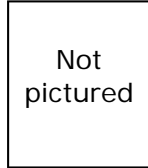
Board of Directors



President
Marlee DiCristofano
president@utahbreastfeeding.org



Worksite Lactation Support
Coordinator
Kathy Pope
worksite@utahbreastfeeding.org



President Elect
Karin Hardman
presidentelect@utahbreastfeeding.org



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



Secretary
Cara Munson
secretary@utahbreastfeeding.org



La Leche League Liaison
Susan Johnson
lalehceleauge@utahbreastfeeding.org



Treasurer
Heather Hendriksen
treasurer@utahbreastfeeding.org



2010 Breastfeeding Cafe
Chair
Melissa Knighton
Breastfeedingcafe.wordpress.com

Committee Chairs and Task Force Coordinators



Nominating and Membership
Committee Chair
membership@utahbreastfeeding.org



Education Committee Chair
Amanda Niderostek
education@utahbreastfeeding.org



Policy Committee Chair
Patrice Isabella
Policy@utahbreastfeeding.org



Promotion and Marketing
Committee Chair
Sonya Fowles
promotion@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



2009 ANNUAL REPORT

Education Committee

By Cara Munson

The education committee had a busy year, providing two continuing education lectures and coordinating a full month of classes and events for the Breastfeeding Cafe.

In January, Jay Moreland, MD, IBCLC presented "Cultural Competence in Breastfeeding". The lecture attracted almost 100 participants, including sites in more rural areas that were able to join through video conference. Dr. Moreland discussed the LEARN model, cultural issues with maternal and child care, cultural barriers to lactation and cultural issues specific to premature babies. Dr. Moreland's presentation broadened our understanding of overcoming cultural barriers in lactation!

The Utah Breastfeeding Coalition held the fourth annual Breastfeeding Cafe ("Breastfeeding Saves the Day!") in August. The education committee organized over 50 classes on pregnancy, lactation, parenting, and emergency preparedness. Some of the most

popular classes were baby sign, prenatal and infant massage, and baby wearing.

We owe a big thank

you to all coalition and community members who volunteered their time and expertise to make this happen!

Our final education event of the year was held in December. Michelle Snow, RN, MSPH, presented "Relactation in Times of Disaster: Is the Word Getting Out?" Michelle taught us about the importance of relactation in times of disaster and shared the results of her research project:

"Many physicians have some knowledge of relactation concepts; however, physicians are not adequately prepared to teach relactation due to limitations in materials, time, and staffing." As community members and health profes-



Volunteers at the Breastfeeding Cafe



Nursing mother at the Breastfeeding Cafe

sionals passionate about lactation, we learned the importance of providing physicians with the skills and tools necessary to educate their clients about the importance of relactation in times of disaster.

For our first educational event of 2010, we are excited to present: "The Importance of the Team: Helping Women Feed Their Babies", presented by Molly Pessl, BSN, IBCLC at the SLCC Miller Conference Center. This event will emphasize the importance of breastfeeding promotion, getting breastfeeding started right, the late preterm infant, and honor the parent-honor the child.

If you are interested to helping plan UBC's educational events please email: education@utahbreastfeeding.org.

Policy Committee Report

Patrice Isabella

The Utah Breastfeeding Coalition had opportunities to participate in policy initiatives in 2009. In May, UBC members participated in the State Planning Forum for the Physical Activity, Nutrition, and Obesity (PANO) Program of the Utah Department of Health.

Increasing breastfeeding initiation, duration, and exclusivity through policy and environmental change is a key target area of the PANO Program, as directed by its funding agency, the Centers for Disease Control and Prevention. UBC members assisted PANO to develop goals and strategies for the PANO State Plan, which will be released in 2010. The following UBC members were involved in this process, in work groups that will continue to work with partners toward implementing strategies and activities in the State Plan.

Community Workgroup: Christy Porucznik, Cara Munson, Patrice Isabella

Health Care Workgroup: Elizabeth Smith

Government Workgroup: Judy Harris

Worksite Workgroup: Kathy Pope

Schools Workgroup: Patrice Isabella

Goals and strategies in the PANO State Plan include worksite lactation support policies and legislation, media understanding and public awareness of breastfeeding in preventing obesity, breastfeeding-friendly community environments and resources, and maternity practices that are consistent with WHO/UNICEF Ten Steps to Successful Breastfeeding.

