



COALITION OF OKLAHOMA
BREASTFEEDING ADVOCATES



Coalition of Oklahoma Breastfeeding Advocates Impact Report

2023-2024

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**What is
coming?**

Providing evidence-based resources so that Oklahoma children have access to human milk.

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Our Story So Far

OUR MISSION

To promote, protect, and support breastfeeding in Oklahoma

OUR VISION

A state where all children have access to human milk

OUR VALUES

Respect and compassion. Inclusion and diversity. Evidence-based practices. Family empowerment

OUR HISTORY

Formed as a grassroots organization in 2000 and achieving its nonprofit status in 2014, COBA actively engages with policymakers and healthcare providers to implement supportive policies and practices that prioritize breastfeeding as a cornerstone of maternal and child health.

The Coalition organizes and hosts online educational panel discussions to raise awareness about the benefits of breastfeeding for both mothers and infants and has a scholarship program aiming to increase the number of IBCLCs of color. COBA's collaborative approach has empowered mothers and advocates for maternal health, dismantled societal stigmas surrounding breastfeeding, and resulted in tangible improvements in the overall health of moms and babies.

COBA will celebrate 25 years of service in 2025!

OUR LEADERS

Board of Directors

OFFICERS 2024

Chair- Cheryl Coleman

Vice Chair - Alexis Boryca

Secretary - Laura Robinson

Treasurer - Keri Nelson

OFFICERS 2023

Chair - Becky Mannel

Vice Chair - Julia Profit Williams

Secretary - Cheryl Coleman

Treasurer - Alexis Boryca

Directors-at-large - Jillian Bray, Jonathan Curtis, Maggie Green, Megan Holzhausen, Rose Hurd, Maria Meyer, DeAndre Opoku, Laura Robinson, Jariann Thomas, Kelsey Watkins, Malinda Webb

Staff - Heidi Russell, Executive Director



Education Support for Lactation Professionals

COBA's Scholarship Program aims to increase the number of qualified lactation consultants and support those from diverse backgrounds.

Since May 2021, COBA has awarded 19 scholarships to worthy lactation professionals from across Oklahoma who are furthering their education and/or studying for the International Board Certified Lactation Consultant examination.

19 scholarships awarded
4 new IBCLCs

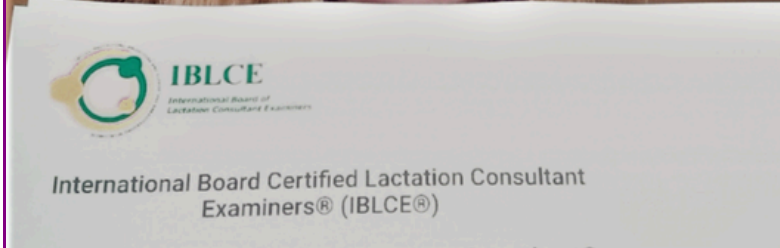


"I was a teen mom who didn't plan to breastfeed. That was... until an IBCLC changed my life. I have been passionate ever since."

Krysten Booker, IBCLC

"Without the opportunity you gave me, I don't think I would have ever pushed myself to get this far. Your support gave me the confidence I needed to apply myself."

Keri Nelson, IBCLC



Making Equipment Accessible in Rural OK

CHICKASAW NATION MEDICAL CENTER WOMEN'S CLINIC BREAST PUMP LOANER PROGRAM

Ada, Oklahoma



COBA celebrates the launch of the Pump Loaner Program in 2023 with leaders from the Chickasaw Foundation & Chickasaw Nation Department of Health.

16

pumps & kits
successfully loaned

COBA partnered with the Chickasaw Foundation and the Chickasaw Nation Medical Center Women's Clinic to establish the first-ever breast pump loaner program for underinsured families. Starting with 10 breast pumps in 2023, the program added six additional pumps and currently, all 16 are loaned to working mothers who receive care at the Clinic.

The program has allowed mothers to establish and maintain breastfeeding while working to support their families. One mother shares **"Without the program, I would not have been able to provide my baby with optimal nutrition."** The program allowed her to supply her baby with breast milk while in the NICU.

Virtual & In-person Learning and Networking



In October 2024, COBA hosted renowned lactation educator Cathy Carothers, training 60 healthcare professionals.



More than 30 breastfeeding advocates gathered in OKC & Tulsa for a social hour to celebrate National Breastfeeding Month in August 2024.



In September 2023, COBA hosted its first in-person event since 2019! 30 lactation professionals gathered at the University of Central OK to attend Maya Bolman's "Gentle Manual Therapeutic Techniques in Lactation" full-day workshop.

