

Minutes
 Pennsylvania Breastfeeding Coalition Meeting
 February 6, 2008, Telephone Bridge Call

Attendees: Nancy Brent, Nikki Lee, Jeanne Spencer, Ruth Wilf, Kay Hoover, Wendy Shore, Barbara Shocker, Kathleen Romberger, Ruth Solomon, Cynthia Bartok, Judy Gutowski, Dawn Blanchard, Martha Kautz, Teresa Wirtner, Nellie Wiancko, Rosa Snyder-Boyd, Esther Chung, Lettie Thall

Topic	Discussion	Decisions
Introductions	Phone meeting brought to order at noon by Jeanne Spencer, Chair	
Minutes	On web for all to see	Accepted unanimously
Treasurer's report	Pat Keister not present	No report given
USBC Conference in Washington DC, January 2008	<p>Coalition members who attended the USBC Conference reported on their experiences. Opinions of the sessions ranged from the speakers being motivational (Jeanne) and sessions being helpful (Judy) to content being disappointing (Wendy). Martha said the Washington Coalition presented a workshop on physician education. The CDC presented information on a breastfeeding report card for hospitals.</p> <p>Ruth Wilf is on the USBC Planning Committee and would like feedback from those who attended for future planning. Ruth expressed sadness that there was no mention at the USBC conference on how maternity care practices negatively impact breastfeeding.</p>	<p>Jeanne will e-mail coalition members the CDC website to access the breastfeeding report card.</p> <p>Coalition members are encouraged to e-mail Ruth if they have any data on the impact of obstetrical interventions on breastfeeding in their local practices.</p>
Co-Sleeping suggested as a topic for next USBC Conference	USBC will hold a conference every 2 years. PA-BC members would like to see Co-Sleeping as a topic then. The Florida Coalition passed out McKenna's book to attendees at this year's USBC conference so there is interest in the subject.	Nikki Lee and Kathy Romberger would like to address this issue in the next PA-BC Newsletter. Several mentioned the Allegheny County DOH co-sleeping guidelines as a good resource. Dawn used it in her bedsharing manuscript that was published in the Jan/Feb 2007 <i>Journal of Holistic Nursing Practice</i> . Dawn will send the website address to Jeanne for e-mail dissemination to members.

<p>Esther Chung presents Breastfeeding Friendly Workplace Awards Collaborative</p>	<p>Dr. Chung of the Maternity Care Coalition is asking the PA Breastfeeding Coalition to collaborate in the identification of those who provide appropriate places for women to breastfeed at work. Coalition members who have written grants before or who have existing programs in place or celebrations already scheduled may be able to meet the end-of-February deadline for submission of proposals through the federal Office of Women’s Health.</p> <p>Lettie Thall reported that the Maternity Care Coalition (MCC) sponsored the first awards four years ago under the PA Healthy Mothers Healthy Babies auspices in the hopes that it could someday be a statewide effort.</p> <p>Mention was made that the Allegheny Department of Health in Pittsburgh already has an awards event planned for August.</p> <p>Awards for places like Knoebel’s Grove Amusement Park and Crossing Shopping Outlet and having a county with experienced people adopt a needy county were proposal ideas.</p> <p>Martha wanted the requirements of the proposal defined. Wendy asked who would get the awarded money and how it would be distributed to worthy localities. Such issues would have to be spelled out in the grant.</p>	<p>Jeanne said someone from PA-BC with a program in place would make it easy for PA-BC to give an award. She asked for volunteers to form a subcommittee to draft a proposal by the end of February. Rose, Barb, and Ruth Solomon (?) expressed interest in the subcommittee. Jeanne will put a call out over e-mail for volunteers.</p>
<p>Legislative Update</p>	<p>Lettie reported on Senate Bill 35 and House Bill 1073. The Senate Bill remains in committee and the House Bill is out of committee at this time. Lettie called for Coalition members to send letters to their representatives voicing support for this legislation which concerns the rights of breastfeeding mothers in the workplace.</p>	<p>Lettie will send out to Coalition members a list of supportive representatives and an example of a good support letter. Jeanne encouraged all to write, call or visit their congressional offices.</p>
<p>Membership List</p>	<p>Whether or not to e-mail a new membership list to everyone was discussed.</p>	<p>Jeanne will send an e-mail to everyone asking them to notify her if they do not wish their name or contact information sent out over e-mail. Once she has assured everyone</p>

