



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 (draft) of Meeting: Monday, August 26, 2013; 1130am - 1:00pm

Attendees:

Pat Tucker, Barb Hawkins-Palmer (Kent County Health Dept); Margaret Biersack, Erin Keenan (Spectrum Health); Mary Lynn Wesorick (Metro Health); Jonelle Lund (St Marys); Kelli Damstra (GVSU); Denise Evans (Strong Beginnings); Bonnie Rencher (First Steps); Lauren Valentine (community advocate);

I. Welcome / Introductions

II. Approval of Minutes of last meeting – moved and passed

III. Infant Nutrition Survey review of preliminary results by Brian Hartl,

- a. KCHD epidemiologist. These were emailed to the group previously.
- b. Use of on-line survey very low
- c. Return rate was 25%. May get a more data coming in. A lot returned for incorrect address.
- d. Demographics reviewed –racial, insurance, ages of babies were anywhere from 2-17 months when survey done. For mean of 9.2 months.
- e. Discussion of strategies to improve response rate in future surveys.
- f. Barb shared some outcomes from other home visiting programs. She could ask for more questions to gather data.

Denise suggested using CHW's and events vs. mailed survey to get much better response rate from her Strong Beginnings population. She can bring it up to her group since PRAMS (Pregnancy Risk Assessment and Monitoring System) survey to soon go out, which is a State program.

IV. Discussion on a future accomplishments/informational piece.

- a. Discussed possible future Coalition piece listing accomplishments and purpose and including a logo and branding that can be recognized by community partners and provide consistent recognition.
- b. Denise showed an example of what Committee for Social Justice did - with familiar/matching colors for just the KCHD and also for the committee with all the partners logos on it.

V. Travelling Board update.

- a) Margaret Biersack reported on selection of logo from feedback on top two selections. Should we have it copyrighted?
- b) We reviewed our plan of putting the revised wording of a pledge sheet into a brochure which directs people to go to our website to make the pledge. We don't want papers asking for signatures to distribute and collect. Barb has a trifold brochure draft that was shown at a previous meeting. Website, brochure and display are all to match.

Pledge to Support Breastfeeding.

- **Babies are born to breastfeed.**
 - **Breastfeeding lowers costs and improves the health of the entire community.**
 - **Help us build a community where breastfeeding is normal, natural and healthy.**
- c) More discussion of wording with logo design to be used on the travel display. Final decision was to use the tagline "Breastfeeding takes a community" on the traveling display and ask for another to be designed with "Healthy Kent BF Coalition + website". We can decide about a permanent logo for our coalition looking forward.
 - d) Final designs of both our display and the Safe Sleep display are being prepared to submit together if there is a cost saving.

Healthy Kent 2020 Logo has over 20 years of recognition, even though they may be making some small revisions to the logo, it will help to be recognized that we are under that umbrella.

Denise suggests that we be careful to include partner logos whenever we can.

- VI. Education Committee Report** – Margaret Biersack, chair, reported that the November date for a planned "Breakfast Break for Breastfeeding" was unavailable due to prior commitment by KCHD. We were offered Oct 3 and discussed trying to get a speaker to address Substance Abuse and the BF mother, and saving the topic of a panel of women who represent different cultures for a Breakfast Break in early 2014. Denise Evans has some calls out to find a speaker on substance abuse, but we would have to find someone very soon as time is short to advertise.

VII. Information and Sharing

- a. Barb congratulated Kelli Damstra on a great article in the GR Press, 2nd Sunday of August. She may be able to scan it and send out to the group.
- b. Michigan BreastFeeding Network has hired a paid director.

Decisions

1. Wording of on-line pledge request which will be put on a brochure to accompany traveling display

Follow-Up Steps

<i>Action</i>	<i>Responsible</i>	<i>Deadline</i>	<i>Follow-Up</i>
Explore the coordination of getting more Infant Nutrition Surveys done with other data being gathered with home visiting services.	Denise Evans Barb Hawkins-Palmer	October meeting	
Brochure with revised wording for on-line pledge	Barb H-P	Sept meeting	
Submit design revisions and final logo for traveling display to design company	Margaret Biersack	October meeting	

Next Meeting: September 23, 2013 ; 11:30-1:00, Kent County Health Dept, Lake Superior Conference room

Agenda Items for next meeting:

Approve minutes

Traveling display status

Report / sharing from World BF week events.

Data Gathering on breastfeeding through other agencies already doing questionnaires.

Minutes Recorded by: Mary Lynn Wesorick