



# 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: **Special planning meeting June 10, 2013**

### Attendees:

Laurie Vance, (Paisley Birth Services: Barb Hawkins-Palmer ( Healthy Kent 2020)  
 Pat Tucker, (Kent County Health Dept); Margaret Biersack, Erin Keenan (Spectrum Health);  
 Jonelle Lund (St. Mary’s Health Care); Denise Evans (Strong Beginnings); Kelli Damstra  
 (GVSU)

### Introductions made

#### I. World Breastfeeding Week Celebration Plans- Recognition of Lactation professionals / Raising awareness in the community

A. Zoo Day “Rock N Rest” will be Friday August 2 this year.

WIC also does a booth near the Zoo entrance. Pat Tucker supervises this and contacted Brad from GVSU to see if we can set up a second station inside the Zoo and has not heard back from him yet.

1. Traveling display – Margaret brought information on the traveling display unit being made for the safe sleep coalition, it has an aluminum frame with interchangeable panels. It costs \$322 with a one time \$65 set up fee to print the fabric banners. Barb reported that the coalition does have funds remaining to cover the expense of this. The suggestion was made to use nice quality family photographs for the background and messaging that could be re-used every year. Discussion revolved around developing a logo for our coalition that included the international symbol with the community surrounding mom and baby. To make the display interactive – having people sign the community pledge to support breastfeeding was discussed- it could be expanded on days where the display is manned to be a fund raiser- \$1 sign and post support
2. 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.

### Follow-Up Steps

<b>Action</b>	<b>Responsible</b>	<b>Deadline</b>	<b>Follow-Up</b>
Report back on available volunteers for Zoo Day	Kayla Morris-Doyle Marilyn Buford	June 10	Firm up plans for Zoo Day with the

Find out if external and internal booth sites approved by Zoo	Pat Tucker		whole group at June 24 meeting
Traveling Display possibilities	Margaret Biersack	June 24	Firm up plans for traveling display
Develop Logo for coalition including international symbol and community involvement	Denise Evans		
Look for good quality photos that could be used	Jonelle		WIC Image gallery is available
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.

Calendar	Traveling	Display	August			
				1	2 GVSU Zoo day-all day	3
4	5	6	7 Salvation Army Families in transition	8	9	10
11	12	13	14	15	16	17 GRAHA Rhythm run MLK park w/ health fair
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Other organizations willing to house the display include, each of the WIC clinics, North county, Sheldon complex, Kentwood, Wyoming, Fuller and any planned WIC outreach activities. Grand Valley Health Sciences lobby last week of Aug to get more student exposure, all of the hospitals pending approval, Spectrum Healthier Communities.**

**Tabled discussion items from brainstorming on 5-20-13**

Lots of brainstorming ideas brought up:

- Bringing cupcakes to LCs of hospitals (decorated with two gumdrops for breasts, of course)
- Doing a segment on 8West TV show
- Use videos from Pink Bus (on YouTube) somehow
- 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.

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

**Minutes Recorded by: Pat Tucker**