



2022

ANNUAL REPORT



**San Diego County
Breastfeeding Coalition**



San Diego County
Breastfeeding Coalition

About Our Coalition

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.

SDCBC brings together healthcare providers, agencies, organizations, individuals, families, and other breastfeeding advocates who are passionate about making breastfeeding attainable for all families in San Diego County.

Our mission is to improve the health and well-being of our community by protecting, promoting, and supporting breastfeeding through education, outreach, advocacy, and service.



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

Our Team

2022 Board of Directors

Angeles Nelson, Board President

Kiera Schminke MPH, CHES, Vice President & Treasurer

Alison Wolf MSN, CPNP, IBCLC, Secretary

Catherine Sage

Sarah Lazar MPH

Rose deVigne-Jackiewicz RN, MPH, IBCLC

Kristin Morell IBCLC, CCBE

Staff

Christina Lares MPH MA, Doula, Coordinator

Jose Gonzalez CLES, Education Coordinator

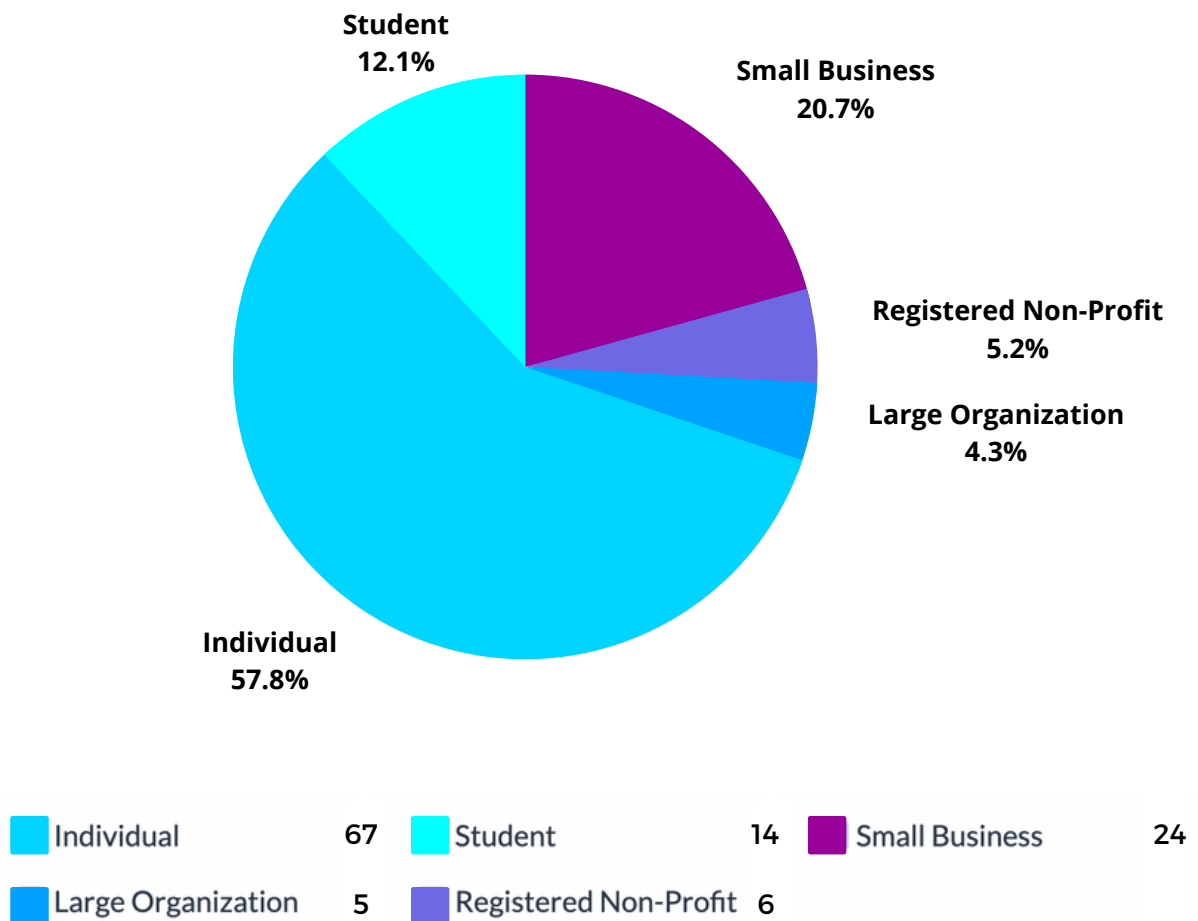
Coco Ocariz, Fundraising Consultant

Casey Ocon, Intern



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. In 2022, we introduced sub-membership allowing organizations and business members to add their employees to access discounts. There was also an increase in individual memberships due to the discounts offered for the education program.



