



San Diego County  
Breastfeeding Coalition

# 2024 ANNUAL REPORT

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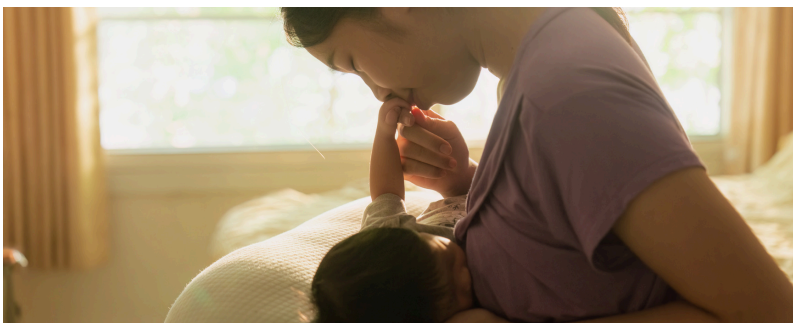
We proudly present our Annual Report for the year 2024, a journey filled with achievements and innovation, driving our growth.



# Our Vision



- **Breastfeeding/chestfeeding will be the norm in San Diego County for at least the infant's first year of life and preferably longer.**
- **All healthcare professionals in San Diego County will be knowledgeable about, promote, and provide support for lactation.**
- **Every individual will have access to the information, resources and community support necessary to breastfeed/chestfeed for as long as the breastfeeding/chestfeeding dyad prefer.**
- **The San Diego County Breastfeeding Coalition will be recognized as the key coordinating resource for lactation issues and support in San Diego County.**
- **There will be no disparities in lactation support or health outcomes in our community**



# Letter from the Board President

As President of the San Diego County Breastfeeding Coalition (SDCBC), I am honored to share the highlights of our 2024 accomplishments. This past year has been one of growth, impact, and unwavering commitment to advancing breastfeeding support in our community.

At SDCBC, we envision a future where breastfeeding is equitable, normalized, accessible, and celebrated across all communities. We advocate for a society where every family has unencumbered access to human milk in all its forms, ensuring that human milk feeding is not just a choice but a supported and respected norm.

In 2024, we made significant strides in expanding our programs and member services:

- San Diego County Breastfeeding Resource Guide – **We distributed a record-breaking 10,700 guides** to local hospitals, clinics, healthcare providers, and community organizations, ensuring families have access to vital breastfeeding resources.
- Financial Growth & Sustainability – Through strategic efforts, **we secured over \$50,000** in grants, sponsorships, and donations, strengthening our ability to serve the community and sustain coalition operations.

As we look ahead to 2025, we invite you to join us in our mission to champion lactation equity and promote human milk feeding throughout San Diego County.

Together, we can continue to build a future where every family receives the support they deserve.

