



2010

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



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The Year in Review

By Karin Hardman, President-Elect 2010

We have had a full year with lots of changes, both intentional and unintentional. I am pleased to be involved with UBC. I started out as president-elect in January of 2010, and ended the year as the president. It has made the year have many fits and starts, but we are hopefully up and running now.

We were excited to become one of eight states to have received a grant for a photo project from the USBC to show our efforts at reaching communities and supporting Breastfeeding families. Our wonderful SL Breastfeeding cafe coordinator, Melissa Knighton, and her volunteer crew spent many hours speaking with local businesses and many businesses chose to display the international breastfeeding symbol in their windows in support of Communities Supporting Breastfeeding. Our grant included poster collages of photos, taken by another UBC member, of those



businesses. Our posters will be able to viewed on our website.

We are closer to our goal of 501(c)3 designation and hope to be able to reach that this year or next.

We have been joined by Dr. Jerald King as a chapter Breastfeeding coordinator from the AAP and are glad to have his input in helping all health care professionals learn more and be more supportive in the area of Breastfeeding.

We also hope to have some new features on our website exclusively for members. Watch for a "Breastfeeding friendly" list of practitioners, and some easily navigatable information pages.

Thank you for being with us and I look forward to an exciting year!



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2011 UBC Leadership

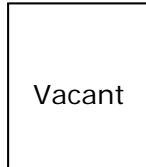
Board of Directors



President
 Karin Harman
 president@utahbreastfeeding.org



Worksite Lactation Support
 Coordinator
 Kathy Pope
 worksite@utahbreastfeeding.org



President Elect
 presidentelect@utahbreastfeeding.org



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



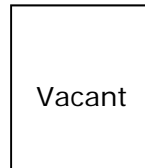
Secretary
 Cara Munson
 secretary@utahbreastfeeding.org



La Leche League Liaison
 Susan Johnson
 lalhcceleauge@utahbreastfeeding.org

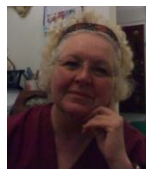


Treasurer
 Kathy Pope
 treasurer@utahbreastfeeding.org



2011 Breastfeeding Cafe
 Chair
 Breastfeedingcafe.wordpress.com

Committee Chairs and
 Task Force Coordinators



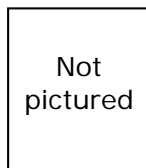
Nominating and Membership
 Committee Chair
 Janet Peterson
 membership@utahbreastfeeding.org



Education Committee Chair
 Amanda Niderostek
 education@utahbreastfeeding.org



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
- Anemia
- Postpartum Depression

