USBC Board member Sekeita Lewis-Johnson providing care during the COVID-19 pandemic.
Reflecting on the year that was 2020, the first thought that comes to mind is, “Wow, did that really happen?” A year with so much trauma and loss: a year of long-overdue reckoning with America’s ongoing and un-acknowledged racist history and policies, the ongoing impact of the global Coronavirus pandemic. It was a year that found many of us in public health pivoting to telehealth and meeting our colleagues through our computers and phones.

Like so many others, we quickly had to pivot and cancel our in-person conference, initially planned for June 2020. Instead, we “reimagined” our content and offered learning sessions to the field for no cost. Exhausted from braving the virus and serving their communities, grieving losses in their families, and facing fear and injustice, the lactation field persevered, protecting and supporting families birthing and raising babies during this challenging time.

The COVID-19 Infant and Young Child Feeding in Emergencies Constellation was quickly formed to support real-time information sharing and pandemic response, while many of our other topic-focused workgroups (Constellations) shifted to community circles and pandemic response.

As I write this note mid-way through 2021, the initial waves of the pandemic are a year behind us. Still, the effects are far from over. BIPOC folks are still suffering disproportionately from the influence of the pandemic, and pregnant and postpartum families are no exception.

That’s why, even as we worked to adapt and respond to the rapidly changing situation, our efforts to expand, diversify, and strengthen relationships within the USBC membership continued. We held identity caucus sessions, welcomed many organizations as new USBC members, and worked through an extensive process to harvest and prioritize the top breastfeeding policy priorities for the 117th Congressional session.

We are so grateful for your continued support as we honor the critical work of the USBC in 2020 through this annual report and hope you will continue to engage with us through this year and beyond.

Thank you to our funders, the Association of State Public Health Nutritionists, the Centers for Disease Control & Prevention, and the W.K. Kellogg Foundation. Their ongoing support and collaboration makes this work possible.
**USBC Mission:**
To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

**USBC Vision:**
Thriving families and communities

**USBC Values:**

**Leadership:** The USBC depends upon the development, engagement, and inspiration of collaborative leaders who serve on behalf of our common cause. They may draw upon the wisdom of organizations, but serve as individuals.

**Integrity:** The USBC champions honesty, transparency, and accountability as integral to the success of our collaborative efforts.

**Inclusion:** The USBC places a premium on meaningful opportunities for all voices to be heard. A commitment to diversity and equity infuses our work and decision-making.

---

**Staff Team**

Nikia Sankofa
Executive Director

Amelia Psymythe Seger
Deputy Director

Cheryl Lebedevitch
Sr. Advocacy & Communications Manager

Denae Schmidt
Sr. Membership & Coalitions Manager

Camille Abbe
Campaign & Convening Manager

Alyssa Speece
Membership Program Manager

Miriam Rodriguez
Sr. Coalition Relations Coordinator

Sarah Walz
Sr. Communications & Program Coordinator
Thank You to the Nominating Committee!

This committee carries out the required procedures for nomination of candidates for election to the USBC Board of Directors and provides oversight for the election process.

- Muswamba Mwamba (Chair)
- Amanda Alvarez
- Liz Brooks
- Felisha Floyd
- Dominique Gallo
- Mona Liza Hamlin
- Toy Rojan Hightower
- Cindy Turner Maffei
- Nikia Sankofa (USBC Staff)
- Amelia Psmythe Seger (USBC Staff)

New Year, New USBC!

In 2020, the U.S. Breastfeeding Committee debuted new logo and colors!

After a survey of USBC staff, Board, members, and partners, the communications team spent over a year engaging with designer, Kerstin Vodges Diehn of 501c Design, to update the USBC branding. The update includes a fresh new logo that represents our role as a convener with a color palette that is warm and welcoming.

We hope you love it as much as we do!
Spotlight on USBC Member Benefits

The USBC membership network represents the largest and most unified voice protecting, promoting, and supporting lactation and human milk feeding in the United States. Member organizations enjoy a variety of benefits. Learn how your organization can become a USBC member at www.usbreastfeeding.org/join-usbc.

