



# Breastfeeding Coalition

## Mission Statement

The Healthy Kent 2020 Breastfeeding Coalition exists to improve the health and well being of infants and families through education, outreach and advocacy to promote and support breastfeeding and the use of human milk.

Minutes of Meeting: March 25, 2013

### Attendees:

Laurie Vance, Paisley Birth Services; Pat Tucker, Barb Hawkins-Palmer, (KCHD; Jonelle Lund, John Rajuch MD (St. Mary's Health Care; Mary Lynn Wesorick (Metro Health), Bonne Rencher (Welcome Home Baby), Margaret Biersack, Cindy (Funck) LaForest, Erin Keenan (Spectrum Health), Shannon Pawson (Your Home Birth); Kayla Morris-Doyle (Cherry Street Health Services); Denise Evans (Strong Beginnings); John Rajuch, Family Practice resident

**Media Workgroup:** Shannon reporting on annual state coalition meeting she attended. (MIBFN) Our Coalition is steps ahead of others in the state. The State is working on a strategic plan, (FY 13-15) and looking to hire a FT person, which is new.

18 people attended, 4 on phone, best attendance so far. From our community: some KCHD, Spectrum Health, Alice Christenson and some community moms. Kellogg's is source of funding. Encouraging BF Clubs (Bosom Buddies).

Discussion followed on alternate names for our community's support groups. We would like the mothers to know they don't have to be having problems to attend. St Marys calls their support group - BF Mothers Meeting

Laurie Vance at Hopscotch (store in Holland).....calls it Mama Café to indicate open for more than BF issues.

Bonnie Rencher asked about diversity attending groups, including teens. Reps of all 3 hospitals reported primarily Caucasian women attend though they encourage all moms to use this resource. Teens are definitely in sparse numbers as well. They often are returning to a school or work situation sooner. Strong Beginnings HUGS (Helping Us Grow Strong) is primarily African American with good attendance.

Laurie Vance reports Hopscotch is all white, middle class. But Alpha Women's Center group (downtown) is mostly minorities. They have some grant money to help purchase bus tickets for their way home if needed. They have a large Hispanic group for pregnancy with bilingual volunteers.

Shannon is having someone help her with a link from our website to our facebook. It can be done. Updates on either one will show up on the other.

## **Education Workgroup**

Margaret reported on how well received the March 7 Breakfast Break was. Very positive evaluations with some ideas for future topics.

Pat shared an idea to do one for Business Case and invite companies HR dept, starting with ones we have contacts with already. Laurie Vance has approval from Peggy VanderMeulen from SB to work on business case and coalition. (She has done some business contacts in the past).

Laurie Vance explained what the initial questionnaire and contact to a business involves. Pat Tucker and Kerri Tucker will work on setting a HR luncheon up and wants names for personal contacts.

Jonelle suggested setting a date for the business case in May or June and then a Breakfast Break for Sept/Oct where we could use Aug World BF week to advertise / celebrate it.

Ideas popping up included doing something in Aug as a fun, party atmosphere. In a park, play ethnic music, have ethnic food and recipes. Get some volunteers for our panel for different cultures for Breakfast Break. Perhaps give info on how to get some training or certification or how to be a peer counselor. Laurie suggested get video clips for diversity when mom would not be comfortable doing the panel. Shannon said anyone under 30 can do a webcam for You Tube. The group liked the general idea, but need to table and work through the ramifications. Shannon suggested that we could post on facebook that we are looking for volunteers to find women of minorities to video about breastfeeding in their culture. See what we get and then worry about editing for wrong information when we see what we get.

**Art Prize** – Shannon wants to start working on this for BF art now so we can get something in time. Pat can update the sheet we used for the first year to distribute to prospective artists, including at the WMALC conference on April 15. We offered to sponsor 3 artists by paying their \$50 registration fee which is due mid June. Do we have money for it ? (\$150) Shannon will put an announcement on facebook, but won't promise money yet. SB funds are two \$1500 amounts for bf educational activities/events. Rep Denise Evans is unsure whether the artist sponsoring would qualify for these funds. She thinks probably No. Our other monies are designated for Business Case.

**Data Collection** update tabled until next meeting for lack of time. Barb distributed a hand-out with some preliminary WIC data.

Minutes of last 3 meetings were approved (Nov 28, 2012, Jan 28, 2013 and Feb 25, 2013)

Meeting adjourned at 1:08 pm.

**Next Meeting: April 22, 2013; 11:30-1:00, Kent County Health Dept, Lake Superior Conference room.**

**Note that May meeting will be 3<sup>rd</sup> Monday due to Memorial Day holiday.**

### **Agenda Items for next meeting:**

- **Approve minutes for March 25, 2012**
- **Committee reports**
- **WIC Data Collection report**
- **World BF Week event/celebration plans/minutes Recorded by: Mary Lynn Wesorick, secretary**