116
Total
Members

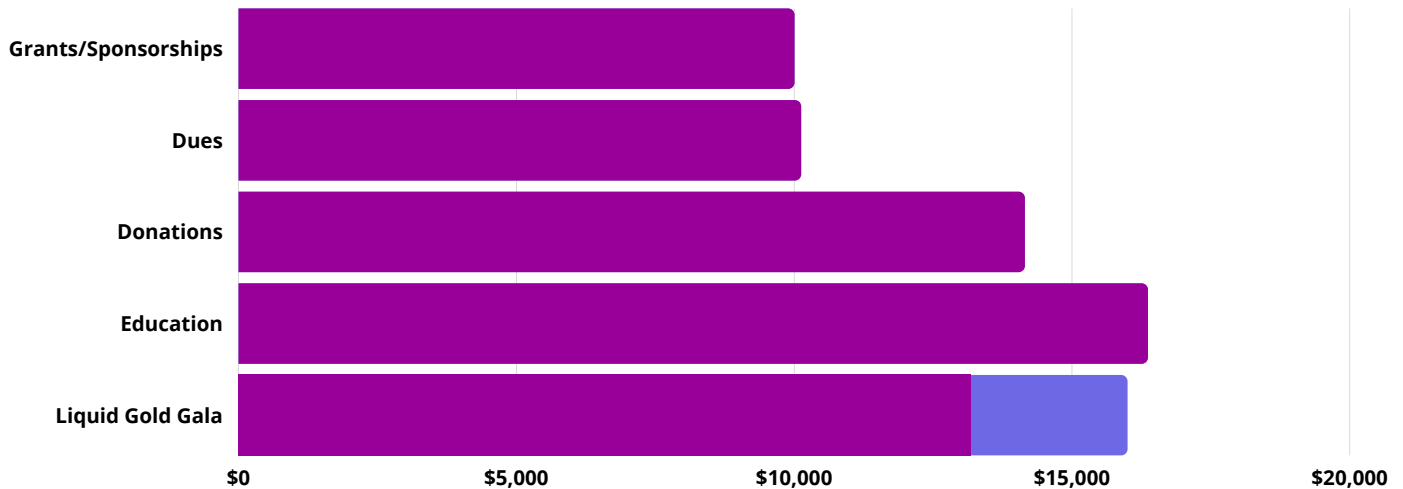
\$10,120
raised in
membership dues

Fundraising

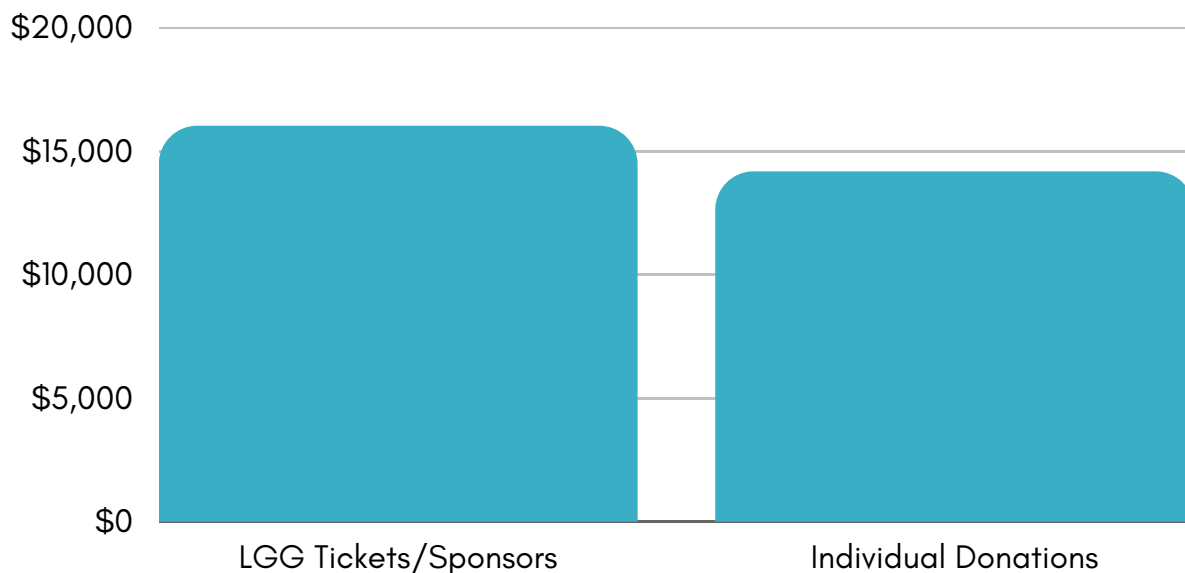
SDCBC is a growing coalition and is looking to invest in growing the team and program impact by diversifying income streams and seeking out grants, sustainers, large gift donors, and sponsorships.