A SEAT AT THE TABLE

• Voting rights (voting members only)
• Listing in USBC Membership Directory
• Access to USBC Membership Meeting featuring federal partner updates
• Influence on federal policy priorities

LEADERSHIP OPPORTUNITIES

• Eligibility to serve on USBC Board (voting members only)
• Eligibility to serve on USBC Committees

COLLABORATION OPPORTUNITIES

• Participation in Constellations (action-focused work groups)
• Peer sharing and networking opportunities
• Identity caucus spaces for healing and growth

EXPANDED REACH

• Membership affiliation featured in Staying Abreast: Weekly Wire newsletter
• Event promotion in the USBC Calendar
• Spotlight on USBC social media channels

DISCOUNTS

• Reduced conference registration for all affiliated individuals
• Discounts on conference sponsorship and exhibits

EXCLUSIVE RESOURCES

• Customized technical assistance
• USBC conference & webinar archives
• Resources on nonprofit governance and leadership from BoardSource and the Nonprofit Risk Management Center
• Seminars from USBC legal council, Venable
• Resources from USBC audit firm, ORBA

Thank You to the Membership Engagement Committee!

This committee provides advice on matters related to membership recruitment, application (initial and renewal), termination, resignation, orientation, and engagement.

• Nekisha Killings (Chair)
• Elizabeth Brooks
• Monica Esparza
• Robbie Gonzalez Dow
• Jacqueline Lambert
• Muswamba Mwamba
• Mary Ryngaert
• Lourdes Santaballa
• Denae Schmidt (USBC Staff)
• Alyssa Speece (USBC Staff)
**USBC Member Organizations 2020**

Collaboration with our 100 + member organizations is what makes dynamic and exciting change possible for human milk feeding families! Our membership network is always growing.

The below list reflects USBC membership network in 2020. New members in 2020 are listed in **bold**. Members that joined in 2021 will be celebrated in the 2021 annual report and can be found in our directory: [http://www.usbreastfeeding.org/member-directory](http://www.usbreastfeeding.org/member-directory).

<table>
<thead>
<tr>
<th>1,000 Days</th>
<th>Appalachian Breastfeeding Network</th>
<th>Center for Health Equity, Education and Research</th>
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</thead>
<tbody>
<tr>
<td>Academy of Breastfeeding Medicine</td>
<td>Arizona Breastfeeding Coalition</td>
<td>Centro Pediatrico de Lactancia y Crianza</td>
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<tr>
<td>Academy of Nutrition and Dietetics</td>
<td>Arkansas Breastfeeding Coalition</td>
<td>Childbirth and Postpartum Professionals Association</td>
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<tr>
<td>Adelante, The Latino Network for Health and Education</td>
<td>Asian Breastfeeding Task Force</td>
<td>Coalition of Oklahoma Breastfeeding Advocates</td>
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<tr>
<td>Alabama Breastfeeding Committee</td>
<td>Association of Maternal &amp; Child Health Programs</td>
<td>Colorado Breastfeeding Coalition</td>
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<tr>
<td>Alaska Breastfeeding Coalition</td>
<td>Association of State Public Health Nutritionists</td>
<td>Connecticut Breastfeeding Coalition</td>
</tr>
<tr>
<td>Alimentación Segura Infantil</td>
<td>Association of Women’s Health, Obstetric and Neonatal Nurses</td>
<td>DHHS, Agency for Healthcare Research and Quality</td>
</tr>
<tr>
<td>AM2 Solutions LLC</td>
<td>Baby Café USA</td>
<td>DHHS, Centers for Disease Control and Prevention</td>
</tr>
<tr>
<td>American Academy of Family Physicians</td>
<td>Baby-Friendly USA</td>
<td>DHHS, Food and Drug Administration, Center for Food Safety &amp; Applied Nutrition</td>
</tr>
<tr>
<td>American Academy of Nursing</td>
<td>Black Mothers’ Breastfeeding Association</td>
<td>DHHS, Health Resources and Services Administration, Maternal and Child Health Bureau</td>
</tr>
<tr>
<td>American Academy of Pediatrics</td>
<td>Boston Breastfeeding Coalition</td>
<td>DHHS, Indian Health Service</td>
</tr>
<tr>
<td>American Association of Birth Centers</td>
<td>BreastCancer.org</td>
<td>DHHS, National Institutes of Health, National Institute of Child Health and Human Development</td>
</tr>
<tr>
<td>American Breastfeeding Institute</td>
<td>Breastfeeding Coalition of Delaware</td>
<td>DHHS, Office on Women’s Health</td>
</tr>
<tr>
<td>American College of Nurse-Midwives</td>
<td>Breastfeeding Hawaii</td>
<td>District of Columbia Breastfeeding Coalition</td>
</tr>
<tr>
<td>American College of Obstetricians and Gynecologists</td>
<td>Breastfeeding Sisters That Are Receiving Support (BSTARS)</td>
<td>Every Mother, Inc.</td>
</tr>
<tr>
<td>American College of Osteopathic Pediatricians</td>
<td>Breastfeeding USA</td>
<td>FHI 360</td>
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<tr>
<td>American Nurses Association</td>
<td>BreastfeedLA</td>
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<tr>
<td>American Public Health Association</td>
<td>California Breastfeeding Coalition</td>
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<td></td>
<td>Carolina Global Breastfeeding Institute</td>
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</tbody>
</table>
USBC staff represent the organization in a variety of collaborative work groups and initiatives to ensure that the needs of breastfeeding families are addressed within broad public health as well as maternal, infant, and child health efforts. These dynamic partnerships include the Breastfeeding Public Health Partners, the Children’s Healthy Weight Collaborative Improvement & Innovation Network, the National Action Partnership to Promote Safe Sleep Improvement and Innovation Network, and others.
2020 was a year of immense challenges and high stakes, but one thing remained steady: the passion and dedication of USBC supporters. Last year, thousands of individuals from across the Nation shared stories, virtually connected with members of Congress, donated, and spoke out to protect and expand the policies and investments that help create a landscape of breastfeeding support across the United States.