Sincerely,

*Kiera Schminke*

Kiera Schminke MPH, CHES, CLC  
2024 Board President





# OUR TEAM



**KIERA SCHMINKE**  
**BOARD PRESIDENT**



**ALISON WOLF**  
**BOARD VICE  
PRESIDENT**



**LEONDRA MALLORY**  
**PROGRAM COORDINATOR**



## 2024 Board of Directors

**Board President & Treasurer:** Kiera Schminke MPH, CHES, CLC

**Vice President & Secretary:** Alison Wolf MSN, CPNP, IBCLC

**Immediate Past President:** Angeles Nelson

**Board Member:** Catherine Sage

**Board Member:** Sarah Lazar MPH

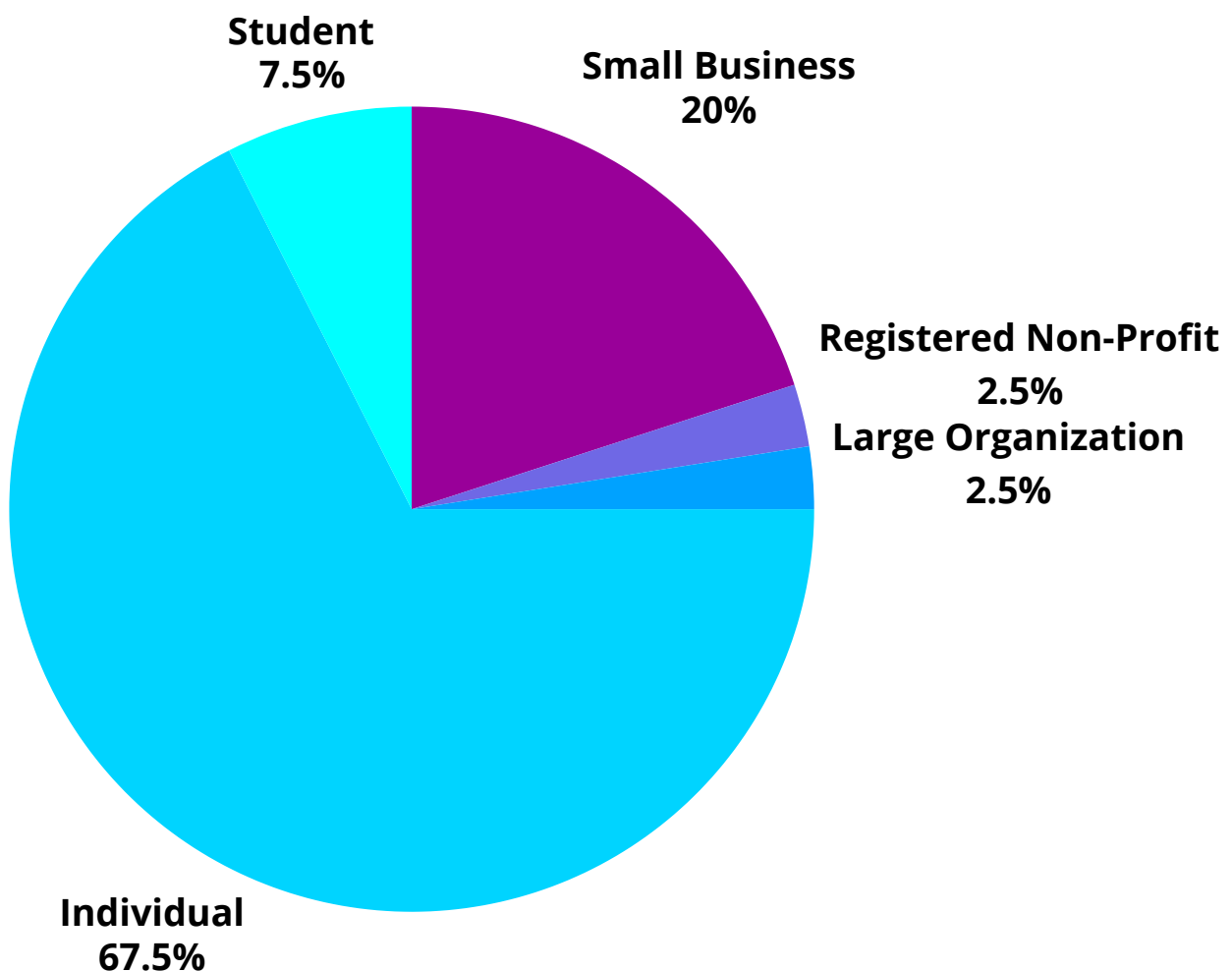
**Board Member:** Rose deVigne-Jackiewicz RN, MPH, IBCLC

# Membership



San Diego County  
Breastfeeding Coalition

Members receive exclusive discounts to educational seminars, access to the latest research, plus the opportunity to be featured in our resource guide and community marketing materials. Individual memberships continue to grow. Focus on renewing existing members and pursuing new members in San Diego County, especially Southern and Eastern regions.