Total Estimated Revenue for 2022 \$76,500



2022 Fundraising Efforts



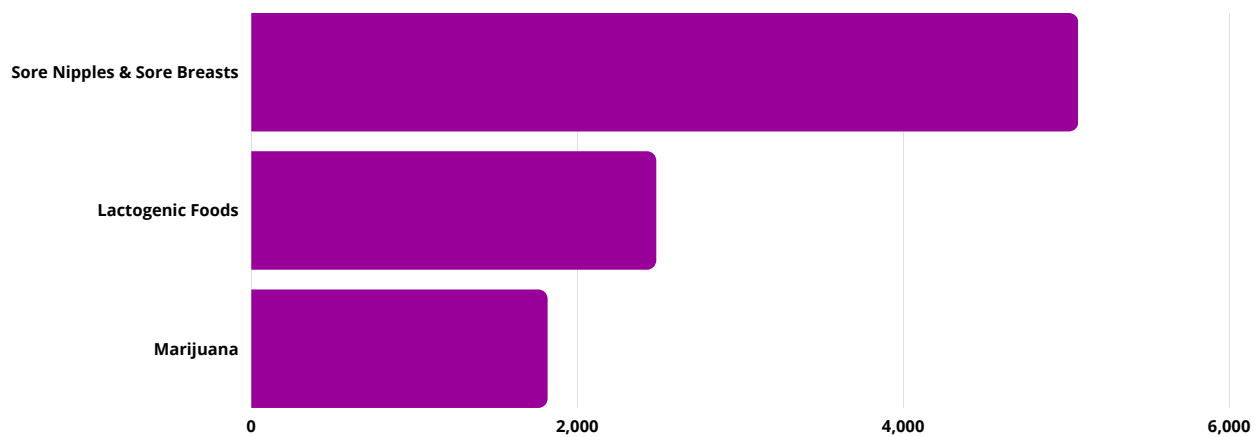
Education

SDCBC's education program continues to grow rapidly as a result of hiring an experienced Education Coordinator, sustaining an active Education Committee, developing an updated fee structure for virtual seminars, and launching recorded webinar library.