www.utahbreastfeeding.org

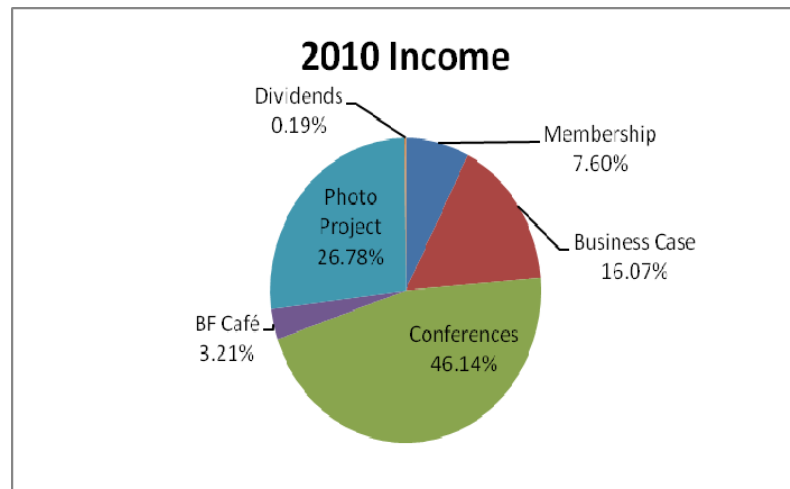


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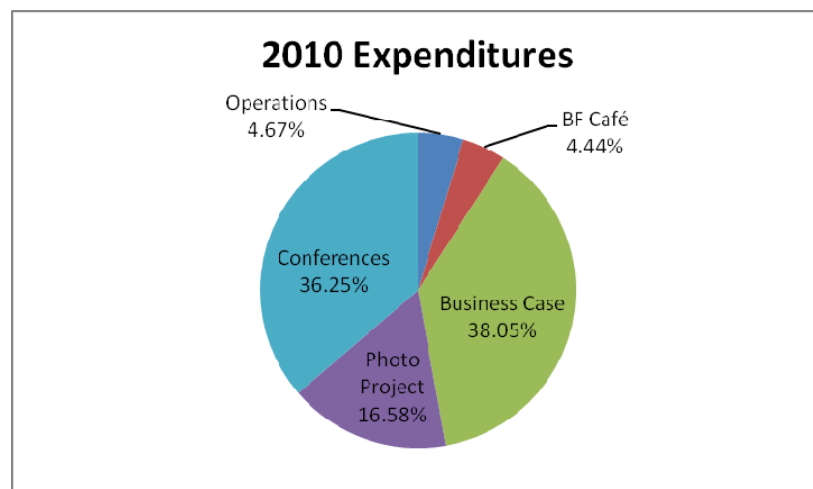
Financial Report

By Heather Hendriksen

The Utah Breastfeeding Coalition received more income this year but most of the income was allocated for certain projects. We received the final \$1,500 to implement the Business Case for Breastfeeding in Utah. The remaining funds earmarked for Business Case, as of January 2011, is \$2600. This year, \$4600 was spent and the majority of the Business Case spending was seed money for businesses to start a lactation program. The January 2010 conference, featuring Molly Pessl created income but due to the expenditures, the event broke about even and funds were not raised. The photo project brought in \$2500 and \$2000 of that money has already been used for the project. It is estimated to finalize the residual money in 2011 once the photo project is complete. We received \$300 at our Breastfeeding Café since the donated painting by Kathy Grossman was sold. Our expenditures for the Breastfeeding Café were \$538. Our membership dues were another significant part of our income at \$700. Operational costs were \$566.



This was my second year as treasurer and final year as a member of the Utah Breastfeeding Coalition board. As I "wean" myself from UBC leadership, I appreciate all the time and hard work many people put in to promoting breastfeeding in Utah. Thank you!





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Education Committee

By Amanda Nederostek

The education committee had a great year, providing one continuing education lecture as well as coordinating two weeks of classes and events for the Breastfeeding Café.

The Utah Breastfeeding Coalition held the fifth annual Breastfeeding Café ("A Baby Friendly Community.") in



August. In the two weeks we had this year, the education committee organized over 20 sessions on pregnancy, lactation, community support and even a baby wearing fashion show!

Thanks so much to all of the volunteers and coalition members for their dedicated hours. You were each fundamental in the outcome of this year's Café!

Our education event this year was held in December. Julie Johnson, BA, LCCE, IBCLC, and Karen Geertsen, RN, IBCLC presented "How Tongue Tie Ties up Breastfeeding." Julie and Karen helped us to better understand the 5 degrees of tongue tie and how it can create a barrier to a successful and positive breastfeeding experience. As health professionals who work with breastfeeding mothers, we are now better able to recognize the symptoms of tongue tie as well as provide the needed support and referrals for a successful breastfeeding outcome.

UBC is currently preparing for two education events in 2011 as well as the sixth annual Breastfeeding Café. It promises to be a great year so stay tuned!

If you are interested to helping plan UBC's educational events please email

education@utahbreastfeeding.org.

Policy Committee Report

Patrice Isabella

In 2010, breastfeeding policy was centered around worksite accommodations for breastfeeding mothers. In January, Representative Christine Johnson introduced HB 252, Worksite Accommodation of Lactating Employees, in the Utah Legislature. Utah Breastfeeding Coalition members worked with Brandon Mark to provide feedback to Rep Johnson. We attended the meeting of the House Business and Labor Committee to support the bill. Kelly Garrett and Elizabeth Smith provided eloquent testimony for the bill, which was heard late in the meeting late on a Friday afternoon. The bill failed to advance from committee, the majority of which felt it is the right thing to do, but not needed in statute. Fortunately for advocates, the health care reform law passed nationally in March includes a component to amend the Fair Labor Standards Act to require employers to provide reasonable accommodations for breastfeeding employees. This law is a major step, although it does not cover FLSA-exempt employees. UBC will work with the Department of Labor regarding the implementation of the law.

UBC members continue to participate in the Health Care, Worksite, and Community Work Groups toward implementation of the goals and strategies in the Utah Nutrition and Physical Activity Plan 2010-2020, in partnership with the Physical Activity, Nutrition and Obesity Program in the Utah Department of Health. The plan focuses on policy and environmental changes to reduce the burden of obesity, with breastfeeding as a key target area.

