



# SDCCBC 2021 ANNUAL REPORT



San Diego County  
Breastfeeding Coalition



# COALITION HIGHLIGHTS

## BACKGROUND

The San Diego County Breastfeeding Coalition (SDCBC) is a 501©3 non-profit organization that has been serving the San Diego community since 1994 in promoting community health and business healthcare savings through support for breastfeeding in our County. The SDCBC brings together health care providers, agencies, organizations, individuals, families, and other breastfeeding advocates to support, protect and promote breastfeeding who are passionate about making breastfeeding attainable for all families in the San Diego County.

## MISSION

The San Diego County Breastfeeding Coalition's (SDCBC) mission is to improve the health and wellbeing of its community by protecting, promoting and supporting breastfeeding through education, outreach, advocacy, and service.

## 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



# COALITION HIGHLIGHTS

## 2022 BOARD OF DIRECTORS

**Angeles Nelson, Board President**

**Kiera Schminke MPH, CHES, Vice President**

**Kristin Morell IBCLC, CCBE**

**Catherine Sage**

**Sarah Lazar MPH**

**Rose deVigne-Jackiewicz RN, MPH, IBCLC**

**Alison Wolf MSN, CPNP, IBCLC**

**James Murphy MD, FAAP, FABM, IBCLC**

## STAFF

**Christina Lares MPH MA, Advocacy and Outreach Coordinator**

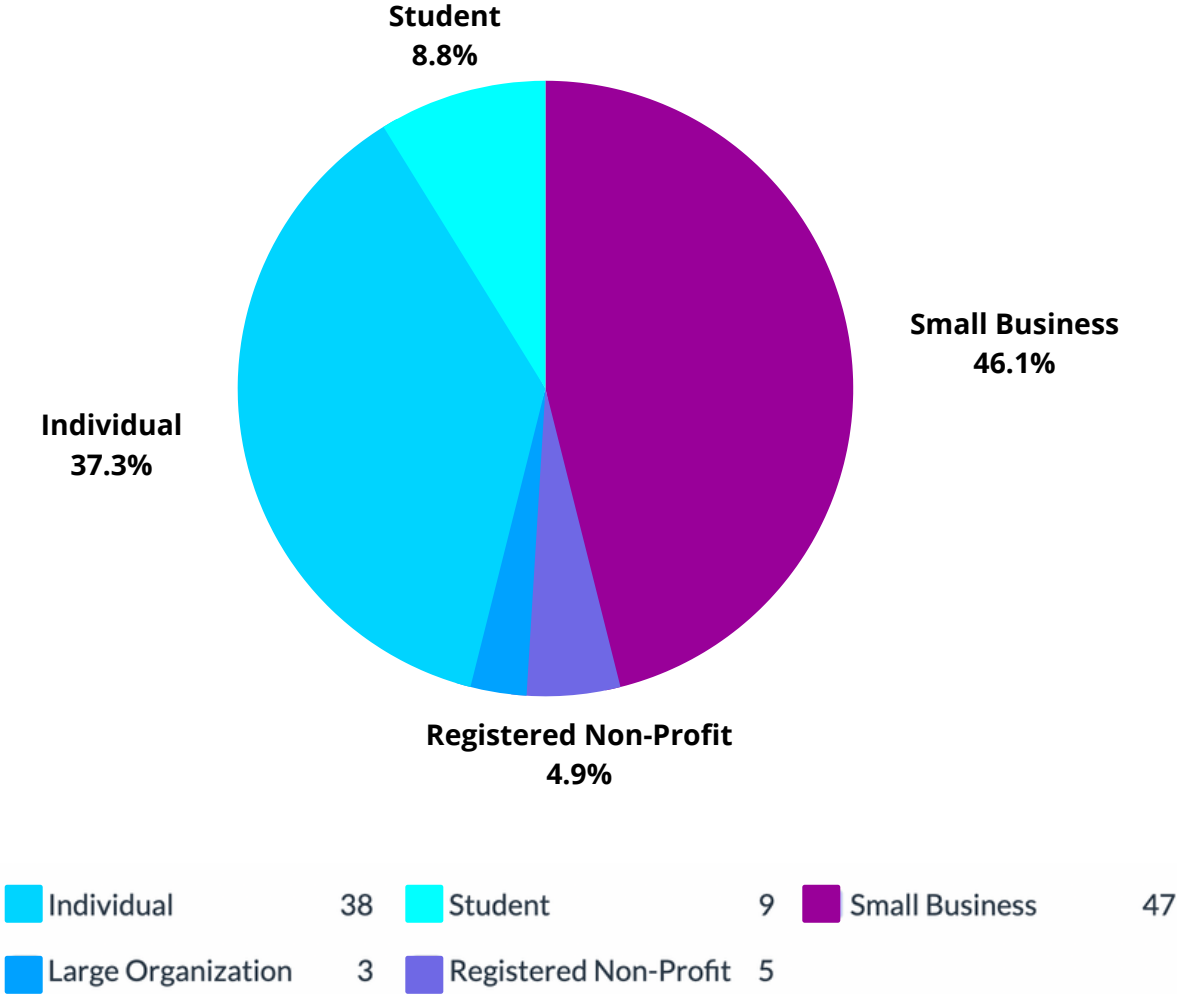
**Jose Gonzalez CLES, Education Coordinator**



