



San Diego County
Breastfeeding Coalition

2023 Annual Report





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 the President of the SDCBC Board, I am thrilled to share the highlights of our accomplishments in the 2023 Annual Report. We have much to celebrate!

In 2023, SDCBC remained steadfast in its commitment to enhance the health and well-being of our community by advancing breastfeeding through education, outreach, advocacy, and service.

Our vision at SDCBC is one where breastfeeding is not only equitable, but also normalized, accessible, and celebrated in all communities. We passionately advocate for a society where every family has unencumbered access to human milk in all its forms. We envision a future where human milk feeding is not merely a choice but a norm respected and supported across all spaces and communities.

Throughout the year, we diligently expanded our programs and member services, delivering impactful initiatives such as our continuing education program and the San Diego County Breastfeeding Resource Guide. The SDCBC distributed approximately 9,500 resource guides to hospitals, clinics, providers, and small businesses/nonprofits—a record-breaking achievement. Additionally, 2023 marked the most successful year for the SDCBC continuing education program.

In our dedicated pursuit of growth, we increased our membership base by an impressive 10% and secured over \$60,000 in grants, sponsorships, and donations to sustain SDCBC operations.

Join us in 2024 as we continue our mission to champion lactation and promote human milk feeding!

Sincerely,

Kiera Schminke

Kiera Schminke MPH, CHES, LEC
2024 Board President



Our Team

2023 Board of Directors

Board President & Treasurer: Kiera Schminke MPH, CHES, LEC

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

Staff

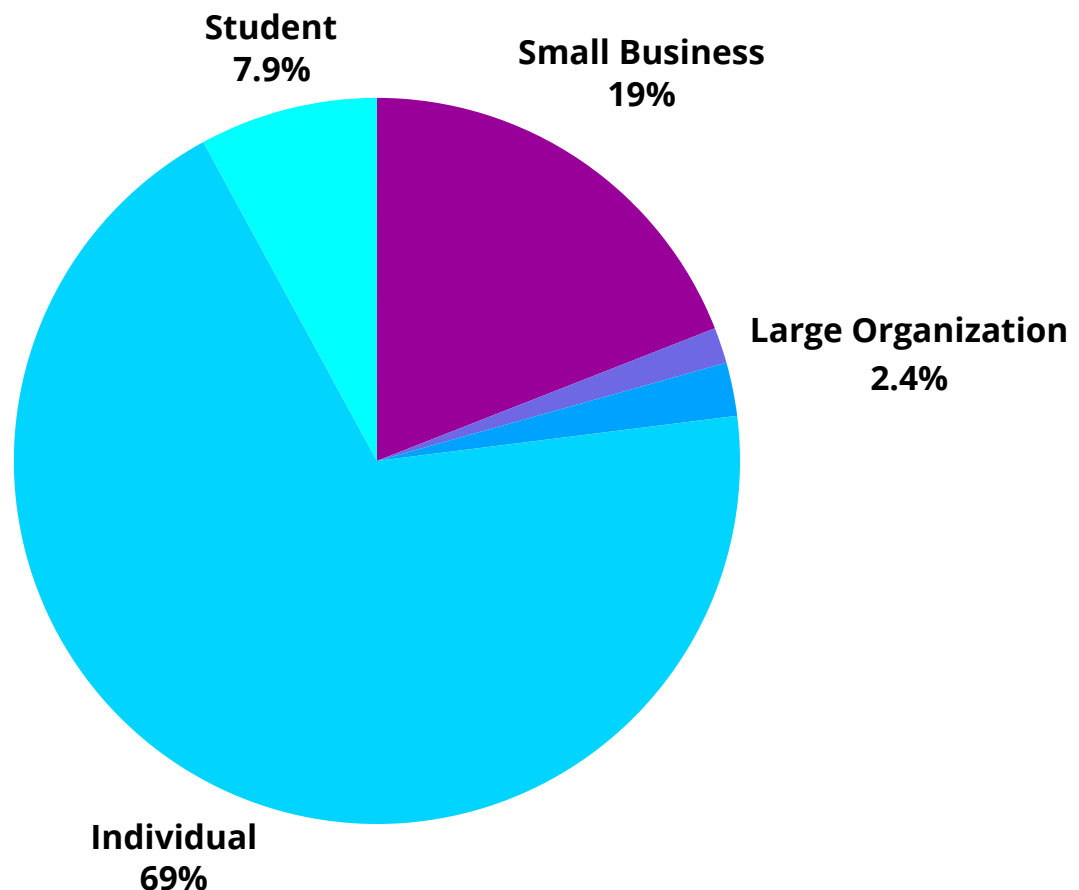
Coordinator: Christina Lares MPH MA, CLC, CLES, Doula

Education Coordinator: Jose Gonzalez CLES



Membership

Members receive exclusive discounts to educational seminars, access to the latest research & job postings, 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.