UBC will continue these efforts in 2011. Please contact Patrice Isabella to get more involved in the policy arena (pisabella@utah.gov).



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2010 Breastfeeding Cafe

By Melissa Knighton

The Utah Breastfeeding Coalition's Fifth Annual Breastfeeding Cafe has wrapped up at the Salt Lake Main Library. Remarkably though, the Cafe will live on with the Baby Friendly Community Project we initiated through the Cafe this year. Not only can we see the [International Breastfeeding Symbol](#) all over town, but **The Utah Breastfeeding Coalition has received a subcontract through The Landscape of Breastfeeding Support to document the Baby Friendly Community Project!** This is a special project through the Centers of Disease Control and Prevention and [The United States Breastfeeding Committee](#) to "identify and showcase exemplary local commitment to



supporting breastfeeding mothers and babies, utilizing the services of a professional photojournalist". Two of the photographers who donated work to our first photo gallery held at the Cafe, Timbra Wiist and Katrina Anderson, will be working on the project. We are so excited that our Baby Friendly Community will be receiving more attention along with our talented photographers and the Breastfeeding Cafe itself. Lastly, without the work of Jeana Jones and Christy Porucznik, the Baby Friendly Community would not have been such a success. Thank you!

And speaking of our photo gallery, thanks goes out again to our photographers who participated in this year's photo gallery: Katrina Anderson of [Red Bean Photography](#); [Alisha Stamper, photographer](#); and Timbra Wiist of [Land-slide Photography](#). Be sure to check out their photography on their websites! We would also like to thank once again Kathy Grossman who made her third contribution to the Cafe in the form of the beautiful painting [Mother, Child, Daffodils](#). Also, congratulations to Heidi Lewis who was the lucky winner of the silent auction of the painting. See more of Kathy's beautiful work at www.kathygrossman.com.

Despite only having a two-week Cafe, our event coordinator, Amanda Nedrosteck, kept a [full schedule](#) of classes and special events for Cafe visitors. This year we did the first ever Baby Wearing Fashion Show, coordinated by Darliegh Webb. Pictures of the fashion show can be seen [here](#). Additionally, we had classes on Photographing Your Baby, Protecting Birth Options, Baby Wearing, Herbs and Breastfeeding, and Infant Massage. As usual, we had our New Mothers Circles, Expectant Mothers Circles, Ask an RD, and Ask an IBCLC, which are always popular events.



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2010 Breastfeeding Café (continued)

By Melissa Knighton

Of course, staffing the Cafe is always the greatest challenge. Thanks so much to our Volunteer Coordinator, Meghan Johnston and the forty-four volunteers that she trained and scheduled. Without the volunteers the support of the Cafe would not be available to the community. These are dedicated people who really believe in the mission of the Cafe. Be sure to come back next year, volunteers! We will always need you!



Although the Cafe is over, you can always revisit our Blogging Carnival @ <http://breastfeedingcafe.wordpress.com/today/>. Thanks again go to our Marketing Coordinator, Claire Lindstrom for putting the Blogging Carnival together! Here's hoping that next year we can continue this new tradition of hearing mother's experiences from our own community and from our global community.

Speaking of next year: it is already time to start thinking and planning. The Breastfeeding Cafe will need a new chair, and positions on the planning committee will need to be filled. Without dedicated people stepping in and stepping up, this important community project will not happen. **Please consider what the Breastfeeding Cafe and Baby Friendly Community means to you and to mothers in need of support and community!** Contact me at melissa.knighton@gmail.com if you are interested in chairing the 2011 Breastfeeding Cafe!

Let's thank the Cafe planning committee and volunteers one more time. The hard work, creativity, and dedication of these people made this year's Cafe possible:

2010 Café Planning Committee

Melissa Knighton, Chair
Meghan Johnston, Volunteer Coordinator
Amanda Nederostek, Event Coordinator
Claire Lindstrom, Marketing Coordinator
Jeana Jones, Library Liaison
Christy Porucznik, Media Coordinator
Susan Johnson, Website
Katrina Anderson, Kathy Grossman, Alisha Stamper, Timbra Wiist, Café Design