COBA COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES

WEBINAR

MAY 23 12-1:15pm CST

PUMP FOR NURSING MOTHERS ACT: WHAT YOU SHOULD KNOW

11:30am COBA will hold a brief business meeting before panel discussion

Cheryl Lebedevitch
US Breastfeeding Committee

Jessica Parker
US Dept of Labor, Wage & Hour Division

Jonathan Fowler
Fowler Holding Co.

Let's Talk Family Leave, too!

COBA's mission is to promote, protect & support breastfeeding.

COBA COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES

"A PEDIATRICIAN'S ADVICE ON YOUR BREASTFEEDING JOURNEY" Ask the expert! Providers and parents... get tools and tips for successful breastfeeding.

FREE WEBINAR

REGISTER HERE!

FRIDAY, AUGUST 11
11:30AM - 12:30PM CST

Todd Wolynn, MD
Pediatrician and Co-founder KidsPlus Pediatrics and the

Dr. Wolynn is a passionate advocate for child and family health. He's an active member and fellow of the American Academy of Pediatrics, and is a nationally recognized expert on pediatric sleep, breastfeeding, immunizations, practice management, and the use of media and communication in pediatrics.



325

Health professionals participated in COBA's educational offerings

EQUITY & INCLUSIVE LANGUAGE TOOLKIT WEBINAR FREE!

featuring Linda Kopecky, MPH
Toolkit Consultant
St. Paul, Minnesota

Developed by Breastfeeding Public Health Partners, this toolkit was recently launched at the USBC National Conference.

Learn the importance of:

- Knowing your audience
- Choosing our words
- Being understood
- Creating translation
- Selecting images
- Developing functionally inclusive materials

Aug 28
12-1pm CST

TO REGISTER:
<https://us06web.zoom.us/j/zoom/register/2evrd0arjseuHt1KNCKx9zrd8JK8ROLUDZ>

COBA
COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES

#NationalBreastfeedingMonth
info@breastfeedingmonth.org

Advocacy & Committee Service



6

National Breastfeeding Month Proclamations

State of Oklahoma
City of Oklahoma City
City of Owasso
City of Shawnee
Oklahoma County Commissioners
Tulsa Board of County Commissioners



500

Breastfeeding advocates receive COBA's e-newsletter every month



2

COBA-created protocols

Breastfeeding Support & Maternal Mental Health Position Statement

Model Hospital Policy for Care of the Readmitted Lactating Patient



Support IS BEST

60

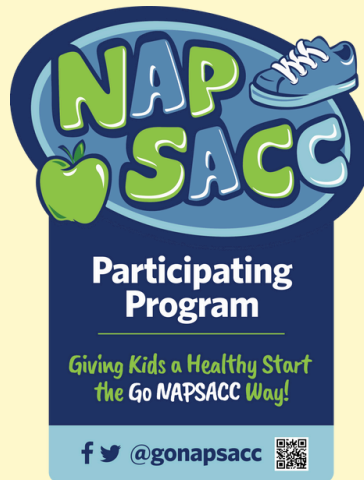
Legislators educated during Bagels for Breastfeeding at OK State Capitol

What's Next? Watch us grow!



BREASTFEEDING FRIENDLY CHILD CARE RECOGNITION

COBA CELEBRATES ITS 25TH ANNIVERSARY IN 2025!



25k in 2025!

For 25 years, COBA has advocated for breastfeeding-friendly communities, empowered families and supported the health of mothers and babies.

To mark this milestone, help to raise \$25,000 in 2025! Every contribution, no matter the size, makes a big difference. Help to continue our mission, expand our resources and reach even more families!

COBA is thrilled to partner with GO NAPSACC to introduce our new Oklahoma Breastfeeding Friendly Child Care Designation Program. With many Oklahomans returning to work or school after birth, quality child care that supports breastfeeding is of utmost importance.

Being a recognized Breastfeeding Friendly Child Care site shows parents and the community that national breastfeeding and infant feeding standards are being followed. It also lets everyone know that the child care center is committed to helping families give their children the best nutritional start they can – with breast milk!



THANKS TO OUR ORGANIZATIONAL PARTNERS & CORPORATE SUPPORTERS!

BancFirst Insurance Services, The Chickasaw Nation, The Chickasaw Foundation, Fowler Automotive, Greenwerccs Coaching, Counseling, Consulting Services PLLC, Masonic Charity Foundation of OK, Medtronic Foundation, Oklahoma Breastfeeding Resource Center, Oklahoma Mothers' Milk Bank, OPQIC, Presbyterian Health Foundation, Robert Glenn Rapp Foundation, State of Oklahoma Maternal & Child Health Services, TSET, WJ Jones Family Foundation.