Every donation, every petition signature, every legislator contacted, brings us closer to ensuring every family has the opportunity to reach their human milk feeding goals.

We are thankful for everything we accomplished together during this challenging time, and we look forward to continuing our work together.

“[The USBC] is the ‘Avengers’ of breastfeeding advocacy. I’m impressed by everyone’s powers!”
~ USBC Constellation member

After extensive feedback from the field, USBC identified the following policy priorities for the 117th Congressional Session:

- Federal funding for breastfeeding
- Infant & young child feeding in emergencies
- Access to breastfeeding support & supplies
- Paid family & medical leave
- Maternity care practices
### 2020 NOTEWORTHY ACTIONS

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>MARCH</th>
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<tbody>
<tr>
<td>Nikia Sankofa, USBC Executive Director, testifies at Congressional Committee hearing on the PUMP for Nursing Mothers Act.</td>
<td>USBC responded to the COVID-19 pandemic through launch of a COVID Constellation and story tool to collect real-time testimonials on the impact of the pandemic on infant feeding.</td>
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<tr>
<th>JULY</th>
<th>AUGUST</th>
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<tbody>
<tr>
<td>Launch of organizational sign on letter urging members of Congress to direct $13 million to support breastfeeding, signed by 56 organizations.</td>
<td>National Breastfeeding Month 2020: <em>Many Voices United</em> brings together the First Food field to shine a light on the infant feeding landscape.</td>
</tr>
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<thead>
<tr>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tbody>
<tr>
<td>The Friendly Airports for Mothers Improvement Act is signed into law, guaranteeing dedicated spaces for breastfeeding travelers in airports.</td>
<td>Fiscal Year 2021 federal budget is signed into law and includes $9.5 million for breastfeeding programs, a $500k increase.</td>
</tr>
</tbody>
</table>
National Breastfeeding Conference & Convening

NBCC 2020 Cancellation

As a result of the COVID-19 pandemic, the 2020 National Breastfeeding Conference & Convening needed to be “reimagined” and adjusted to a virtual and flexible event.

Many outstanding presentations had already been selected by the Conference Program Committee, so the USBC team reimagined the event as a robust series of webcast sessions, released during National Breastfeeding Month (and beyond). Thank you to all of the presenters who participated in this exciting series!

14 hours of virtual free continuing education
Thank You to the Conference Program Committee!

