



2011

## ANNUAL REPORT

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Original Artwork "Blue Mother" by  
Kathy Grossman



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### **The Year in Review** **Karin Hardman, President 2011**

Hello everyone,

This year has been full of activities. We started off the year by exhibiting at several conferences in the state. Maybe you saw us at your professional conferences. We then kicked off the summer with the LatchOn America Tour bus. We had a community event at Library Square in SLC where the "pink bus" came and interviewed many mothers; we played, gathered local resources, and listened to some good music. This started our World Breastfeeding Week celebrations that took place all over the state. We had Breastfeeding Cafes in Davis county, Logan, and SLC. In the meantime we also managed to raise a few funds for UBC with the amazing silent auction set up by our cafe team. We also had a continuing education event for our members.

This year was also full of challenges. We are still trying to achieve 501c3 status and raise funds to make sure that our organization will remain sustainable for generations to come. We encourage everyone to renew your memberships if you haven't already done so. Those provide a small amount, but it adds up to keep us operating year after year.

I thank all of our members and friends in the collaboration we have been doing to make sure that moms have the access to good information and help. It has been gratifying to see the success of the milk donation center in Salt Lake. Many mothers have been approved as donors and it continues to grow and provide milk to some of the sickest babies in our country. If any of you know mothers wishing to donate, send them to [HMBANA.org](http://HMBANA.org) to fill out the initial paperwork for donating.

UBC has some great activities in the pipeline for 2012 and we are excited for the new things happening in our communities. Thank you for continued support and please contact us if you have any questions or concerns. We always try to be available to our members.

Thank you for all your work with moms and babies,  
Karin Hardman



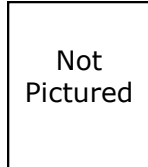
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**2012 UBC Leadership**

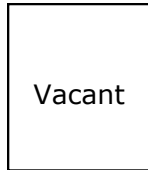
**Board of Directors**



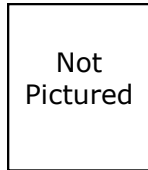
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President Elect  
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Secretary  
 secretary@utahbreastfeeding.org



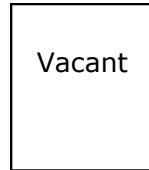
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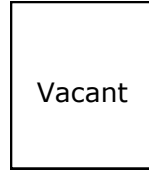
Worksite Lactation Support  
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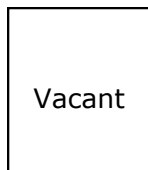


La Leche League Liaison  
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Breastfeeding Cafe Chair  
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**Committee Chairs and  
 Task Force Coordinators**



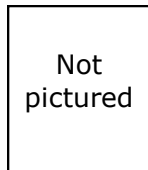
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Education Committee Chair  
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Policy Committee Chair  
 Patrice Isabella  
 Policy@utahbreastfeeding.org



Promotion and Marketing  
 Committee Chair  
 Jessica Bartlett  
 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



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### **Financial Report**

By Kathy Pope

The Utah Breastfeeding Coalition is a Domestic- Non-Profit, Charitable Organization registered with the State of Utah (Department of Commerce, Division of Corporations & Commercial Code).

#### **Assets**

The Coalition holds a savings and checking account at America First (\$2,801.60) and a PayPal account (4,575.99).

As of December 14, 2011, these funds total \$7,377.59.

#### **Revenue**

Income was from new and renewed memberships, (\$275.00) and the Breastfeeding Café Auction, (\$340.00 profit).

#### **Expenses**

The Workplace Lactation Support Committee utilized Business Case for Breastfeeding federal funding remaining from 2008 to award \$300 each to four Seed Money applicants to establish lactation/breastfeeding rooms for the visiting public and employees.

This year a sustainable goal was met. The costs for the Breastfeeding Café and other related World Breastfeeding week events (a kick-off event, the 2 week long Café, the visit from the Pink Tour bus, a flash mob, and a volunteer thank you closing event) were offset by a fund-raising auction.

UBC operating expenses include a 1-800 phone line, yearly registrations with the State, a post office box, and web hosting.

#### **Moving forward into 2012**

A strategic goal for the UBC will be in-line with the Surgeon General's Call to Action in Support of Breastfeeding, and one of its realms- supporting breastfeeding on the community level. We will utilize UBC revenue to bring together hospital lactation staff and experts in the community such as LaLeche League leaders and other lactation professionals through a series of luncheons in multiple locations in Utah. This is to foster awareness of each others' expertise so that appropriate referrals can be made and that breastfeeding support is ongoing from birth through the entire breastfeeding experience.