Snapshot from December 2021 Virtual Board Meeting

# MEMBERSHIP

Members of the San Diego County Breastfeeding Coalition are proud active supporters of breastfeeding. 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.



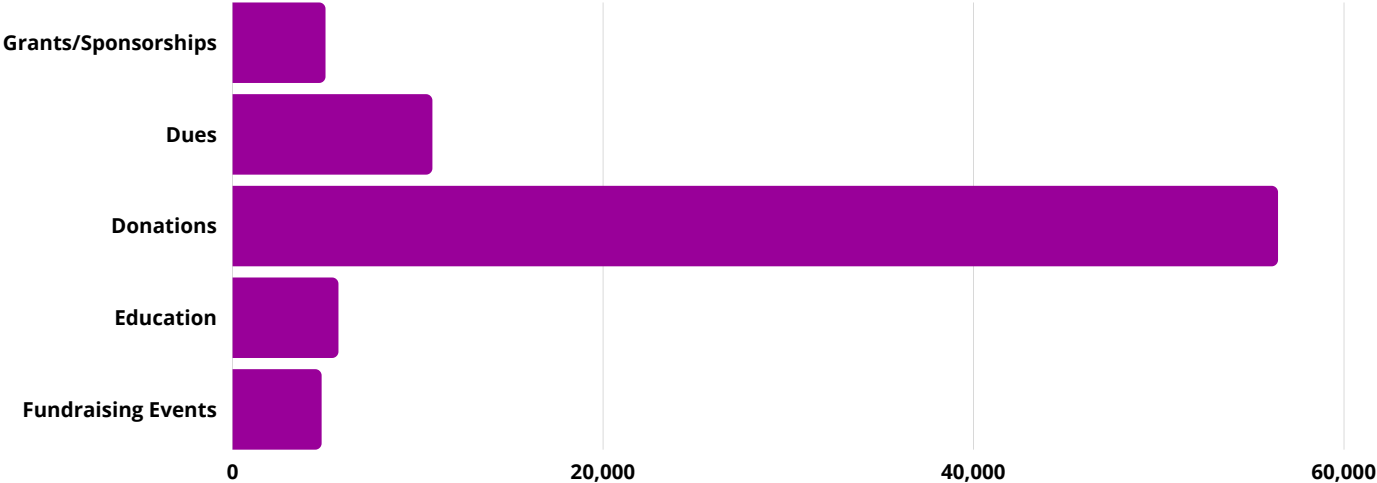
**91**  
Total  
Members

**\$10,771**  
raised in  
membership dues

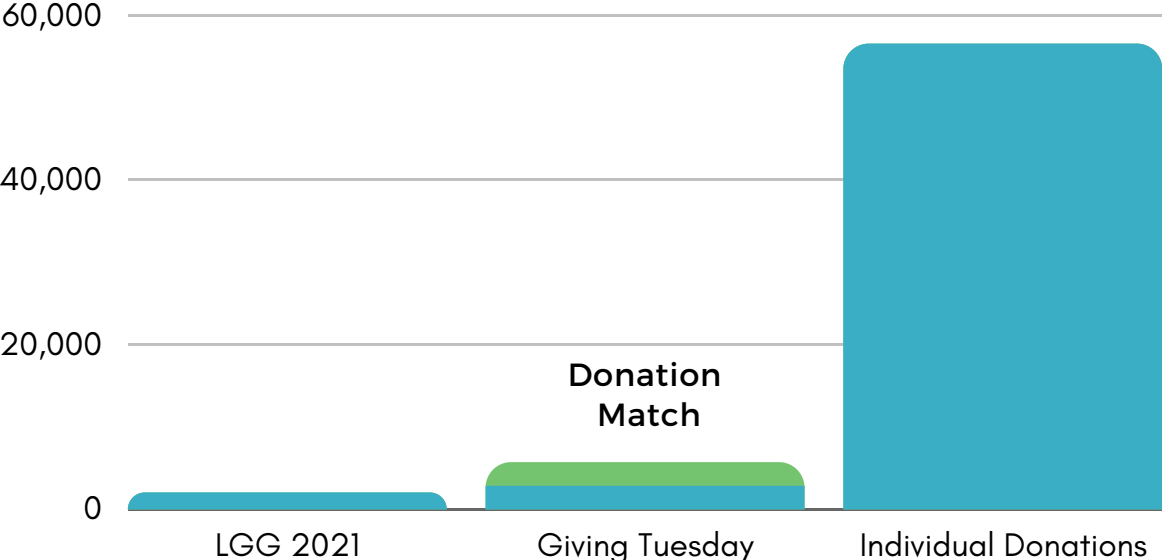
# FUNDING

SDCBC is a growing coalition and is looking to invest in growing