This committee advises on planning the conference program and educational content.

- Tiana Pyles (Chair)
- Grace Yee (Chair)
- Camille Abbe (USBC Staff)
- Marjorie Delmar
- Martha Hagen
- Tamika Harris
- Joy (Toy) Hightower
- Daina Huntley
- Angela Lober
- Malia Luarkie
- Carol MacGowan
- Miriam Rodriguez (USBC Staff)
- Alyssa Speece (USBC Staff)
- Linda-sae Wilkes
- Nikia Sankofa (USBC Staff)
- Lourdes Santaballa
- Denae Schmidt (USBC Staff)

Join us for NBCC 2022: June 9-11, in Scottsdale, AZ!

Honoring the NBCC 2020 Awardees

The USBC offers three awards to support the participation of cultural, tribal, and emerging breastfeeding leaders at the annual conference.

- Tiana Pyles (Chair)
- Grace Yee (Chair)
- Camille Abbe (USBC Staff)
- Marjorie Delmar
- Martha Hagen
- Tamika Harris
- Joy (Toy) Hightower
- Whitney Dula
- Daina Huntley
- Angela Lober
- Malia Luarkie
- Carol MacGowan
- Miriam Rodriguez (USBC Staff)
- Alyssa Speece (USBC Staff)

Thank You to the Conference Program Committee!

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- Malia Luarkie
- Carol MacGowan
- Miriam Rodriguez (USBC Staff)
- Alyssa Speece (USBC Staff)

Join us for NBCC 2022: June 9-11, in Scottsdale, AZ!
A Constellation is an action-focused work group populated by interested member and partner organizations. Constellations share a learning journey, develop a common agenda, identify priority strategies, and implement activities through an equity lens to change the policy landscape. The USBC provides backbone support (online workspace, meeting design, and facilitation) to support these high-impact collaborative efforts.

**Incubation Conversation:** In 2020, USBC brought together interested organizations for an incubation conversation to explore opportunities and capacity for collaboration on several topics including the *International Code of Marketing of Breast-milk Substitutes*. That conversation inspired the production of a three-part webinar series held in 2021, *Unpacking Commercial Milk Formula Marketing: Communities, Contexts, and Impacts*.

**COVID-19 Infant & Young Child Feeding**

Stewards: Carolina Global Breastfeeding Institute (Dr. Aunchalee Palmquist) and U.S. Breastfeeding Committee (Amelia Psmythe Seger)

At the onset of the global COVID-19 pandemic, the USBC quickly pivoted to respond to a nation in crisis. The COVID-19 Infant & Young Child Feeding Constellation is a collaborative group of 43 organizations, including government agencies, medical authorities, and coalitions, that have worked together to shape and respond to infant feeding policies and practices throughout the pandemic. Through ongoing bidirectional learning and communication to center family and provider experiences and to explore the complex and multi-faceted issues that this pandemic has created in the context of infant feeding, the Constellation showed up to do the high stakes and incredibly difficult work that was needed.
In 2020, the COVID-19 IYCF Constellation interpreted and analyzed public health guidance for maternity care centers, providing valuable feedback to policymakers on the ways this guidance was being implemented and unduly impacting infant feeding. They published a "Statement on Infant and Young Child Feeding (IYCF) in the Context of COVID-19 in the United States" and called for the infrastructure investments that are needed to meet the needs of breastfeeding families.

**LACTATION SUPPORT PROVIDERS**

Steward: U.S. Breastfeeding Committee (Amelia Psmythe Seger)

This Constellation of national lactation training, mentoring, accreditation, and aligned public partners focused on mutual support and care while sharing innovations and areas of greatest need emerging in the context of the COVID-19 pandemic. From telehealth to community resiliency to the exhaustion of providers and the families they serve, wisdom from the LSP Constellation also helped to inform the COVID-19 Constellation's work.

**WORKPLACE SUPPORT**

Steward: U.S. Breastfeeding Committee (Cheryl Lebedevitch)

The Constellation worked collaboratively to provide education to the public on the rights of breastfeeding workers in the context of COVID-19 via webinar and co-branded education materials, and worked with the Physician Education & Training Constellation to develop "Creating a Culture to Support Breastfeeding Physicians and Medical Trainees," published by the American Academy of Pediatrics.

