



Nebraska  
Breastfeeding  
Coalition

# February Quarterly Meeting

From the comfort of your own screens

*February 7, 2023 – 10am - Noon*

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# Agenda

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**10**  
YEARS  
STRONG

- Welcome & Introductions
  - Ann Seacrest, IBCLC-newest team member
- Financial Update
  - Invitation for Sponsorship
- 2022 Recap
- 2023 Tasks and Opportunities
- Coalition Updates
  - LB12 & LB13
  - Community Breastfeeding Initiatives
  - Lactation Professional Mapping
  - Communications Concerns
- Breakout Discussion
  - What is the biggest challenge facing your community as far as breastfeeding advancement?
  - Challenges you are facing in your lactation career.
  - How do you think the coalition can best support your efforts in the community?
  - What is something on the horizon you are excited about surrounding breastfeeding?

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# Lead the Charge

- Do you have a passion for breastfeeding support and education?
- Are you looking for a way to be more involved in normalizing breastfeeding for Nebraska?
- Can you commit to at least 2 meetings per month?
- Do you have the capacity to assist with small projects?

**Apply to join our  
Leadership Team!**



Nebraska Breastfeeding Coalition  
Leadership Team Applications



<https://forms.gle/7eUwdU5e2tuehTtL6>

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# Financial Update

**Fiscal Year: July 2022-June 2023**

**Current Number of Members: 130**

- includes company memberships - 5 people maximum per company membership

**Amount of revenue this fiscal year: \$450.00**

- Primarily individual/organizational membership dues

**Amount spent this fiscal year: \$6,964.59**

- Primarily on website/technology and the Administrative Coordinator

**Balance as of 1/31/2023: \$15,850.71**

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# Invitation to Sponsor the Coalition

Community sponsorship and membership dues allow the Coalition to move strategic planning initiatives forward. If your business or organization would like to become a sponsor, please email [info@nebreastfeeding.org](mailto:info@nebreastfeeding.org) or go to our website to learn more [www.nebreastfeeding.org](http://www.nebreastfeeding.org)

## Sponsoring Member

- Bronze Sponsor
- Silver Sponsor
- Gold Sponsor
- Platinum Sponsor

## Covers 10 individuals

- \$500/year
- \$1000/year
- \$2500/year
- \$5000/year

Provide operational and project funding to advance the Strategic Plan

Recognition at all quarterly meetings, on Social Media and on the NE BFC website homepage

## Membership Criteria

Membership of the Nebraska Breastfeeding Coalition is open to anyone who is in agreement with the mission, goals and values of the Coalition. No person or organization shall be denied membership because of race, gender, religious preference, ethnicity, sexual orientation, age, disability or any other grounds in which it is not permissible to discriminate. Members may not receive personal compensation or commissions from infant formula companies.

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# Strategic Plan 2022- 2025

- Focus Areas
  - Clarifying the mission
  - Diversity, equity, and inclusion
  - Expanding our outreach and capacity
  - Increasing representation
  - Intentional advocacy

If you're interested in joining a workgroup or have ideas on how to advance the mission, email [info@nebreastfeeding.org](mailto:info@nebreastfeeding.org)

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# Strategic Plan

## Primary Goals and Activities

### Goal #1

Improve the lactation workforce through diversification and professional support in Nebraska by 2025.

- Statewide Mentorship Program for IBCLC Candidates
- Scholarship opportunities through the Coalition
- Continuing Education provided through Coalition Meetings and other events

### Goal #2

Increase NE BFC visibility and reach among Nebraska community partners by 2025.

- Greater involvement in Community events and activities
- Improvements to the Breastfeeding Friendly Establishment application and renewal process

### Goal #3

Increase NE BFC network advocacy efforts by 2025 for relevant policies and practices at the local, State, and National levels that promote breastfeeding in Nebraska.

- Greater involvement in the promotion of breastfeeding initiatives in legislation, health system policy, and community advocacy

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# 2022 Recap

- Wrote to Senator Fischer to support the PUMP Act
- Attained NE Breastfeeding Month proclamation from Governor Ricketts
- Exhibited at Food Day Omaha
- Finalized the Strategic Plan
- Began the planning process of a state wide mentorship program for aspiring IBCLCs
- Began collecting information for a statewide lactation supporter map
- Offered 3 Continuing Education opportunities
- Grew our leadership team!

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# 2023 Task List

- Engage the community to increase revenue
- Formalize sponsorships to support Strategic Initiatives
- Grow the membership
- Improve communications (email and newsletters)
- Offer 2-3 Continuing Education opportunities
- Finalize the IBCLC mentorship program
- Begin round table gatherings for CBIs
- Increase presence at community maternal and infant centered events

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# Coalition Updates

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# LB12 & LB13

- Introduced by Senator Carol Blood
- LB12's current language indicates the establishment of Milk Bank in Nebraska
  - This was not the intention of the Senator
  - Health and Human Services Committee hearing was last Wednesday, 2/1
- LB13 establishes coverage of donor Breastmilk by Medicaid
  - HHS hearing is Wednesday, 2/8 @ 9:30am in room 1510
  - Statements can be read in person -or- sent in through the online portal by 12pm



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# Lactation Supporters Map

We want to know who's in our communities helping families

All lactation credentials are welcome!

See the website to add your information!

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# Breastfeeding Friendly Designation

Supporting breastfeeding mothers in the workplace is not only the law but is one way for businesses to embrace wellness, impact health care costs, lower absenteeism, and be seen as a family-friendly business for potential and current employees.

- Applying is free for all businesses and organizations
- Designation is re-evaluated annually
- Member sites will receive:
  - Printed materials supporting breastfeeding in the workplace
  - A Nebraska Breastfeeding Coalition Breastfeeding Friendly window cling for display purposes
- If you have not been contacted regarding your renewal, send us an email at [info@nebreastfeeding.org](mailto:info@nebreastfeeding.org) or let us know in the chat

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# Newsletter Entry Requests

Please help us inform all lactation advocates in Nebraska with the most recent news!

- *Do you know of any upcoming events or continuing education (local or beyond)?*
- *Have any opportunities that advocates need to know about?*
- *Is your community doing great things? Does your community need help? We'd love to share any community updates!*

**Email us at: [info@nebreastfeeding.org](mailto:info@nebreastfeeding.org)**

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# Your Voice Matters: Group Discussion

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# Questions

- 1. What is the biggest challenge facing your community as far as breastfeeding advancement?**
- 2. If you are in a lactation career, what challenges are you facing? (e.g. challenges in delivering services to clients or challenges in advancing to the next level of certification, etc)**



# Questions

- 3. In what ways can the coalition support your efforts (to normalize breastfeeding, protect rights for breastfeeding mothers, make lactation support available, etc.) in your community?**
- 4. What is something on the horizon you are excited about surrounding breastfeeding?**
- 5. What kinds of membership benefits are most valuable to you as a coalition member?**

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# Recap/Regroup

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# Join Our Mission

**Become a member or renew today!**

[nebreastfeeding.org](http://nebreastfeeding.org)

## **Membership Benefits**

- Regular communication on Nebraska Breastfeeding Coalition Activities
- Use of Coalition materials
- Opportunity to contribute to Coalition activities
- Professional/Networking affiliations
- Opportunities to attend sponsored conferences

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# Future Quarterly Meetings

2023 Meeting Dates

May 2, 2023

August 1, 2023

November 7, 2023

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[www.nebreastfeeding.org](http://www.nebreastfeeding.org)