For more information on how you can get involved, contact Patrice Isabella (pisabella@utah.gov). You can view the PANO State Plan at health.utah.gov/obesity



2009 ANNUAL REPORT

Financial Report

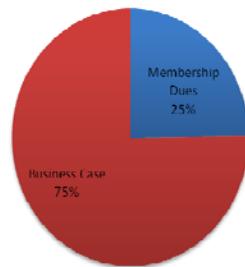
By Heather Hendriksen

This is my first year serving as treasurer. Marie Nagata served for many years and passed the job on to me. Her training was great and this year has run smoothly.

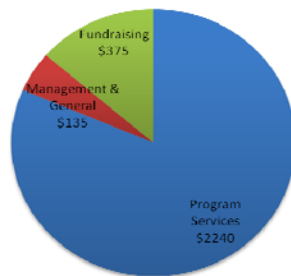
The Utah Breastfeeding Coalition received the remaining \$1,500 to implement the Business Case for Breastfeeding in Utah. We have spent \$1,106 of that earmarked money for applicable training, mileage and exhibits. Our membership dues were the other significant part of our income. The January 2010 conference, featuring Molly Pessl should bring in more income than expenditures.

The Breastfeeding Cafe was a success with the many volunteers, both with time and materials. The total expenditures were \$437.

Funding/Income



Functional Expenses



I want to give many thanks to countless people who gave their time and talents to promoting breastfeeding in Utah.

2009 Breastfeeding Cafe

By Laurel Miller-Jones

The 2009 Breastfeeding Cafe was a huge success! Our theme, "Breastfeeding Saves the Day" was an off-shoot of the World Breastfeeding week's theme of "Breastfeeding: A Vital Emergency Re-

sponse." Overwhelmingly, it was discussed that breastfeeding saves us *everyday* and not just in emergency situations. Overwhelmingly, it was discussed that breastfeeding saves us *everyday* and not just in emergency situations. We heard stories throughout the month of breastfeeding on planes, in restaurants, at weddings and at church. We cherished the stories of how women breastfeed their child(ren) for comfort, bonding, and nutrition – and how all of those scenarios save their day, every-day.

We couldn't have done it without our 85 volunteers. They alone kept the Cafe running seven days a week throughout the month of August. We had interactive classes such as Babywearing, Yoga, Myths of Breastfeeding, and Infant CPR, and we held numerous groups for new and expectant moms. We were blessed to have the expertise of lactation consultants, yoga instructors, registered dieticians, and countless others to help make this year's Cafe a wonderful community resource.



The Breastfeeding Cafe

We had people from all over the world stop by the Cafe to nurse their babies in comfortable rocking chairs, share their breastfeeding stories and experiences with other mothers and volunteers, and show their support for breastfeeding. In one shift, I had the pleasure of speaking with a grandmother who was visiting from Germany who had breastfed her four children, a young mother who chose to breastfeed her newborn when all of her other friends chose to formula-feed their babies, and two amazing women who were not mothers but who felt that breastfeeding was the most wonderful gift a mother could give her child. I couldn't have said it better myself!

For more information or to get involved in the 2010 Breastfeeding Cafe, please visit the Cafe blog: www.breastfeedingcafe.wordpress.com.



2009 ANNUAL REPORT

Worksite Lactation Taskforce Kathy Pope

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

This is the second year that the Utah Breastfeeding Coalition has shared the Business Case for Breastfeeding (BCB) Toolkit with our community, worksites, and businesses. In January we were invited to the Intermountain Salt Lake Clinic by two staff nurses interested in supporting their pregnant and breastfeeding clients and staff. They conducted a survey, and have placed this poster (photo to the right) they created in each exam room. They are continuing to work with their management to develop a policy and breastfeeding room. An award was presented, encouraging them to continue their creative and important efforts!



Milk substitutes just don't stack up!

