

NEW MEXICO BREASTFEEDING TASK FORCE

ANNUAL REPORT 2022

"I was lucky to get the support at a young age and saw how much it made a difference in my life. I wanted to give that same support to others..."

"I'm very excited and grateful to learn and be part of all the great work NMBTF does. Happy to provide this information and many resources to our families."

- NMBTF Members



New Mexico
Breastfeeding Task Force

2022 was the first year the New Mexico Breastfeeding Task Force incorporated our concept of the **Lactation Ecosystem** into every aspect of our work. We've strengthened our chapter engagement and membership, diversified our community relations through creative and collaborative outreach, and nurtured the connections we have already worked so hard to foster. We have expanded already established projects and programs and introduced new initiatives based on the needs of our communities. In this past year, our reach has expanded into previously unaccessed lactation deserts in our state, and has gone as far as national and international lactation communities through presentations, speaking engagements, and board invitations. As we continue to seek ways to support our lactating families, we hope you will join us as an integral part of the force that is NMBTF.

2022-2024 Strategic Plan

We successfully completed year 1 of our strategic plan with the Lactation Ecosystem model.



Statewide Proclamation

August 1-7 was once again proclaimed World Breastfeeding Week.

14
NMBTF
Chapters



"One of the best conferences I have attended"

"Really focused and well rounded"

"Eye opening"

- 2022 Conference Attendees

181
NMBTF
Members

2022 Conference

The NMBTF Annual Conference "Empowering Communities in Times of Crisis: Feeding, Supporting, and Strengthening" was held during March 9-11, 2022 as a virtual conference. Over the 3 ½ days we were able to reach 219 attendees from a wide range of disciplines including;

- RN: 15%
- CLC/IBCLC: 75%
- Peer Counselor: 25%
- WIC Staff: 30%
- Other: Midwives, Doulas, Home Visitors, Physicians, DOH, Program Managers

72% of attendees completed evaluations surveys with 94% rating an overall positive experience. Comments from participants were overwhelmingly positive with key critiques. Continuing contact hours were offered for RN, CERPS, CHWs, and Social Work. The conference was able to generate \$15,718.56 funds after expenses.

National Breastfeeding Month

We celebrated an exciting NBM/WBW in 2022 across the state with special events and celebrations.



Las Cruces Chapter Mural
Las Cruces



Valencia Chapter Mural
Belen



BBC 10 year Anniversary
El Paso



Lactation Art Opening
Albuquerque



Alternative Housing Lactation Bag Project

Our core team members prepared and shared 50 lactation bags among the community for families facing displacement due to the fires and families in alternative housing situations.

Workplace Support: Establishing Lactation in Work Spaces

The New Mexico Breastfeeding Task Force's Workplace Solutions Program assists employees and employers with developing workplace lactation accommodations. In November 2022 a seven-question evaluation survey went out to the NMBTF's contacts who've participated in the Workplace Solutions Program to better understand the impact that the program had on both employees and employers. The majority of the responses were positive and all respondents felt that the program's strategies were helpful and created a better understanding of the importance of a "breastfeeding friendly" workplace.

Language Equity Project

This year we prioritized language equity and making resources accessible to more of our community members. We translated NMBTF resources into Spanish with a language equity mind frame which included a review team by Spanish speaking community members. We also launched the development of a New Mexico LGBTQ+ Families Resource Guide & Human Milk Feeding in Our LGBTQ+ Families Resource Guide and created engagement resources for fathers.

38

The number of lactation technical assistances in workplaces we provided.

Home Visitor Curriculum

The New Mexico Breastfeeding Task Force partnered with New Mexico Early Childhood Education and Care Department. (ECECD), the NM Doula Association, and other community partners to offer its "Talking about Lactation" curriculum to home visitors and birth workers across the state. In response to community requests, NMBTF developed an additional training, "Clinical basics for breastfeeding/chestfeeding support training for Home Visitors" as a continuation of skill building for home visitors and birth workers to increase their knowledge and tools to support lactating families.

177

The number of home visitors who attended our "Talking about Lactation" training.

Support Groups

This year we supported and launched Spanish & English support groups, a Community Support Groups webpage, and NM ZipMilk.



Success with Baby Friendly Hospital & Launch of Breastfeeding Friendly Clinic Initiative

We supported recertification through TA, mock surveys, lactation education supplies and continue to connect with Baby Friendly champions in hospitals not on pathway by providing support and lunch & learn opportunities for hospitals.

17

Baby Friendly Hospitals



NMBTF, Zuni WIC and Zuni Comprehensive working together to maintain support for Baby-Friendly Hospital and supportive communities.

NW Project: Improving Access to Lactation Support

NMBTF partnered with Avenues, NW First Born and Navajo Nation Breastfeeding Coalition to improve access to lactation support for families living in Northwest New Mexico through project scholarship funds and access to electric pumps.

NMBTF sponsored a Lactation tent for the 1st time at the Albuquerque International Balloon Fiesta's 50th anniversary.



Billboards and Artwork

In collaboration with NMPRAMS, NM Doula Association, Bold Futures, Navajo Nation Breastfeeding Coalition, Brindle Foundation we launched the "You are not alone" breastfeeding/chestfeeding campaign that included billboards in southern and northern NM, newspaper ads and an ad in the Rail Runner with a focus on the importance of support for families. We added two more mural sites: one in Las Cruces and one in Belen and hosted a hybrid art gallery and auction at Tortuga gallery in Albuquerque to showcase lactation themed artwork. We also created a 2023 calendar with beautiful images of New Mexican breastfeeding parents, babies, and families of all kinds.