126
Total
Members

\$10,340
raised in
membership dues

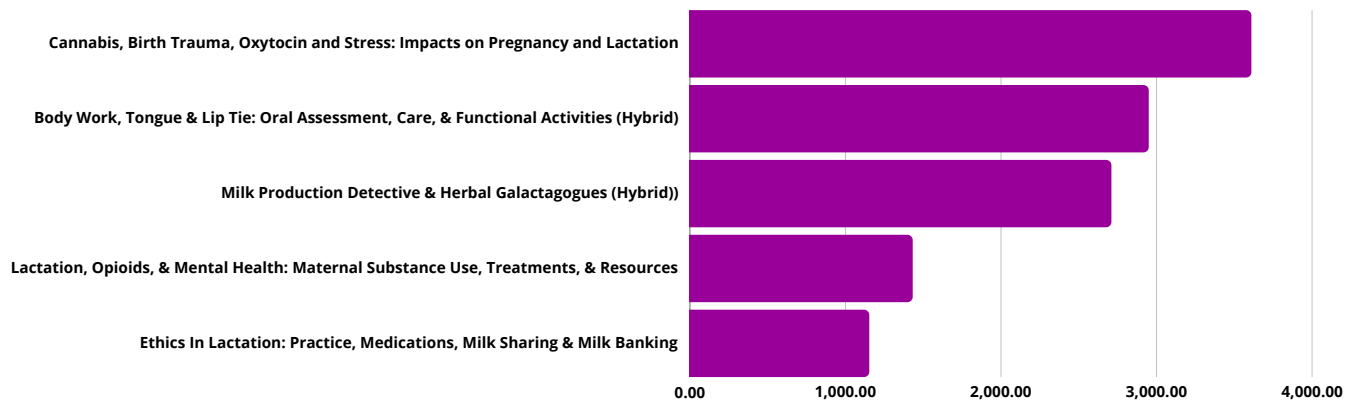
Education

SDCBC's education program continues to grow as we expand our offerings to include special group pricing and packages for organizations seeking continuing education opportunities for their staff. In 2023, we also hosted our first hybrid event inviting a broader audience to our educational offerings.