**131**  
Total  
Members

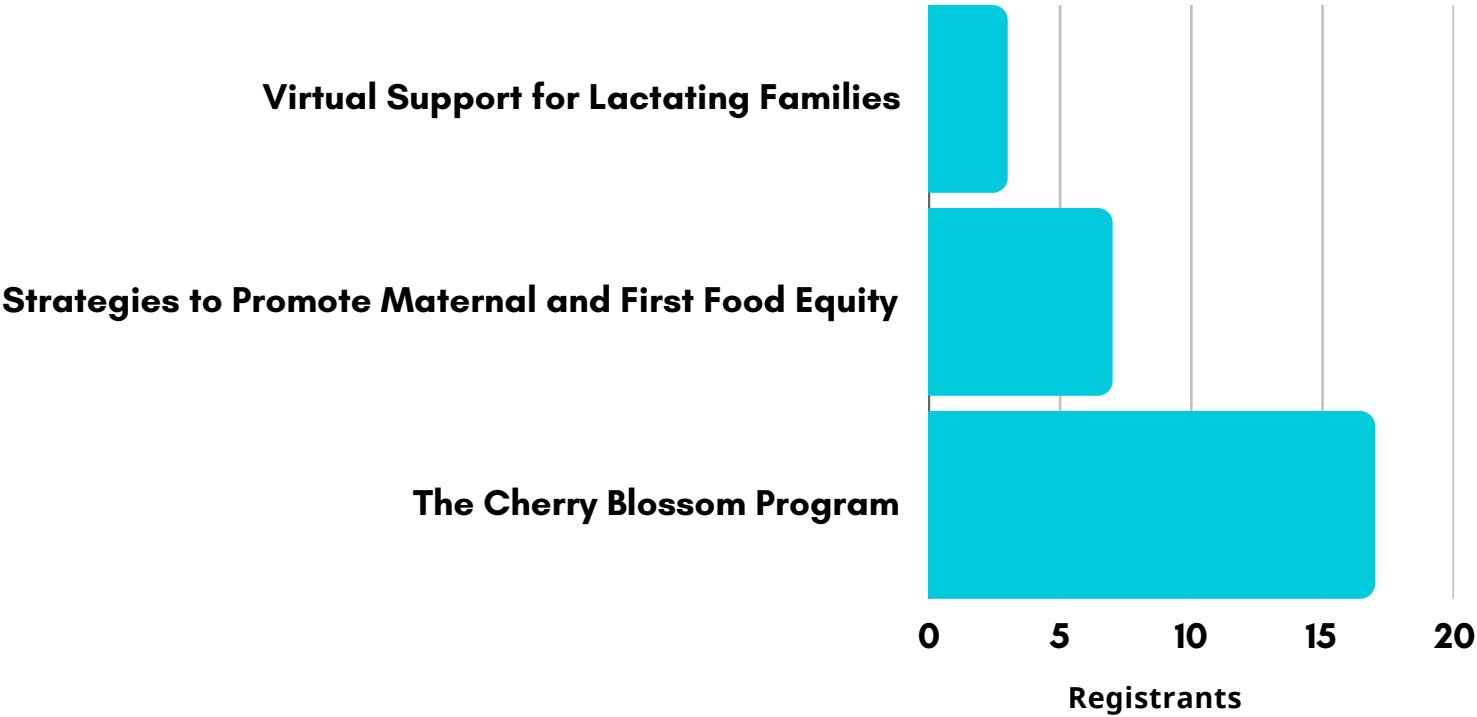
**\$9,830**  
raised in  
membership dues

# Education



SDCBC's education program continues to fill a needed gap for the professional lactation community in San Diego. We provided triannual offerings to include special group pricing and packages for organizations seeking continuing education opportunities for their staff.

