

Utah Breastfeeding Coalition

Executive Committee Meeting (11:00 am – 12:00 noon)

September 8, 2009

Minutes

Executive Committee Members Present: Elizabeth Smith, Cara Munson, Heather Hendriksen, Melissa Knighton, Marlee DiCristofano, Kathy Pope Patrice Isabella

Absent: Nicole Bernshaw, Sonya Flowles

Recorder: Melissa Knighton

Discussion Item	Action/Follow Up
Opened Executive Meeting	Elizabeth Smith opened the meeting.
New Business	
Collaboration-Mary Rodgers, ReDirect Guide and Sustain Utah	<p>Kathy Pope introduced Mary Rodgers of the ReDirect Guide as a possible partner for Utah Breastfeeding Coalition.</p> <p>Mary Rodgers explained the ReDirect guide as a guide to companies who offer sustainable products or services. The Green Sprouts Festival (October 17th from 10 to 3) will be highlighting those businesses that target mothers and babies. Admission to the festival is free and 100 tickets will be given out to the zoo. There will be a clothing swap and children are encouraged to dress-up as their favorite animals. Workshops and seminars on sustainable living and other topics of interest to mothers and families will be held.</p> <p>Elizabeth suggested a workshop on the Baby Friendly Designation. She will try to find a facilitator and e-mail Mary.</p> <p>Applications for booths at the festival are currently being reviewed. A 30%</p>

discount will be given to members of the ReDirect guide (membership prices vary according to ad size. A typical membership costs around \$500, which includes the hard copy and online version of the guide). Without the membership the cost of the booth is \$110. If the coalition links Green Sprouts to the website than the cost is \$90. Mary compared this cost to the cost of a booth at The Baby Expo, which is about \$800. Green Sprouts provide canopies with the booths. A 30 minute seminar or workshop would be included in this price.

If anyone has ideas for a seminar or workshop, they can send them to Mary Rodgers. One idea they are toying with that the coalition might want to be a part of is a baby-wearing fashion show.

Elizabeth thanked Mary for coming and said that the executive committee would discuss submitting an application for a booth.

Melissa Knighton asked about what we are envisioning for a coalition booth. The possibility of having gliders to provide a place for mothers and children to nurse, along with breastfeeding information to give to the public was discussed.

Melissa said that La Leche League of Salt Lake City had been discussing possible involvement with the Green Sprouts Festival. She will discuss the issue with the other leaders at the upcoming leader meeting.

Heather Hendriksen asked about possible ideas for a workshop. Ideas include: Myths and Facts of Breastfeeding, Extended Nursing, How

Education Events: Molly Pessil, Relactation and infant feeding practices in times of emergency.

to Protect Breastfeeding at Birth, The Importance of Breastfeeding (highlighting the LLL tear-off sheet). Due to the logistics of the workshops at the event (on stage, 30 minutes), topics like extended nursing may not be feasible. **Heather asked** about the number of pregnant women in the crowd and **Cara Munson reported** Green Sprouts indicated 28% of the attendees in Portland were pregnant or trying to become pregnant. **Marlee DiCristofano suggested** including the importance of skin-to-skin contact immediately after birth as a central take-away message. **Marlee** could give a presentation on the importance of skin-to-skin. **Elizabeth** is going to share her slides.

Patrice Isabella and Marlee will be responsible for set-up; **Melissa will** be responsible for the volunteer schedule. **Cara indicated** that she would also be available that day. **Elizabeth** discussed with Mary any potential conflicts of interest (i.e. vaccinations).

Patrice indicated that the only hand-out we are missing is the Employee Guide in the Business Case for Breastfeeding.

Elizabeth indicated that she still has a lot of Business Cases in her closet. If anyone can think of good places to use them, let Elizabeth know. **Patrice suggested** the Worksite Health Promotion meeting in October.

