

JEANETTE MESITE FREM MHS, IBCLC, RLC, CCE, SBCPE, CD

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QUALIFICATIONS

- 25+ years in public health leadership roles in the US and in West Africa
- Experience in health education, childbirth and prenatal education, lactation education and clinical work, parenting coaching, program and training development and facilitation, staff supervision, community development, event management, survey design, proposal writing, needs assessment, program management and administration, evaluation and monitoring
- Created and managed a large maternity and parenting retail and education center; Founded and led a small national nonprofit 501(c)(3) organization; currently in private practice as lactation consultant & educator
- Experience as a birth doula (~120 births), provided childbirth education to well over 1500 expectant parents and breastfeeding counseling and parenting coaching to thousands of families
- Certification, experience and extensive additional training as an International Board Certified Lactation Consultant (since 2013) with clinical work with clients in their homes, in a pediatric office and in my office
- Led budget management, recruitment and supervision of staff, volunteers, consultants and members
- Attend 3-6 continuing education conferences related to maternal and child health, business and maternal-infant mental health per year (and 12+ days of lactation-related continuing education per year in last 5 years)
- Long-term member of 4 nonprofit boards: provided oversight and advice, recruited members and donors, planned and coordinated activities/events/conferences for education, training, fundraising and advocacy
- Extensive cross-cultural communication skills: lived in Europe for six years, lived in a rural village in Côte d'Ivoire for two years, traveled extensively (30+ countries) in North and West Africa, Europe, Australia and New Zealand
- Proficient in French, good knowledge of German, some basic knowledge of Spanish, Attié and Dioula

EDUCATION, CERTIFICATIONS & CONTINUING EDUCATION

Master of Health Science, International Health, Johns Hopkins Bloomberg School of Public Health, 01/98

Bachelor of Arts, International Studies, The American University, Bachelor of Arts, 05/92

International Board Certified Lactation Consultant, International Board of Lactation Consultant Examiners, 11/13

Certified Childbirth Educator, Boston Association for Childbirth Education, 06/03

Spinning Babies® Certified Parent Educator, Spinning Babies®, 3/19

Certified Birth Doula, Association of Childbirth Educators and Labor Assistants, 01/04

Breastfeeding Counselor, Nursing Mothers' Council, 12/02

Continuing Education: over the last 5 years, attended an average of 15 days per year of continuing education related to pregnancy/birth and lactation/feeding plus additional training on entrepreneurship and business topics.

PROFESSIONAL EXPERIENCE

Babies in Common, Grafton, MA (2012-2016) and Northborough, MA (2016-present)

Owner, Director, Registered Lactation Consultant & Childbirth & Prenatal Educator

Founded and manage small prenatal and parenting office; Teach birth, breastfeeding, new baby and pumping classes & workshops for parents and professionals; Plan and manage special events, lead parenting groups and coordinate other professionals teaching child development classes; Provide clinical lactation support in office and in clients' homes and lead several support groups per month; Attend infant frenectomies & provide pre- and post-procedure support to parents and babies; Nursing bra and babywearing fittings and sales (2012-2015); Oversee brand development, online marketing, social media, etc (including several private Facebook groups for clients).

Mothers and Company, West Boylston, MA**Owner, Director, Founder, Childbirth Educator, Breastfeeding Counselor**, 06/06 – 02/12

Founded and managed maternity and parenting center with classes, activities and a retail shop to provide families in Central MA with high-quality education, community support, individualized services and products for maternity and parenting; Interviewed, hired and managed staff of 8+ and 40+ consultants: supervised their work with 5000+ clients; Responsible for brand development, strategic planning, marketing and public relations, design, copy and publication for website, brochures, ads, blog, social marketing and internal/external communications; Taught childbirth classes, led support groups and special events, provided breastfeeding counseling and made confidential referrals to area medical providers, mental health practitioners, lactation consultants and alternative health practitioners; Cultivated relationships and expanded strategic partnerships with area medical professionals and community leaders; Planned, scheduled and coordinated ~40 free/low-fee groups and ~70 fee-based classes/workshops/events per month in addition to designing and managing a beautiful and busy natural parenting store/community center.

Maternity Circle, Central and Eastern Massachusetts**Owner, Childbirth Educator, Breastfeeding Counselor, Birth Doula**, 2001 – 2014

Provide families with private childbirth education, doula labor support and breastfeeding support and referrals to area practitioners.

UMass Memorial Medical Center, Corporate Communications and Marketing, Worcester, MA**Marketing Consultant**, 06/03 – 10/03 (5-month contract)

Established the UMass Community Wellness Program for the public; secured 12 venues and scheduled 25 speakers; Created speaker guidelines and session evaluation forms, and worked with staff to create calendar for mailing to public; Assisted in planning of medical center's first large women's health conference: recommended topics, researched and contacted keynote and session speakers, researched and recommended locations, and participated on event planning committee.