The Constellation's law gap sub-group also worked to educate policymakers on important policy solutions like the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act.
CONTINUITY OF CARE

Steward: National Association of County and City Health Officials (Harumi Reis-Reilly)

More than 100 organizations participated in multiple rounds of information collection and review to assist in the creation of the "Continuity of Care in Breastfeeding Support: A Blueprint for Communities," The Blueprint launched in August 2021.

PAID LEAVE

Steward: MomsRising (Tina Sherman)

Paid Leave was identified by the field and voted by USBC Membership as one of the top five policy priorities for the 117th Congressional Session.

PASTEURIZED DONOR HUMAN MILK

Steward: Human Milk Bank Association of North America (Lindsay Groff, Becky Mannel, and Sybil Sanchez)

The emerging Constellation released a "Statement on Pasteurized Donor Human Milk & COVID-19."

PHYSICIAN EDUCATION & TRAINING

Steward: American Academy of Pediatrics (Kera Beskin and Ngozi Onyema-Melton)

The Constellation worked collaboratively with the Workplace Support Constellation on the development of "Creating a Culture to Support Breastfeeding Physicians and Medical Trainees," published by the American Academy of Pediatrics.
Online Identity Caucus Meetings

What are Identity Caucuses?

The USBC believes that equity work with meaning and impact begins with a personal learning journey. As part of our efforts to create a landscape of breastfeeding support, the USBC hosted 6 virtual identity caucuses to allow individuals of the same identity to be in community with one another.

While prejudice affects everyone, the ways in which we are affected, and thus the work that we must do to address prejudice and oppression is different. Identity Caucuses allow us to meet separately to do our different work. These facilitated safe spaces have been used to share stories and strategies toward solidarity and liberation, as we collectively work toward creating a world with thriving families and communities.

2020 Meetings Hosted

- African American Community Caucus
- Asian and Pacific Islander Community Caucus
- Latinx Community Caucus
- LGBTQIAS+ Community Caucus
- Native American/Alaska Native Community Caucus
- White Community Caucus

Thank You to the CRASH Committee!

This committee inspires and guides USBC governance, personnel, membership, and coalitions to build a sustainable culture of inclusion and mutual support for all people and organizations through policies, systems, and structures.

- Sahira Long (Chair)
- Lourdes Santaballa (Chair)
- Ifeyinwa Asiodu
- Liz Brooks
- Paulina Erices
- Shenell Ford
- Ana Linares
- Nandi A. Marshall
- Elise Morse-Gagne
- Miriam Rodriguez (USBC staff)
- Nikia Sankofa (USBC staff)
- Treva Smith
- Emily Taylor
- Cissy Watkins
- Zakiyah Williams
- Michal Young

“I view USBC as a leader in equity work. I hear a lot of national organizations talk about ‘equity’ but I see USBC walking the walk of racial equity.”