Cara reported that she had been contacted by Christy Porucznic about one of her graduate students doing a presentation during the Breastfeeding Café on infant feeding practices in times of disaster and emergency. Four

or five moms showed up for the presentation. The graduate student had expressed doing a similar presentation, focusing on her research on relactation, for health-care providers as a possible fall educational event. Cara indicated her information to mothers was basic and mainly about the risks of milk drying up during emergencies and separations and that once the child is weaned it is not really possible to reestablish the breastfeeding relationship, which is different than the information she would offer healthcare providers. **Cara added** that she does have a lot of research to share and a discussion was held about how she would refocus the discussion of relactation to present to health care providers. **Marlee suggested** that if the information is relevant that we should hold an educational event. It was decided that a fall educational event would be held in early November. Cara will target the event to IBCLC, WIC, and other health care providers.

Molly Pessil will be doing a day long education event on January 13th and continuing on the 14th. Topics and locations are still being determined. The committee agreed that the U of U campus, which was used for the previous educational event, is not the best location for this event. The auditorium at the Main Library was suggested. Food would need to be catered. Apple Spice Junction and Rico Mexican Market were suggested as options. **Patrice will** see if the auditorium is available and see what options are available for parking. The auditorium at the state library is another option. **Elizabeth will e-mail** the topic list to the group and requests

Café Follow-up

that everyone respond with their top three topic choices.

Cara and Melissa were left with several random items (books, toys, etc.) from this year's café and they were discussed and organized accordingly.

Heather remarked that the Wildflowers Concert did not have any attendees (other than herself). Possible reasons may have been location (when it was held outside there were more attendees) and ineffective marketing. **Heather suggested** that no one really took ownership of the marketing for the concert.

Melissa volunteered the chair the 2010 Breastfeeding Café. **Melissa requested** that all members of this year's café committee report their job descriptions to her so she can begin planning for next year. Perhaps more effort be put into marketing. **Elizabeth reported** sending press releases to all major media outlets and not getting much response. **Cara remarked** that perhaps next year we don't schedule quite as many educational events. **Melissa reported** that staffing the café seemed easier this year than in the past because so many people want to be involved. **Cara suggested** we market the events and classes earlier, before the café starts. **Cara reported** that many of the classes were actually well attended (photography, massage, etc.) and that the general breastfeeding classes were not as well attended. **Elizabeth suggested** that this might be because the target audience is too narrow. **Melissa reported** that the La Leche League meetings held during

	<p>the café were very well attended. Heather suggested sending an e-mail to the volunteer list to request volunteers who may be willing to take on larger roles. Patrice offered to correspond with the library to reserve the space for next year.</p>
Business Case	<p>Elizabeth reported that the intern who was working on the law portion has been pulled off the project so not a lot of progress has been made.</p>
USBC Conference	<p>Elizabeth reported that we will have a poster session on the use of interns for projects. Judy Harris will be doing this along with Kathy and Marlee.</p>
PANO	<p>Patrice will present at the steering committee meeting about the plans for implementation. She reported three short-term strategies for community: 1) needs assessment of breastfeeding resources, 1) develop and pilot breastfeeding environment resources. Christy proposed a task of doing focus groups but we are lacking a facilitator with time and resources. Patrice suggested partnering with WIC and LLL to find subjects. 2) Posting a breastfeeding resource guide on the coalition's website and linking it to other community websites. Interns could be used for this and to update the resources guide. 3) Free breastfeeding modules available to community partners. Rose, the intern for the Coalition's education committee, is working on this as her thesis project. Rose will contact Patrice.</p>
Finance	<p>Heather reported that we do not have any incoming money at the time. Elizabeth said that we are supposed to have an additional \$1500 coming</p>

	<p>from The Business Case. Cara reported that Molly Pessil's fee is \$2500 plus airfare and hotel. Elizabeth pointed out that this event will generate money depending on what we charge. Cara said we need to determine what to charge depending on what we charged in the past and our expenses. Cara will apply to WIC and Ameda for funding for the educational event.</p>
<p>Next meeting: October 13th 11:00 – 12:00; Cannon Health Building</p>	