

# Breastfeeding Coalition

## Mission Statement

The Healthy Kent 2010 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: January 26, 2015

**Attendees:** Kelli Damstra (GVSU), Jonelle Lund (Mercy Health St. Mary's), Jennifer Gudith (KCHD Breastfeeding Peer Counselor), Christine Meier (MSU Dietetic Intern - WIC rotation), Abby Hess (KCHD WIC Dietitian), Lauren Valentine (Community), Annie Dong (MSU Med student), Keri Westra (CLC, MFM Clinic Spectrum), Barb Hawkins-Palmer (KCHD/Healthy Kent), Tony Jolliffi (Strong Beginnings), Annie Evans (Spectrum Clinical Services, Project Manager, Baby Friendly Coordinator), Denise Evans (Strong Beginnings), Bonita Agee (Strong Beginnings), Pat Tucker (KCHD)

## Information and Sharing

-Introductions: Done

**I. Minutes of last meeting:** Motion Jonelle, Barb second. Approved.

### **II. Education Committee**

#### **Breakfast Break for Breastfeeding update (Feb 5)**

Bonita: Catering – secured Catering Creations to do menu. Ham & cheese strada with veggie, coffee, juice, muffins, fresh fruit tray. Need final numbers this Friday January 30.

Barb: Lois has been in contact with Shelly our speaker to confirm.

Annie J will post flyer on website and Facebook. Create sign in sheet for event.

### **III. “Milky Way” Event**

Samantha with Cedar Tree. Not going to cohost anymore due to lack of communication. Still want volunteers from HKBFC but will not receive any proceeds. They need few people at door to collect donations, we requested vendor table.

At Wealthy Street Theater.

Lauren Valentine will volunteer. Lois has display to be used.

Question: is there diversity on panel? Jonelle will reach out and confirm.

### **IV. Strategic Plan 2015/Goals for the Year**

#### **STRATEGIC PLAN 2015**

In the following, the “2015 Objectives” are listed alphabetically to correlate with the bullet points originally used.

A - Ok

B- 2 breakfast breaks NOT “at least 6”

C - Increase awareness by 20% - met (growth in Facebook page, “likes” members on website, look into how to measure hits on website

D - Sign in sheet at events to sign up on website as new member; Annie J will invite Dr Timothy Tebolic to join website

F - Goal: collecting and showing growth over next year – how to measure; “Breastfeeding Takes a Community” display – increase visibility of it in community, goal to put it out in community more frequently to increase visibility + supportive materials (Baby Friendly, 10 Steps to Successful Breastfeeding); Measure=how many Baby Friendly pamphlets given out through display

G – Ok

H - Ok

I – 4 times monthly post on Facebook – Media Chair responsible

J – Pine Rest/Perinatal Mood Disorders; Successes – Family Futures got a pump gift from HKBFC – CRC Headquarters provided with pump as well and helped set up room; >50 employees ACA; spot on our website to feature workplaces that honor breastfeeding – add photos – “featured great places to work”

K – HUGS support group – a couple great participants are really succeeding in the breastfeeding

**GOALS FOR THE YEAR 2015**

- August World Breastfeeding Month activities
- Zoo Days
- Venues at Art Prize that are Breastfeeding Friendly – “Free to Feed” symbol
- Develop relationship with Val Legos WZZM 13; WOTV 4 Women - Miranda
- Photos from “If I Could, I Would” project and do billboards (Hector Cruz)
- “The Big Latch On” August first Saturday; increase involvement of African American community integrate with
- Black Mother’s Breastfeeding Association event – last week of August (bmbfa.org); they have event coming up in October 2015
- Fall Breakfast Break
- April 18 Focus on Fatherhood Conference (Breastfeeding booth)

**Next Meeting: February 23, 2015; 11:30-1:00, Kent County Health Dept, Lake Superior Conference Room**

**Agenda Items for next meeting:**

**Minutes recorded by: Annie Jones, Secretary**