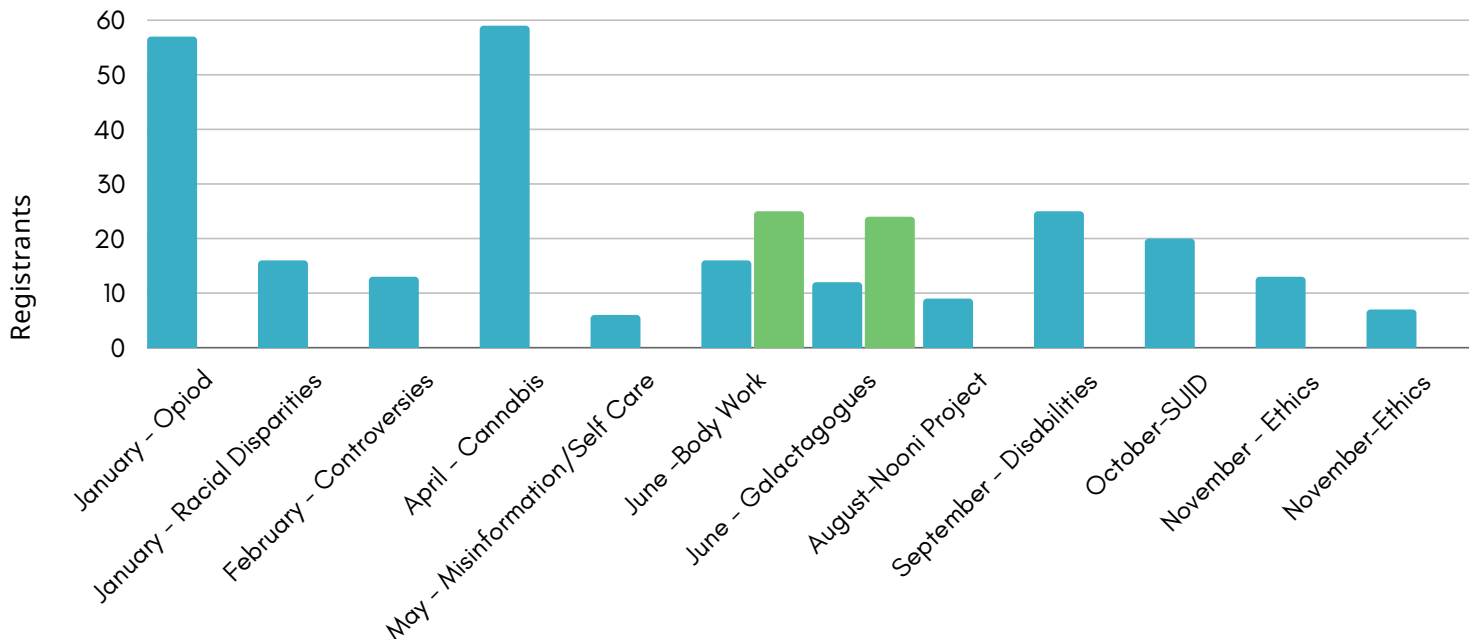


Total Estimated Education Revenue for 2023 \$17,500

Top Gross Webinars



2023 Education Calendar



Advocacy

In 2023, SDCBC submitted organizational sign-on letters for **FOURTEEN** state and federal policies, participated in **FOUR** days of action, and mobilized **over 1,600** SDCBC members and supporters to take action.



POLICY PRIORITIES FOR 2023

★ signed into law

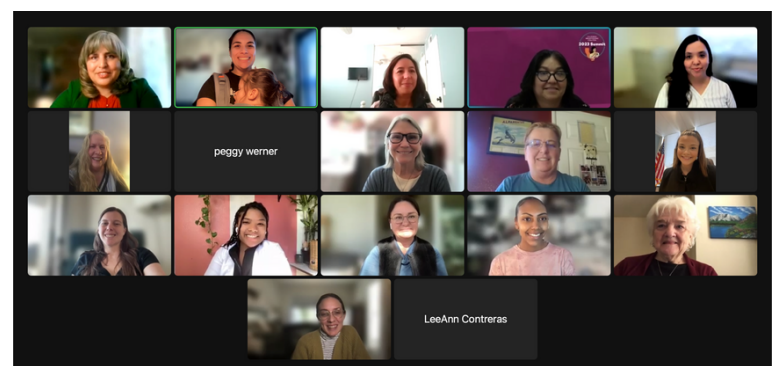
STATE

- ★ • 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.
- Oppose - May Budget Revise
- Opposition - SB 881 (Alvarado-Gil) Paid Sick Days Accrual and Use
- Improve - AB 228: Infant Formula Stockpile
- Breast Pump Reimbursement Updates
- Pasteurized Donor Human Milk (PDHM) reimbursement increase

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

CBC 2023 California Breastfeeding Summit Advocacy Day



Care & Service

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



San Diego County Breastfeeding Resource Guide

**3,930 Resource Guides
Distributed in 2021**

**8,500 Resource Guides
Distributed in 2022**



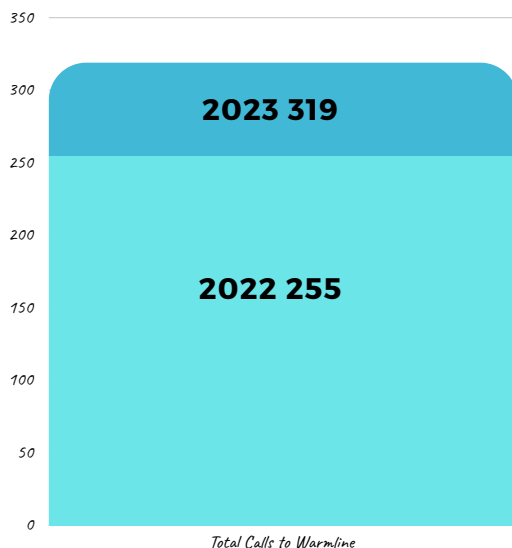
**9,502 Resource Guides
Distributed in 2023**

We share this guide with our families prior to discharge so they have an easily accessible list of outpatient 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.

**Free Breastfeeding Support Warmline in partnership with
Global Communities Healthy Start**



Total Calls to Warmline by Year



Now supporting in SEVEN languages

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

Goals for 2024



San Diego County
Breastfeeding Coalition

● Improve breastfeeding rates and eliminate disparities in San Diego County

- Sustain the expanded breastfeeding support warmline by securing longterm funding
- Ensure all newborns and families receive a breastfeeding resource guide upon hospital discharge
- Promote Diversity, Equity, and Inclusion in the lactation field

● Establish San Diego County as a leader in Breastfeeding-Friendly Healthcare, Workplace, and Childcare Policies

- Strengthen partnership with Human Milk Institute
- Promote improved data collection of breastfeeding initiation and duration

● Grow our small but mighty team by expanding our staff capacity and board of directors

- Host regular networking events to connect with local lactation community
- Secure large grants and build donor program that promotes SDCBC's long-term vision and strategy



**San Diego County
Breastfeeding Coalition**

THANK YOU

Website

www.breastfeeding.org

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