the team and program impact by diversifying income streams and seeking out grants, large gift donors, and sponsorships.

## Total Estimated Revenue for 2021 \$82,861



## 2021 Fundraising Efforts

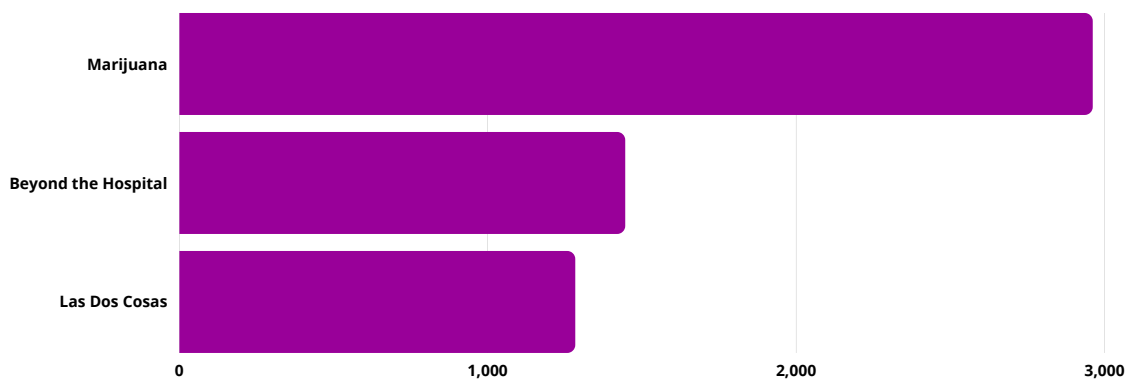


# EDUCATION

SDCBC's education program grew tremendously in 2021 as a result of hiring an experienced Education Coordinator part-time and developing an updated fee structure for virtual education seminars.