## 2024 Education Calendar



**Safety of Exposures In Lactation: Filling The Gap Through A National Research Resource**

Featured Speaker  
Dr. Christina Chambers, PhD, MPH

1 Contact Hour  
1 L-CERP

**THE CHERRY BLOSSOM PROGRAM - SUPPORTING FAMILIES THROUGH MILK DONATION AFTER LOSS**

Live Webinar

**Virtual Support for Lactating Families**

Featured Speaker  
Robin Kaplan M.Ed, IBCLC

1.5 Contact Hour  
1 L-CERP

**STRATEGIES TO PROMOTE MATERNAL AND FIRST FOOD EQUITY**

Live Webinar

# Advocacy



In 2024, SDCBC submitted organizational sign-on letters for **seven** state and federal policies, participated in mobilizing **over 1,600** SDCBC members and supporters to take action.

## POLICY PRIORITIES FOR 2024



### STATE

- ★ • SB 1090 Unemployment Insurance
- ★ • AB 3059 Nutrition Gaps for Vulnerable Babies
- ★ • SB 616(Gonzalez) Paid Sick + Safe Days
  - AB 518 (Wicks) Paid Family Leave for Chosen Family
- ★ • AB 575 (Papan) Paid Family Leave Improvements
  - AB 608 (Schiavo) CPSP to be included in the Medi-cal coverage
  - AB 1203 (Bains) Sales and use taxes: exemptions: breast pumps and related supplies.

### FEDERAL

- USBC 118th Congressional Priorities Sign On
- FY24 Appropriations for CDC Hospitals Promoting Breastfeeding Program
- Reimbursement of donor human milk under the TRICARE program.
- National WIC Association to sign on in support of fully funding WIC



# Care & Service



San Diego County  
Breastfeeding Coalition

Protect, promote & support breastfeeding by increasing access to care for Pregnant Women, Mothers and Families.

## San Diego County Breastfeeding Resource Guide

8,500 Resource Guides  
Distributed in 2022

9,502 Resource Guides  
Distributed in 2023

3,930 Resource Guides  
Distributed in 2021

10,705 Resource Guides  
Distributed in 2024

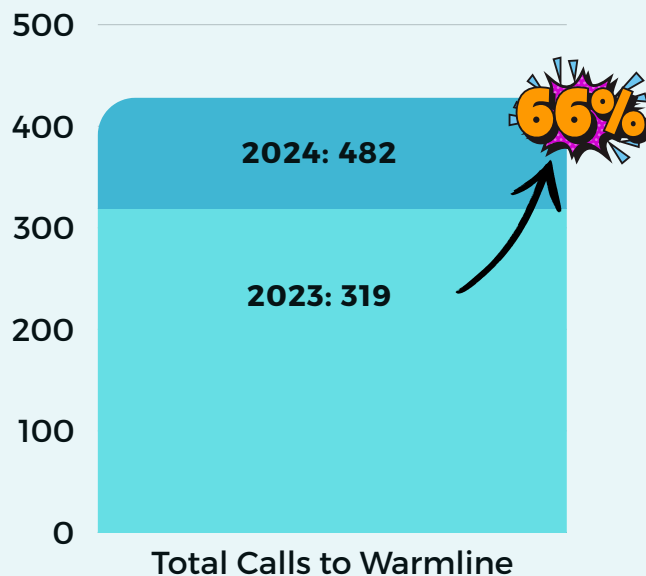


*We share this guide with our families prior to discharge so they have an easily accessible list of outpatient lactation resources. Navigating life at home with a newborn can be very challenging, and when provided with this resource, families do not have to feel so alone and continuity of care is strengthened.*

Free Breastfeeding Support Warmline in partnership with  
Global Communities Healthy Start



Total Calls to Warmline increased 66% this year



Now supporting in SEVEN languages

English  
Spanish  
Korean  
Tagalog  
Haitian  
Arabic  
French  
...and more in the future





San Diego County  
Breastfeeding Coalition

# THANK YOU

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**Website**      [www.breastfeeding.org](http://www.breastfeeding.org)

**Phone**        1-800-371-MILK(6455)

**Social**        @sdbreastfeeding

**Email**         [sdcbbc@breastfeeding.org](mailto:sdcbbc@breastfeeding.org)

