



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: June 24, 2013

Attendees:

Laurie Vance, (Paisley Birth Services); Barb Hawkins-Palmer (Kent County Health Dept); Margaret Biersack, (Spectrum Health); Bonnie Rencher (First Steps, WHB); Jonelle Lund (St. Mary's Health Care); Mary Lynn Wesorick (Metro Health Hospital); Kelli Damstra (GVSU)

I. Introductions made

II. Approval of June 10 Minutes by voice vote. This meeting was an extra one to expedite the work of getting a travelling display in time for World Breastfeeding Month.

III. World Breastfeeding Week Celebration Plans - focus on travelling display plans and having one made in time for August celebrations.

Purpose: Recognition of Lactation professionals / Raising awareness in the community.

A. Travelling display –

- 1) Margaret shared a quote of \$600 for work to do this from the company, “limited design”. Two revisions of the panels were costed which may, may not be needed. b)
- 2) This company did the work on a similar display for the Safe Sleep Coalition and will work with us to develop a collage of photos as a back drop to a superimposed diamond shape area which has the script messaging.
- 3) We talked about ordering a number of panels that are interchangeable and can be used for multiple messages in different venues. The group discussed the kinds of photos desired as being a variety of ages of babies and toddlers with diverse racial and ethnic appearance. We should coordinate with the Safe Sleep coalition.
- 4) Also desire photos to depict peer support since it is this year's WBF theme.
- 5) Photos should include a variety of settings where women breastfeed, including a pump room at work, in public places and home visits.
- 6) An obvious choice for one “tag line” would be our website theme “Normal, Natural, Healthy.”
- 7) We need to firm up any logo choice of our coalition.
- 8) Meeting proposed with a committee of people who are members of one or both coalitions (Breastfeeding and Safe Sleep). These are Barb Hawkins-Palmer,

Margaret Biersack, Jonelle Lund, Pat Tucker. Barb will bring this to the Safe Sleep meeting on July 2 and enlist Amy Horn with a suggested meeting date of July 8, 11:30-1pm at KCHD to narrow down options for display order before meeting with Level Design. The group wants to go forward with placing an order using the committee's recommendations since we have the funds.

- 9) The August calendar was filled with assigned locations for the traveling display:
- Zoo Day, Aug 2
 - Salvation Army Aug 7
 - WIC – week of Aug 12
 - GRAHA Rhythm rum MLK park, health fair
 - Healthier Communities – week of Aug 19
 - GVSU (Health Sciences building and Family Center to share week of 8/26

Other possible sites beyond August: more WIC sites, Metro Health Community Clinic, Clinica Santa Maria.

- 10) One final decision to be firmed up at the next meeting is the idea of making the display interactive by asking viewers to make a “Community Pledge to Support Breastfeeding.” Barb submitted a draft of a written pledge for a “manned” display, And a sign suggesting viewer go on our website to submit a pledge. Corrections Were made to the written draft

B) Kayla sent a report that suggested a 5K River Walk could be organized in time for the end of August without a whole lot of work. It could be a wrap up the month of celebration. She has been involved in planning one that did not involve blocking any roads, just crossing one or two. She will bring next steps to July 22 meeting.

IV. Education Committee report – Margaret reported that Monica is willing to facilitate a panel for our next Breakfast Break for Breastfeeding, but suggests we look for someone who is of a minority group since we are discussing cultural aspects of breastfeeding. We are looking at dates of Oct 3 or Nov 7, but need feedback from KCHD as their staff makes up the majority of the audience.

Follow-Up Steps

Action	Responsible	Deadline	Follow-Up
Report back on available volunteers for Zoo Day	Kayla Morris-Doyle Marilyn Buford	July 22	Firm up plans for Zoo Day with the whole group at July 22 meeting
Find out if external and internal booth sites approved by Zoo	Pat Tucker		
Travelling Display Order Status, coordinate with Safe Sleep (member Amy Horn) and place order with “level design”	Margaret Biersack, Barb, Pat, Jonelle,	Committee mtg with Safe sleep 1 st , and design company in earlier July	Report to whole group at July 22 meeting

Report back on how hospitals, institutions, agencies would be willing to use the display	ML Wesorick, Metro Jonelle Lund, St Mary's Margaret Biersack, Spectrum Kelli Damstra GUV	July 22 meeting	Calendar for August has draft of assigned dates started
Report on 5K River Walk logistics (funds needed, how advertise it, registration, volunteers, route, city permissions, etc.)	Kayla Morris-Doyle	July 22 meeting	Assign people to tasks needed if we decide to proceed.
Breakfast Break for Breastfeeding, next offering firm date and plans	Education committee, Margaret Biersack, chair		July 22, report on status

V. Information and Sharing

Mary Lynn Wesorick distributed flyers on a breastfeeding education opportunity being hosted at Metro Health by Medela speakers and a grant from CareLinc, September 17.

Next Meeting: July 22, 11:30-1:00, Kent County Health Dept, Lake Superior Conference room

Minutes Recorded by: Mary Lynn Wesorick