#### **Membership Committee**

By Janet Peterson

It has been a great year. Thank you to every one that renewed your dues. We had lots of things going on this year. The breast milk donor site is up and running. The Surgeon General's call to action to support breastfeeding was completed this year. The pink bus for latch on America was a success, as was the breastfeeding café. The web site has a lot of information. Thanks to all that contributed.



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## Breastfeeding Café (SLC)

By Timbra Wiist

**The 6th Annual Breastfeeding Cafe in SLC was held August 1-14 in the SHARE space of the Main Library in Salt Lake City.**

This year's theme *"Mothers See! Mothers Do! In public, in pictures and online too!"* came from the combined themes of World Breastfeeding Week "Talk to me: Breastfeeding 3D" and La Leche League International's "Communication." Our focus was on expanding our ability to communicate information about breastfeeding over Socio-economic, gender and cultural barriers. We held a Kick-off event with this focus, having a breastfeeding Peer Counselor through WIC give a presentation.

For our "In Public" portion we held two events. Our first was Latch On America: Utah in late July, in conjunction with the Milk For Thought Project (<http://www.milkforthought.com/>). 16 businesses set up booths and offered free services, raffles, drawings, prizes, and displays to the public along with entertainment and games. Our second being the Big Latch On, a LaLeche League International World Record Event, on Saturday August 6. The Big Latch On SLC had 131 attendants, 50 participating mothers and 45 mothers counted as having 1 or more children latched on for ONE minute from 10:30-10:31 am local time. The Breastfeeding Café Chairwoman, Timbra Wiist, had live interviews with ABC 4 and Fox 13 for the Big Latch On, and interviews with City Weekly and The Examiner. For our "Online" portion we heavily utilized a new facebook page with daily updates

and event invitations for each class and event. We have nearly 200 people "liking" the Breastfeeding Cafe SLC facebook page at this time. We also used some twitter, email communication, and our existing Wordpress website ([www.breastfeedingcafe.wordpress.com](http://www.breastfeedingcafe.wordpress.com)).

And finally, for our "In Pictures" portion, we used nonverbal and non electronic forms of communication through posters, fliers, invitations and a huge visual display of photographs and paintings within the SHARE space itself. The visual art included two large paintings for Silent Auction, from local artist and long-time La Leche League Leader, Kathy Grossman and 10 poster sized nursing portraits from three local photographers, Katrina Anderson of Red Bean Photography, Alisha Stamper of Alisha Stamper Photography and Timbra Wiist of Landslide Photography. During the second week of the Breastfeeding Cafe we added over 100 individual nursing photographs submitted by mothers and Landslide Photography, in 4x6 format, to create nursing photo collages, boasting more than 150 pieces of Breastfeeding Visual Art.

There were 14 individual classes and Q&A sessions with professionals, 4 mother discussion circles, 2 La Leche League meetings, the monthly Cloth Diaper Utah meeting, and 2 days WIC peer counselors were available for breastfeeding peer counseling. This year we also added our Cafe After Hours, both Wednesday evenings during the Breastfeeding Cafe. The first week we held a Women's Clothing Swap and the second week two "how to" classes, including "Kefir: How To" and "Dr. Mom: Essential



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## Breastfeeding Café (SLC), continued

Oils from Pregnancy and Parenthood." Some of our more well-attended classes included our Mommy & Me art class, taught by local art instructor Lilly Johnson of Daylilly Arts Inc. which was moved to the Children's Section and more visible and inviting to the general public, and our Photographing Children class, lead by local Photographer Katrina Anderson. To fund this year's cafe, and due to regulations on soliciting funds and goods from the public at the library, we held an online Silent Auction. Various businesses and individuals offered goods and services to **our silent auction, which raised over \$800**, some of which went to funding the Cafe and some of which will be sent to World Breastfeeding Week, the rest will go to the Utah Breastfeeding Coalition. The "Piece de Resistance" of the Cafe was definitely our Baby Wearing Flash Mob which was held in the atrium of the Main Library on Saturday August 6th. NAP Inc. donated over 40 carriers in the way of Bobas and Sleepy Wraps to baby wearing participants for the flash mob and took video for their own online advertising purposes. We had 23 baby wearing moms, 1 baby wearing dad, 3 dolly wearing kiddos, 4 tandem wearing families and 27 worn babies. Our Youtube video has had over 23,000 views in this first month (17,000 in the first week) of being online and our Café Chairwoman, Timbra Wiist, was email interviewed by "The Stir" of Cafe Mom. Our video has also appeared on yahooonews.com and other online sources and blogs have also posted it (<http://www.youtube.com/watch?v=voe>

tdCtpQac).

