



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: May 20, 2013

Attendees:

Laurie Vance, (Paisley Birth Services); Marilyn Buford (Community BF Advocate); Pat Tucker, (Kent County Health Dept); Margaret Biersack, Erin Keenan (Spectrum Health); Bonnie Rencher (First Steps, WHB); Jonelle Lund (St. Mary's Health Care); Kayla Morris-Doyle (Cherry Street Services); Mary Lynn Wesorick (Metro Health Hospital); Denise Evans (Strong Beginnings); Kelli Damstra (GVSU)

Introductions made

- I. **Approval of April 22 Minutes** by voice vote
- II. **World Breastfeeding Week Celebration Plans**

A. **Zoo Day "Rock N Rest"** will be August 3 this year.

Kayla thinks she can get some student volunteers from Americorp. She also has 2 easily set up canopies. Marilyn Buford also knows students who will volunteer for their hours needed to maintain scholarships. She Volunteered to supervise a sign-up list. In past years we have needed people for set up before 9 am and clean up after 5 pm, as well as 2 hour shifts throughout that time frame. WIC also does a booth near the Zoo entrance. Pat Tucker supervises this and will also check with the Zoo on the possibility of setting up a second station inside the Zoo. Other needed items will be water, either large Beverage containers with cups or bottled.

B. **Recognition of Lactation professionals / Raising awareness in the community.**

Lots of brainstorming ideas brought up:

1. Bringing cupcakes to LCs of hospitals (decorated with two gumdrops for breasts, of course)
2. Doing a segment on 8West TV show
3. Use videos from Pink Bus (on YouTube) somehow
4. Banners/ Displays that raise awareness of breastfeeding – there is already a banner that has the Coalition's target message, "Breastfeeding :Normal, Natural, Healthy". Pat suggested we have something we can reuse, vs the World BF Week theme which changes annually.
5. Travelling display – Margaret explained that the Safe Sleep Coalition has used a display that was moved around in the past and are investigating having a professional one that

is made for standing up to travel from place to place. She thinks it will have an aluminum frame with interchangeable panels. Their meeting on this is this afternoon, so she can report back to our group.

6. Kayla suggested a 5K River Walk. She has been involved in planning one that did not involve blocking any roads, just crossing one or two. It could be used as a “wrap-up” activity at the end of the month.

We decided to narrow our focus for what we can practically pull off with our given resources (or lack thereof) and a two month time frame.

An additional planning meeting was set for June 10, 11:30 am – 1:00 pm at the KCHD.

Follow-Up Steps

<i>Action</i>	<i>Responsible</i>	<i>Deadline</i>	<i>Follow-Up</i>
Report back on available volunteers for Zoo Day	Kayla Morris-Doyle Marilyn Buford	June 10	Firm up plans for Zoo Day with the whole group at June 24 meeting
Find out if external and internal booth sites approved by Zoo	Pat Tucker		
Travelling Display possibilities	Margaret Biersack	June 10	Firm up plans for Zoo Day with the whole group at June 24 meeting
Report back on how hospitals would be willing to use a display	ML Wesorick, Metro Jonelle Lund, St Mary's Margaret Biersack, Spectrum	June 24 meeting	Discuss feasibility of going forward with this idea. Funds needed
Report on 5K River Walk logistics (funds needed, how advertise it, registration, volunteers, route, city permissions, etc.)	Kayla Morris-Doyle	June 10 and 24 meetings	Assign people to tasks needed if we decide to proceed.

Information and Sharing

Pat Tucker and Laurie Vance reported on the success of a recent luncheon for business people where Laurie presented “The Business Case for Breastfeeding”. There were 9 or 10 attendees and all felt their time was well spent. They learned that a lot of models have already been created so they can pick one to follow. Pat and Laurie hope to do another luncheon on this model since it worked well.

Next Meeting: June 24, 11:30-1:00, Kent County Health Dept, Lake Superior Conference room

Minutes Recorded by: Mary Lynn Wesorick