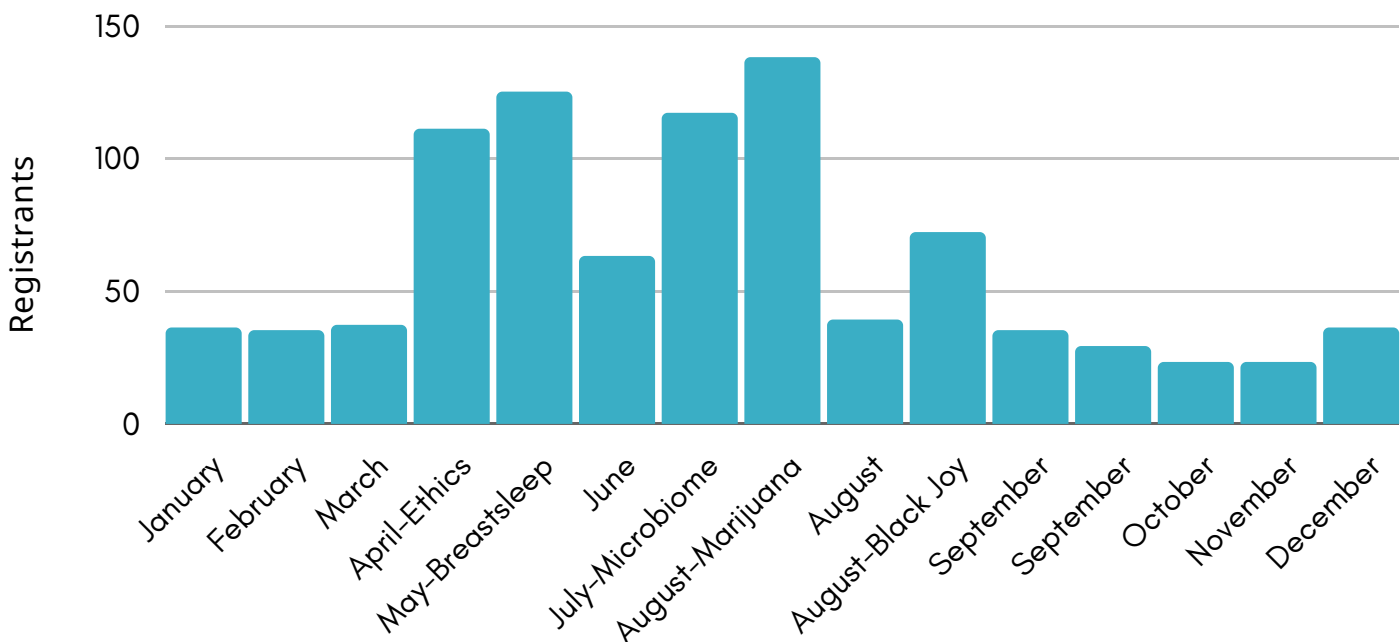
## Total Estimated Education Revenue for 2021 \$5,699

### Top Gross Webinars



*"Thank you for hosting the Breastsleeping class and guest speaker, Dr. McKenna. I learned a lot from this master researcher." Jenny C.*

### 2021 Education Calendar



# ADVOCACY

Advocate for policy, environment & systems change to support maternal/child health

**Submitted nine organizational sign-on letters for state and federal policies, participated in five days of action, mobilized SDCBC members and supporters to take action.**

## Policies Supported

### STATE

SB 65 CA Omnibus  
Extended CA COVID Sick Leave  
COVID-19 SPSL Extension  
CA Paid Leave

### FEDERAL

PUMP Act  
Build Back Better  
FY 22 Hospital Promoting  
Breastfeeding Funding  
Federal Paid Leave  
Family Act  
WIC Bump

## San Diego County Board of Supervisors Proclamation recognizing August as San Diego County Breastfeeding Month



August 2021 SDCBC receives proclamation from San Diego Board of Supervisors for San Diego County Breastfeeding Month

# 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**

*"Thank you for sharing this wonderful resource with us so that we can better serve our couplets." Heather W. BSN, IBCLC*

## SEVEN Lactation Counselor Education Scholarships Awarded in 2021

MEET

**Mayra  
Rivera**

Lactation Education  
Counselor Scholarship  
Winner

"The LEC program will further support my work with families by preparing me to support moms in their breastfeeding journey and allowing me to increase their confidence about breastfeeding."



MEET

**Ana L.  
Monreal**

Lactation Education  
Counselor Scholarship  
Winner

"Getting to know more about the benefits of breastfeeding will make me feel more confident, and my clients will feel the same way too when making this important decision for their babies."



**Promoting diversity and equity in lactation support**



# GOALS FOR 2022

## Promote equity and diversity

- Promote Intersectional and Inclusive lens
- Evidence-Based, Community Driven Programming

## Build the team

- Invest in staff, board recruitment
- Build volunteer and members programs.

## Fund the Movement

- Secure large grants that promote long-term vision and strategy,
- Build stronger, authentic relationships with donors and the business community,
- Support an engaged and active board of directors.