~ USBC Membership Meeting attendee
Camille Abbe
Gene Anderson
Linda Anderson
Wendy Armbruster
Dawn Arnsberg
Doraine Bailey
Gini Baker
Jane Balkam
Shelby Barnhart
Amy Barron Smolinski
Nancy Bartley
Wanda Begay
Monica Belyea
Janet Benson
Patricia Bilyk
Rhonda Bingham
Rosemary Bolza
Rachel Bork
Anne Brookhyser
Jody Brown
Ann Calandro
Francesco
Carmagnola
Samantha Carroll
Tricia Cassi
Kathleen Chiu
Kayleen Cimini
NaKita Clark
Monika Clarke
Britainy Collins
Suzanne Crable
Leslie Cree
Jeannette Crenshaw
Beverly Curtis
Tonya Daniel
Ann Davis
Thelma de Castro
Emily Delayo
Jill Demirci
Carlos Descalzo
Sherri Dietz
Helen Dimas
Janet Dombro
Ann Dozier
Christina Dunnam
Michelle Dwyer
Paulina Erices
Lori Feldman-Winter
Nikki Filion
Jordan Fishman
Jarene Fleming
Shenell Ford
Adam Fracchia
Annie Frisbie
Sam Fugazzotto
Jane Gallagher
Wilhelmina Gandionco
Jill Giliuson
Mary L. Gillaspy
Meghan Ginsburg
Camie Goldhammer
Zola Golub
Robert Gonzalez-Dow
Marty Gordon
Denise Green
Debbie Gregg
Maureen Groer
Lindsay Groff
Erika Groff
Erin Grossmann
Evangelina Guettenger
Laurie Haessly
Katie Halverstadt
Lauren Hanley
Scott Hartman
Debbi Heffern
Patricia Hennequin
Verne Henshall
Gail Herrine
Tabitha Hogan
Kathleen Hoover
Opal Horvat
Carolyn Hose
Stephanie Hutchinson
Jacquelyn Ingram
Kimberly Erin James
Lucia Jenkins
Victoria Nichols
Johnson
Amy Kaplan
Nekisha Killings
Kimberly Knight
Ruth Konoff
Helen Kotzky
Jeanette Kowalik
Marion Lamb
Jacqueline Lambert
Jarred Lebedevitch
Cheryl Lebedevitch
Sharen Lee
Jonathan Leizman
Carol Leonard
Janet Leung
Sekeita Lewis-Johnson
Ana Maria Linares
Robert Locke
Sahira Long
Adetola Louis-Jacques
Barbara Lucke
Susan Lukwago
Samantha Lundy
Iona Macnab
Ariana Martin
Ellen Maughan
Nancy McAlduff
Rebecca McCormick
Debra McGoldrick
Maura McKnight
Molly McMillon
Omega McNeese-Haliburton
Karen Meade
Andrea Mehrotra
Judy Mieger
Stacy Miller
Allison Moore
Kimberly Moore Salas
Deborah Mulford
James Murphy
Janet Nagel
Raul Nava
Dianne Neilson
Jada Wright Nichols
Victoria Nichols-Johnson
Jan Jen Nickelson
Emmy Norris
Ngozi Onyema
Kara Owens
Kripa Patwardhan
Molly Pessl
Jessica Pimentel
Amelia Psmythe Seger
Anna Pyles
Marie Reilly
Yadira Renteria
Brenda Reyes
Margaret Rosenberg
Florence Rotondo
Rebecca Ruhlen
Pauline Sakamoto
Nikia Sankofa
Toni Scheunemann
Caroline Shultz
Stephanie Sieswerda
Elizabeth Smith
Marietta Sperry
Christine Staricka
Moira Tannenbaum
Ana Tapia
Emily Taylor
Aimee Teslaw
Marion Tompson
America Trevino
Kim Updegrove
Annie VerSteeg
Susan Vromen
Karen Wambach
Julie Ware
Renee Weeks
Giselle Whitwell
Zakiyah Williams
Claudia Williams
Lori Winter
Alana Yadegar
Grace Yee

A sincere thank you to the additional USBC donors that elected to remain anonymous.
USBC revenue streams include:
• Subcontracts through the Association of State Public Health Nutritionists and the Centers for Disease Control & Prevention
• W.K. Kellogg Foundation grant
• Subcontract with Association of Maternal & Child Health Programs
• Membership dues
• Registration fees from the 2019 conference
• Contributions from donations

Contribution-based revenue covers non-grant funded operational expenses, lobbying, and the opportunity to build USBC reserves.

USBC expenses include:
• Programs such as capacity building support provided to the field, collaboration support and tools, constellation backbone support, and strategic partnerships
• Operational support for the organization
• Advocacy tools, materials, and events

2019 Financial Information

Please note: The U.S. Breastfeeding is shifting reporting practices to only include audited financial information in the annual report. The 2021 annual report will highlight audited revenue and expenses from 2020.

Thank You to the Finance and Audit Committee!

This committee oversees the annual audit process and provides oversight for USBC’s budget, accounting procedures, and financial position to ensure the integrity of financial functions.

• Amy Barron Smolinski (Chair)
• Ann Dozier
• Mona Liza Hamlin
• Rebecca Mannel
• Adele Peterson (External accountant)
• Amelia Psmythe Seger (USBC staff)
• Tiana Pyles
• Nika Sankofa (USBC staff)
• Denae Schmidt (USBC staff)
• Emily Taylor