### Comments From Our Visitors

**"This is a great idea and I'll come here next year for sure. Thanks for helping me with the twins and being pregnant. It helped so much! Thanks."**  
~visiting mom

*A mother of 4 stopped by to encourage us and keep it up. She shared with me that out of her 4 children she only breast fed one child, her youngest, until he was 10 months. She said that she is the closest with him and she owes it all to Breastfeeding!*

### Breastfeeding Rest Stop (Bear River Health District, August 2011)

By Sherrie Green

We celebrated Breastfeeding Month by providing a spot for nursing mothers to feed their babies while at our county fairs. In Cache County this was our third year at the fair, and in Box Elder



it was our first year. Thanks to our Emergency Services division, we were able to provide an airconditioned trailer. There were two rocking chairs, cold water, a changing station, and coloring pages for older children. At times we also needed 2-3 folding chairs inside to accommodate all the women who came to feed their babies.



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## **Breastfeeding Rest Stop (Bear River Health District, August 2011), continued**

A tent and table in front of the trailer was staffed by WIC employees and La Leche League volunteers who shared information about breastfeeding and various services in the area that provide lactation support. This year we also had one volunteer in Cache Valley from Logan Regional Hospital. Our volunteers answered questions and encouraged women to enter their name for a prize drawing. The WIC Program and various businesses had donated prizes to be given away at each fair.



We had 155 visits to the Cache County Fair during the 3 days we were there. In Box Elder County there were 130 visits. It seems to be a service that is well utilized and appreciated in both locations. Next year we may also expand to the annual Peach Days celebration in Brigham City since many mothers requested that we also bring the trailer there. Peach Days is usually held in early September. Many women have come to expect this service at the Cache County Fair, and this will probably be the case in Box Elder County as well.

***These are some comments from mothers who used our Breastfeeding Rest Stop this year:***

*"Thank you! I was actually on my way to go try to feed in my hot car when I found this trailer! So helpful!"*

***"This was the most awesome idea ever! It is so hard to nurse on the go, but with a cool place like this it's no problem. Thanks with all my heart!"***

***"Awesome. Thanks for the privacy, chair with a back, and water."***

***"Thanks so much!!! Every event would be better with this service!"***

## **Davis County Breastfeeding Coalition Mother's Corner (Café) 2011**

By Teresa Smith

One of the goals of our local breastfeeding coalition this year was to bring awareness to the importance of breastfeeding and to offer support to families. One of the ways we decided to do this was to host a Mother's Corner during the Davis County Fair (August 17-20, 2011). We worked with the fair coordinator for the location, set up, and advertisement that led the public to our area. The booth came together with the help of all coalition members. We were able to have rocking chairs, gliders, a bouncer, a kids coloring table and a changing table stocked with diapers, wipes and sanitizers for the families to use. The area was set up with some privacy and also some open area. There was coloring for the kids, some snacks and a bottle of water for those that stopped by. We also had a table of information including WIC, La Leche League, family connection center, maternity store coupons, some give



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## **Davis County Breastfeeding Coalition Mother's Corner (Café) 2011, continued**

away items and other coalition member's information. The booth was manned by coalition members and La Leche League volunteers in 4 hour shifts.

One of the biggest success of this event was that it brought together many coalition members and volunteers interested in promoting breastfeeding. It also helped us to build relationships in the community and enabled us to recruit a few more coalition members.

Feedback from those involved has all been positive. The fair coordinator was excited about it and asked us come back again next year. Other feedback indicated that it was definitely worth our time and the coalition would like to do it again. Participants like the location, set up and the activities we had available. We had several families use the booth during each shift and many others just stop by to look at our information or ask questions. The most common comments as people passed by were "This is a great idea" or "That would have been nice when I needed it." If the booth is there each year people will come to know it is available and expect to use it. Next year we will definitely place more signage throughout the fair letting the public know where we are and improve it by making a few other changes.

# Thank You!

## **2011 UBC Officers**

### **Board of Directors**

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Karin Hardman

President Elect  
Vacant

Secretary  
Cara Munson

Treasurer  
Kathy Pope

### **Committee Chairs and Task Force Coordinators**

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Amanda Nederostek

Promotion and Marketing  
Committee Chair  
Jessica Bartlett

Policy Committee Chair  
Patrice Isabella

Newsletter Editor  
Becky Beard

La Leche League Liaison  
Vacant

Milk Bank Task Force Coordinator  
Nicole Bernshaw, Christy Porcuznik

Worksite Lactation Support  
Coordinator

Visit our website [www.utahbreastfeeding.org](http://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