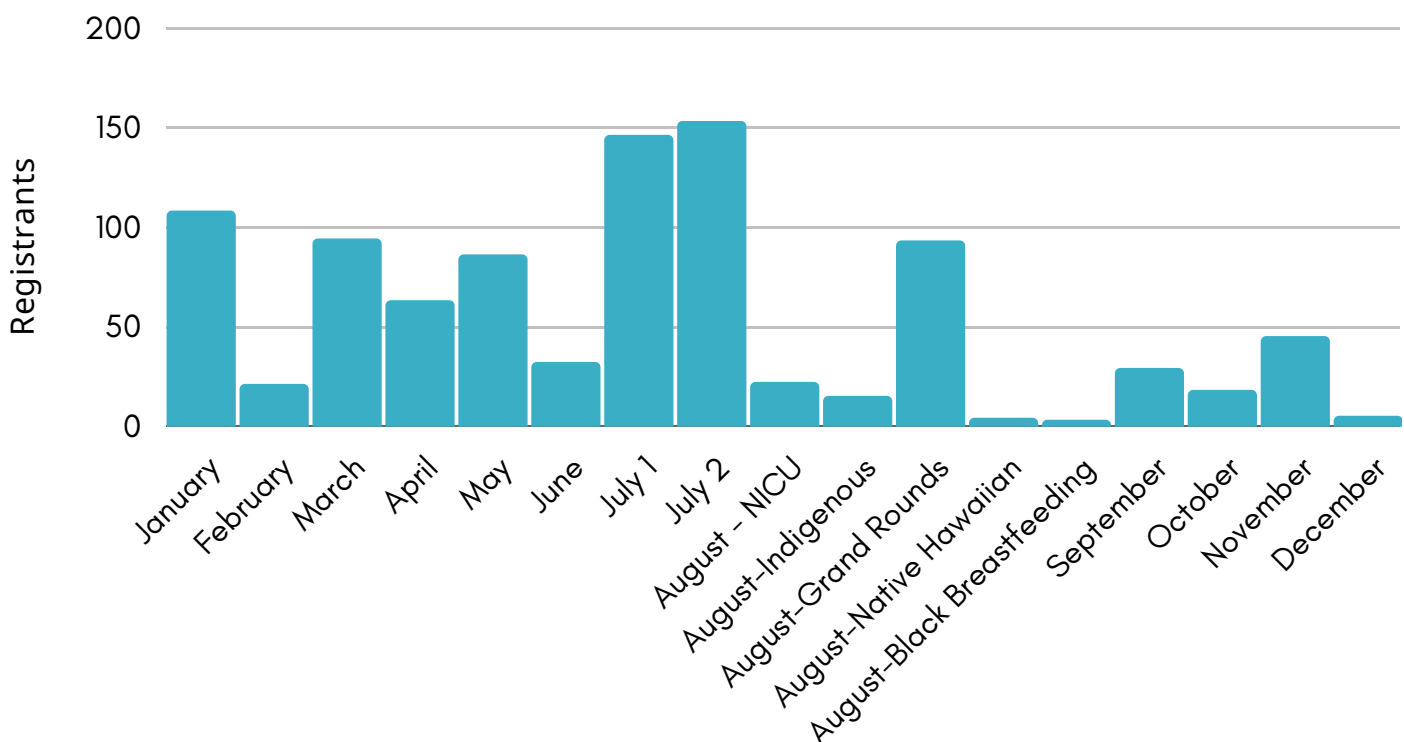


Total Estimated Education Revenue for 2022 \$16,362

Top Gross Webinars



2022 Education Calendar



Advocacy

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

In 2022, SDCBC submitted **ELEVEN** organizational sign-on letters for state and federal policies, participated in **FIVE** days of action, and mobilized **over 1,400** SDCBC members and supporters to take action.



★ signed into law

POLICY PRIORITIES FOR 2022

STATE

- ★ • SB 951: Increase Wage Replacement Rates for PFL + SDI
- ★ • SB 1083: Helping Families Out of Homelessness Act of 2022.
- ★ • AB 1041: Chosen Family Bill
- ★ • Budget Ask for SB 65, the California Momnibus Act

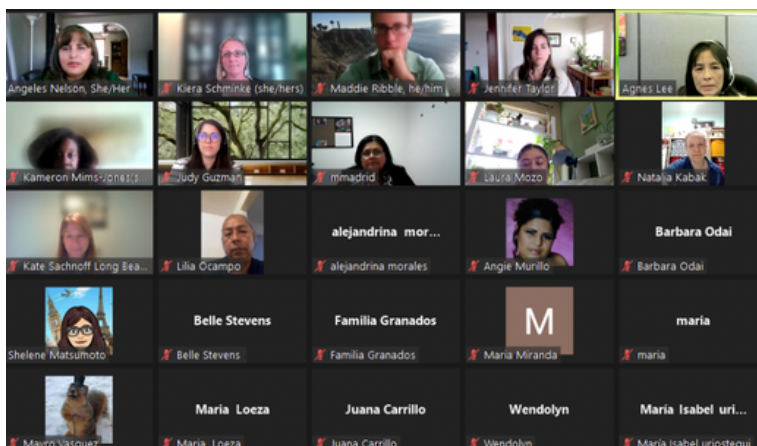
FEDERAL

- PUMP Act
- WIC Bump, WIC Act, WIC for Kids Act, Modern WIC Act
- Black Maternal Health Momnibus Act
- DEMAND Act
- FY 22 Hospital Promoting Breastfeeding Funding
- Federal Paid Leave

SDCBC Board Member, Kiera Schminke shared her story in support of SB 951

"There was just no way I could take it," Schminke said. "It would reduce my income so much and so drastically that my husband and I just wouldn't have been able to even buy essentials and pay rent."

ENACT DAY OF ACTION



CA WORK AND FAMILY COALITION 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**

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

EIGHT Lactation Counselor Education Scholarships Awarded in 2022



Scholarship recipients Simja Ramirez, Marissa Rivera, and Leslie McFarlane receiving awards at the Liquid Gold Gold



**Over 259 Warmline Calls
received in 2022**

approx 10% of calls were referred
for lactation consultant support

Goals for 2023



San Diego County
Breastfeeding Coalition

● **Improve breastfeeding rates and eliminate disparities in San Diego County**

- Offer more Lactation Education Scholarships.
- Host FREE/Low-Cost evidence-based, community-focused educational webinars and events for health professionals and community members
- Expand warmline to offer support in four languages
- 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**

- Train and Support more workplaces and child care centers

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

- 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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