The Coalition was again invited to display and present an award at the Utah Council for Worksite Health Promotion's Annual Conference. The Utah Department of Transportation was recognized for setting up a Lactation program with a comfortable private room and a provided pump. Teresa Johnson, (pictured to the right) with Bill Boyer and Judy Harris, the State WIC Breastfeeding Coordinator, spoke of the significance of retaining future leaders through supporting continuing breastfeeding.



Kathy Pope presenting award and certificates to the Intermountain Salt Lake Clinic OB staff

The Coalition also displayed the BCB at a variety of venues such as the Breastfeeding

Cafe; conferences such as the Utah Dietetics Association, the Utah Public Health Association, Childbirth Educators, and School Nurses.

Many approached businesses feel that they do not have a need for a lactation program, or that they already support women in their workplace without having a private space other than a bathroom or the availability of flexible paid or unpaid break time. It is our task to overcome this attitude and educate those able to make a positive change that supporting breastfeeding in the workplace is a win/win proposition and so much can be done with a small amount of investment.

One of the years most rewarding collaborations was with MaryAnne Hunter, a Masters of Public Health student at BYU, and Len Novilla, her faculty mentor. This team made 29 new business contacts, which led to five site visits where managers stated they were committed to establishing lactation support programs. As part of her practicum project, she trained three additional students, and conducted a follow up evaluation survey. MaryAnne will be the lead presenter in a Breakfast Table Talk in January at the 3rd National Conference of State/Territory/Tribal Breastfeeding Coalitions, titled "Creating Breastfeeding Friendly Worksites in Utah Using the Business Case for Breastfeeding".

We look forward in 2010 to future collaborations with student interns, to additional opportunities to present the Business Case for Breastfeeding, and to ultimately witness a change in Utah worksites.

Last year we reported that 13 other states have adopted legislation requiring employers to accommodate breastfeeding employees - this number has now grown to 20! The development of Utah legislation continues to be a goal for the Coalition. We would welcome your involvement in this undertaking, and with the Worksite Lactation Taskforce. Thank you to all who contributed to the Taskforce efforts during 2009!



Teresa Johnson and Bill Boyer from the Utah Division of Transportation, Region 11, with WIC Program Breastfeeding Coordinator, Judy Harris



2009 ANNUAL REPORT

Thank You!

2009 UBC Officers

Board of Directors

President
Elizabeth Smith

President Elect
Marlee DiCristofano

Secretary
Melissa Knighton

Treasurer
Heather Hendriksen

Committee Chairs and Task Force Coordinators

Education Committee Chair
Cara Munson

Promotion and Marketing Committee
Chair
Sonya Fowles

Policy Committee Chair
Patrice Isabella

La Leche League Liaison
Susan Johnson

Milk Bank Task Force Coordinator
Nicole Bernshaw

Worksite Lactation Support Coordinator
Kathy Pope

Breastfeeding Cafe Sponsors:

Alisha Stamper, Photographer
Balance: Therapeutic Massage and
Wellness center
Be Ready Utah
The City Library
Family First Chiropractic and Wellness
Center
Green Tree Yoga
La Leche League International
Landslide Photography
Midwives College of Utah
Pearl Midwifery
University Hospital Woman's and
Children's Services
Utah Prenatal Massage
Utah WIC Program

Breastfeeding Cafe Special Events Contributors:

Nicole Bernshaw
Monica Faux
Brenda Gulliver
Nicole Hamory
Sharon Hansen
Marty Harger
Heather Hendriksen
Patrice Isabella
Diann Jeppson
Susan Johnson
Melissa Knighton
Cathy Larson
Marsha Leen-Mitchell
Claire Lindstrom
Echo Mann
Jay Moreland
Cara Munson
Angela Rhinehart
Heidi Rich
Julia Robertson
Karen Salas-Wheeler
Elizabeth Smith
Michelle Snow
Kristi Thompson
Jesse Valenzuela
Timbra Wiist

Breastfeeding Cafe Committee

Laurel Miller-Jones, Chair
Kathy Grossman
Heather Hendriksen
Patrice Isabella
Susan Johnson
Melissa Knighton
Cara Munson
Elizabeth Smith

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