

# 2015 Annual Report



## Florida Breastfeeding Coalition, Inc.

### A MESSAGE FROM THE PRESIDENT

The past year has been an active one for our organization! First, to strengthen our organization we welcomed 6 new board members and set a 5 year plan that embarked on creating a new vision statement that would help unite current and future stakeholders accomplish our mission.

Every day I continue to be inspired by the amazing work of our board members and coalitions across the state for exuding their zest for breastfeeding families across our state!

Florida is setting records for breastfeeding with overall improved breastfeeding rates and now 4 baby friendly hospitals!

In this report, we hope to offer transparency about outcomes of our activities to continue to inspire and promote collaboration despite times of uncertain job security. Of course we could not do the amazing activities announced in this report without the commitment of our supporters. For those who share our passion, please consider volunteering and/or financially contributing to our organization to continue to pave a new road of success for breastfeeding. This year we want to revamp our modes of communication and website to keep better connected. With your donations we are one step closer!

Sincerely,  
Jessica M Gordon, President  
office@flbreastfeeding.org



### Coalition Highlights

- FBC Biannual Conference attendance = 85
- Florida was recognized as having the most Breastfeeding Friendly Child Care Facilities
- Participated in a state wide consortium to seek Medicaid Breast pump coverage that is expected to be implemented in 2016
- Established a reporting strategy to the DOH for birthing facilities that implement the ten steps for successful breastfeeding
- Hosted a state-wide webinar on Business Case for Breastfeeding with nearly 100 attendees

### Board members

- CHANDRA ADAMS, M.D.
- HEIDI C. AGOSTINHO, PHD., IBCLC
- KRISTINA CARSWELL, M.D.
- NANCY FAUL, IBCLC
- FELISHA FLOYD, BS, IBCLC, CLC
- JUDIE GIBEL, RN, MSC, IBCLC
- CATHY GILLESPIE, BA, MS
- JESSIE GORDON, PhD, ARNP, CLC
- PAT LINDSEY, IBCLC, RLC
- ESTHER MARCH-SINGLETON, MBA, BHS, BSN, LCCE, IBCLC
- JOCELYN MILANES, IBCLC
- KRISTA SCHOEN, MS, RD, LD
- BETSY SCHWARTZ, MMHS, PCDT
- CYNTHIA SEARS, MS

### 2015 Breastfeeding Friendly Designation Summary

#### Florida Breastfeeding Friendly Businesses

Gold: 15 Silver: 3 Bronze: 0

#### Quest for Quality Maternity Care Hospitals

5 stars: 4 (full Baby Friendly Designation)  
4 stars: 1 3 stars: 1 2 stars: 3 1 star: 9

#### Breastfeeding Friendly Child Care Facilities

Centers: 102 Home Day Cares: 4

### Give a Gift

Please consider giving a gift to FBC for ongoing support of our daily operations and future development.

### Financial Statement

fiscal year	Earnings	Expenses	Balance
Jan 2015 – Dec 2016	\$5,831.85	\$321.30	\$31,728.07

A SPECIAL THANKS TO OUR FINANCIAL DONORS!!!  
Dr. JOAN MEEK, SUSAN TAYLOR, DARLENE ADMIRE,  
KAREN STRIPLING, PAT LINDSEY, HOLLY MCHUGH-MAI,  
EVERYDAY HERO FUNDING, JEWELL CATERING