4

recipients are bilingual

7

recipients work in Tribal communities

CLC Scholarships

With funding support from WKKF, ECECD and HealthConnect One First Food Equity Project, NMBTF was able to offer 31 CLC Scholarships. Scholarship recipients were from Dona Ana, San Juan, McKinley, Taos, Chaves, Bernalillo, Valencia. We also awarded a Southern BIPOC Healthcare Provider Scholarship for IBCLC to one recipient in southern New Mexico.



THANK YOU TO OUR 2022 BOARD OF DIRECTORS AND STAFF!

NMBTF 2022 BOARD OF DIRECTORS

Claire Bettler, member
Dr. William "Mac" Bowen, Treasurer
Dr. Dionne Cozier Ross, member
Pip Howard, Secretary
Meribel Lemus, member
Larissa Lujan Judd, member

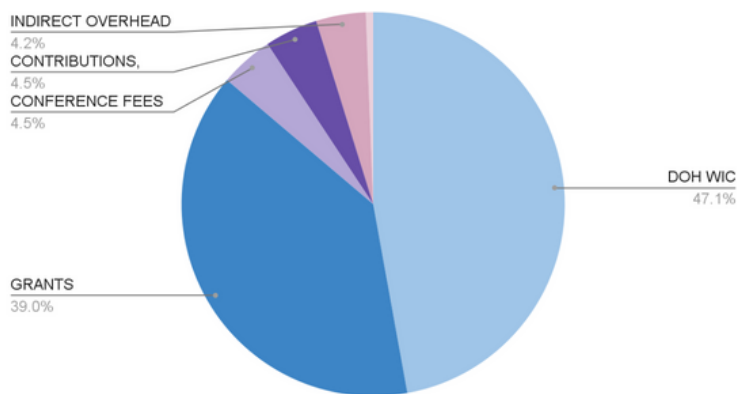
Sunshine Muse, member
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NMBTF 2022 STAFF

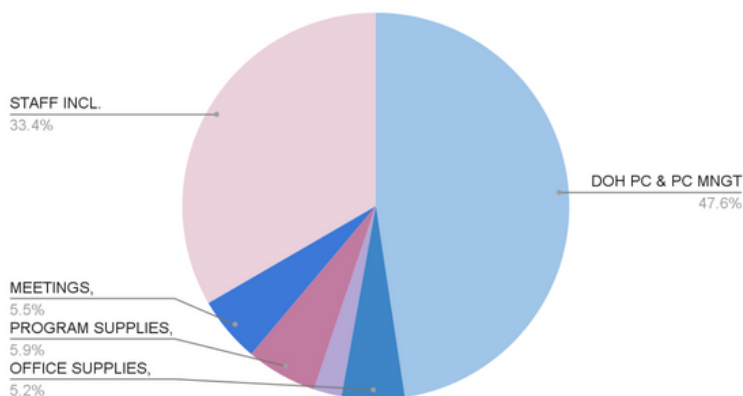
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Nina Simon, Marketing & Communications
Marianna Kleiner, Core Team Member
Carolina Nkouaga, Special Projects: Hotline
Kimberly Smetzer, BFCI & BFHI
Jessica Marquez, Core Team Member
Jessica Lujan, Core Team Member

2022 BY THE NUMBERS

2022 REVENUE



2022 EXPENSES



2022 Social Media Engagement

Starting in 2020, NMBTF has made a commitment increase our social media presence to better reach our community members. Since April 2020 we have seen the following increases in followers on the following platforms:

- Facebook: 25% increase
- Twitter: 29% increase
- LinkedIn: 1350% increase
- Instagram: 70,000% increase

USBC New Mexico Breastfeeding Report

	Breastfeeding Initiation Rate	Largest Disparity Between Racial/Ethnic Groups
New Mexico	86.1%	9.6%
U.S. National	84.1%	16.7%

	Exclusive Breastfeeding at 6 Months	Any Breastfeeding at 12 months	Formula Supplementation at 2 Days
New Mexico	29%	42.8%	13%
U.S. National	24.9%	35.9%	19.2%
HP2030 Target	42.4%	54.1%	N/A

	Fully Breastfed Rate	Partially Breastfed Rate	Total Breastfed Rate	Fully Formula Fed Rate
New Mexico WIC Rates	15%	24.1%	39.1%	60.9%
National WIC Rates	12.1%	21.9%	33.9%	66.1%

	% of live births occurring at Baby-Friendly facilities	mPINC Score	Has enacted paid family and medical leave legislation	# of weeks available to care for a new child	ECE licensing breastfeeding support score
New Mexico	80.2%	82	No	--	70
U.S. National	28.9%	81	No	-	-



"2022 was a year of expanding existing programs and thinking outside of the box about how we can have a greater impact on our incredible community. As we look toward 2023 I can't say enough how proud I am of the work that NMBTF is doing. I want to give the biggest thanks to our board, our dedicated staff, and our amazing community of New Mexican families, supporters and allies. We couldn't do this work without you."

- Dr. Melissa Riley, NMBTF Board Chair