Massachusetts Department of Public Health, Bureau of Family and Community Health, Division of Maternal, Child and Family Health, Community Health Services Unit, Boston, MA**Program Manager**, 03/00 – 02/02

Reviewed proposals and managed, monitored and evaluated perinatal provider contracts for community health centers; Developed performance measures and provider reporting systems as well as provided training and technical assistance.

Management Sciences for Health, Family Planning Management Development Project, Boston, MA**Administrative Coordinator**, 01/99 – 10/99

Drafted consultant agreements, work plans and budgets for project funds totaling approximately \$450,000 and coordinated activities with team members to ensure appropriate program monitoring, technical assistance delivery, evaluation and financial progress; Reviewed and processed invoices and technical reports from subcontractors and consultants; coordinated activities with team members; ensured appropriate documentation and communication with consultants and clients in the US and globally.

Health Volunteers Overseas, Washington, DC**Consultant**, 02/98 – 06/98

Researched and identified prospective donors for continuing medical education programs in developing countries; Wrote concept papers and drafted project proposals for presentation to prospective donors Program Assistant, 05/89 – 06/92; Provided program and administrative support for 22 continuing medical education programs in 15 countries; Compiled financial and administrative data for dues, grants, donations, and 1300-person membership.

National Blood Foundation of the American Association of Blood Banks, Washington, DC**Development Assistant, 07/95 – 08/96**

Managed Research Grants Program and coordinated review process of 37 grant proposals and 10 awards totaling \$300,000; Co-authored comprehensive strategic fundraising plan for the Foundation and initiated new fundraising activities for annual fund and \$10 million capital campaign; Founded and coordinated First Annual Silent Auction for AABB Annual Meeting; Acted as primary liaison and coordinator for 20-member Board of Trustees in all business of the Foundation; Developed, designed, and wrote Foundation newsletter, special reports, brochures, and other publications.

United States Peace Corps, Côte d'Ivoire, West Africa**Rural Health Educator, 09/92 – 12/94**

Assessed health priorities for village of ~5000 using survey and research methods; identified, recruited and engaged volunteers and local leaders to develop appropriate health education projects; Created and implemented quantitative and qualitative systems to monitor infant growth and vaccination programs; increased number of participating mothers by over 150%; Wrote proposal and received funds from USAID Small Projects Assistance; Established health education center and trained peer health educators; Designed and led several multi-day training sessions for local health workers; Managed health education center funds, programs, peer health education team, and health committee: Led committee of regional leaders in organizing an all-day health promotion event for 600 community members; Lived in village with village family for two years and worked with local health care providers at community health centers.

PRESENTATIONS, AWARDS & OTHER PROFESSIONAL & VOLUNTEER ACTIVITIES

- Researcher, *Cesarean Birth Experience & Vaginal Birth Experience Surveys* (currently a private project with Michelle Helgeson, CNM, MPH), 09/14 to present
- Instructor, *Breastfeeding Foundations for Perinatal Health Professionals*, Boston Association of Childbirth Education/Nursing Mothers' Council, Four 1-day workshops between 2014-2018
- Presenter, Boston Association for Childbirth Education, *Education & Support Before, During & After a Cesarean*, 10/14
- Presenter, Boston Association for Childbirth Education, *Teaching Comfort Measures in Labor*, 12/11
- Conference Planning Board Member, Partners in Perinatal Health, Norwood, MA 9/01 – 10/11
- Board Member, Boston Association of Childbirth Education, Newton, MA, 09/02 – 07/11
- Board Member, Healthy Mothers, Healthy Babies Coalition of Massachusetts, 01/04 – 05/11
- Director, Childbirth Educator Training Program, Boston Association for Childbirth Education, 07/04 – 06/10
- Presenter, UMass Family Medicine & Community Health. *Labor Support for Physicians*, 04/09, 04/10
- Featured Guest, various radio, TV and print publications in the Worcester area re parenting topics, 2010
- Presenter, Partners in Perinatal Health Conference, *Engaging Dads*, 05/09
- 40 Under 40 Winner, Worcester Business Journal, 08/09
- Childbirth Educator, Newton-Wellesley Hospital 2003-2009 and St. Vincent Hospital 2004-2007
- Presenter, UMass Department of Psychiatry, Brown Bag in Women's Mental Health, *Connection Between Childbirth Experience and Maternal-Infant Mental Health*, 01/09
- Featured Expert Childbirth Educator, internationally-distributed DVD: *Being Dad USA: Information and Inspiration for Dads-to-be*, 2008
- Board Member, Perinatal Connections Advisory Committee/Maternal-Infant Mental Health Summit, 05/05 – 07/07
- President, Founder, Newsletter Editor, Vice President, Friends of Côte d'Ivoire, a 501(c)(3) organization, 02/95 – 10/06
- Planning Committee Member, March of Dimes Star Chefs of Central Massachusetts (event), 8/02 – 10/02
- Newsletter Award Winner, National Peace Corps Association, for newsletter writing and editing, 1997-1999