2010 Café Special Events

Julie Evans (infant massage)
Sarah Jean Carter (midwife)
Timbre Wiist (photography)
LLL of SLC
Jen Martin (midwife)
Rebecca McCinnis (midwife)
Darliegh Webb (Baby wearing fashion show)
Heather Hendriksen (Baby wearing class)
Christy Porucznik (Community Resources)
Jessica Stahle (Herbs and Breastfeeding)
Alisha Stamper (Lullabies)
Susan Johnson (IBCLC)
Nicole Bernshaw (IBCLC)



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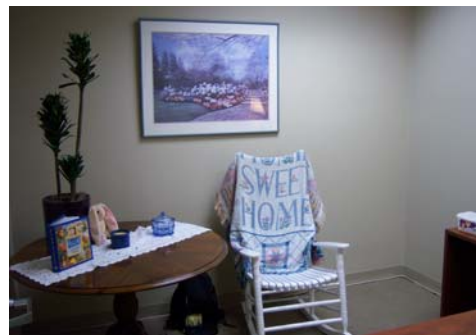
Worksite Lactation Taskforce
Kathy Pope



Diane Fullerton (Left) of **GBS Benefits** received a recognition award from the Utah Breastfeeding Coalition for their Breastfeeding and Mother Friendly worksite at the **Utah Council for Worksite Health Promotion** annual conference. Diane makes sure that her breastfeeding employees are welcomed back to work and have access to a beautiful new lactation room.

The passage of the Workplace Breastfeeding Support Provision in the Patient Protection & Affordable Care Act, signed into law in March, provided a great stimulus to inform and aid worksites to provide **Reasonable Break Time for Nursing Mothers**. It calls for employers to provide reasonable, unpaid break time and a private, non-bathroom place for an employee to express breastmilk for her nursing child for one year after the child's birth. We met with state human resource program managers, school district managers, and other private businesses. The Coalition gave up to \$300 each in grants to 11 applicants at 14 separate sites in Utah that provided a description and detailed of budget for implementing a lactation program. We'd like to **thank all those who helped the Coalition with this rewarding project!** The pictures below show how a vacant, bare space can be transformed and put into good use as a comfortable and welcoming one.

Before and **after** photos from seed money recipient Strong and Hanni Lawfirm.



In **2011**, we'd like to do even more in support of breastfeeding women returning to work or school, and we would welcome your creativity and passion to make this happen! To become involved and share ideas, please contact Kathy at kathypope@utah.gov or call 801-538-9469.



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Thank You!

2010 UBC Officers

Board of Directors

President
Marlee DiCristofano/Karin Hardman

President Elect
Karin Hardman

Secretary
Cara Munson

Treasurer
Heather Hendriksen

Committee Chairs and Task Force Coordinators

Education Committee Chair
Amanda Nederostek

Promotion and Marketing Committee
Chair
Sonya Fowles/Jessica Bartlett

Policy Committee Chair
Patrice Isabella

La Leche League Liaison
Susan Johnson

Milk Bank Task Force Coordinator
Nicole Bernshaw

Worksite Lactation Support Coordinator
Kathy Pope

Baby Friendly Community:

Alpine Medical Group LLC
AMD Architecture, LLC
Babinski's Baby
Bellanatal Birthing Suites
BetterBirth
Bruges Waffles & Frites
Caffe d'bolla
Cakewalk Baking Company
Cali's Natural Foods
Cannella's Restaurant
Carlucci's Bakery & Café
Centered CityYoga
Children's Club in Sugarhouse
The Children's Hour
Cyclesmith
Dragon Dreams Gifts
Earth Goods General Store
Eggs in the city
Einstein Bros Bagels
Ekamai Thai Curry
Full Circle Card
Good Earth
Higher Ground Learning
Honeybump Maternity
Imagination Place
Jamba Juice
The King's English Bookshop
Kirkhams Outdoor Products
L&L Hawaiian Barbecue
The Lactation Station
Les Madeleines Café
Liberty Heights Fresh
The Little Gym
Maternal Instincts
Monkey Bunns
Oasis Café
Golden Braid Books
Our Store
Patagonia
Planned Parenthood Association of Utah
The Pregnancy Resource Center
Rich's Bagels
Rumbi
Sage's Café
Signtech
Stoneground Restaurant
Thai Lotus
Tracy Aviary
The Tutoring Toy
Tony Caputo's Market
Two Creek Coffee House
Utah Co-Op
Vertical Diner
WIC
University of Utah School of Medicine
Winger's

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