		on the list is ok with having their name on it, she will send out the membership list to everyone.
April Meeting Topic: How to Write a Grant	What does the membership want to know? Where do we find information on funding? What makes Cynthia and Martha cringe when they read a grant?	Cynthia Bartok and Martha Kautz will prepare this informative session. Members are encouraged to send grant questions to them so they can incorporate membership needs into their talk.
Strategic Plan	A lengthy discussion followed editing the strategic plan. Wendy took down all the changes and will revise the strategic plan incorporating the suggested changes.	Wendy will send the revised Strategic Plan to Dawn to attach to the Minutes for presentation on the web. Strategic Plan attached 2/27/08.
Bylaws	Time was running out so Bylaws could not be reviewed at today's meeting.	Thanks to Kay and Chris for wading through the Bylaws and making the initial suggested changes. Jeanne will send the Bylaws in segments over e-mail to solicit changes from the membership.
Meeting times	Jeanne suggested adding a phone meeting before the April and October face-to-face meetings to strengthen the face-to-face meetings.	Consensus was to try this. Two 1-hour phone conferences were added to this year's meeting schedule: March 26 – 1200 – 1300 Sept. 17 – 1200 – 1300 Rose will set the phone lines up.
Meeting adjourned		Jeanne adjourned the meeting @ 1400

PABC Goal #1. Protect, promote, and support breastfeeding efforts of community advocates in the Commonwealth of Pennsylvania.

Objective #1 Increase visibility of PABC and their resources.

Strategy #1: Identify and establish communication with local breastfeeding advocates across the Commonwealth.

Activity #1: Gather information from PABC members about breastfeeding advocates in their local areas.

Activity #2: Create a list of all known advocates within the state, which includes contact information and affiliation.

Activity #3: Provide initial contact to introduce PABC to breastfeeding advocates via letter or other effective technology.

Activity #4: Identify areas of the state where breastfeeding advocates do not exist or there are too few for population of area.

Activity #5: Develop strategies to establish local advocates in lean areas.

Strategy #2: Maintain communication between PABC and local advocates

Activity #1: Survey advocates determining their resources and perceived needs.

Activity #2: Send PABC newsletters to all local advocates.

Activity #3: Encourage PABC members to attend local advocate activities.

Activity #4: Encourage PABC members to report back to PABC about local activities.

Activity #5: Develop annual list of local advocate activities state-wide.

Activity #6: Determine areas of state where activities are lacking or minimal.

Activity #7: Develop strategies to establish or promote activity in lean areas.

Activity #8: Determine how to disseminate information to the local advocates.

Strategy #3: Encourage partnering relationships between PABC and local advocates.

Activity #1: Invite local advocates to attend PABC meetings and encourage membership.

Activity #2: Invite and encourage local advocates to participate in PABC state-wide activities.

Activity #3: Establish mechanism of two way communication to share information; PABC to local advocates and local advocates to PABC.

Activity #4: Facilitate sharing among local advocates. PABC may act as a central clearinghouse of information.

Strategy #4: Evaluate PABC visibility.

Activity #1: Annually analyze membership list for new members.

Activity #2: Annually analyze location of local advocates throughout the state.

Activity #3: Investigate methods to improve partnering relationships and modify strategies accordingly.

PABC Goal #2. Identify, develop and foster partnerships with government and professional organizations.

Objective #1 Increase PABC partners.

Strategy #1: Identify government and professional organizations that could be potential partners with PABC.

Activity #1: Create a list which includes contact information.

Activity #2: Determine order of priority and potential use for PABC.

Activity #3: Determine best method of connection/introduction.

Activity #4: Provide initial contact to introduce PABC and verify potential use for PABC.

Activity #5: Develop a list of select organizations/partners.

Objective #2: Maintain communication between PABC and selected organizations/partners.

Strategy #1: Establish systems of communication with select partners.

Activity #1: Record appropriate mode of communication for each.

Activity #2: Construct various templates that could be used for contact. .

Strategy #2: Improve awareness of issues about or concerning breastfeeding (ie: maternity care practices, safe bed-sharing issue, obesity, breastfeeding friendly employers etc.)

Activity #1: Provide links on PABC website to selected partners.

Activity #2: Disseminate current issues to local advocates to increase awareness and response.

Activity #3: Encourage lactation associated organizations to incorporate breastfeeding promotion to their organization initiatives.

Strategy #3: Evaluate partnerships.

Activity #1: Annually analyze list of partners.

Activity #2: Examine effectiveness of associations.

Activity #3: Develop new list of potential partners.

Activity #4: Change strategies as needed.

PABC Goal #3. Educate and improve awareness of healthcare providers, community advocates, and the general public across the Commonwealth with evidenced-based breastfeeding information

Objective #1 Improve response and methods of response to breastfeeding issues.

Strategy #1: Identify and respond to issues that need response.

Activity #1: Create templates for PSAs, emails and formal letters, etc. for PABC and local advocates.

Activity #2: Utilize PABC website to disseminate information state-wide.

Activity#3: Utilize different venues to educate, such as but not limited to: journal articles, lectures, letters to editors, media, website, commentaries, statements.

Activity #4: Develop public awareness projects.

Activity #5: Maintain a record of PABC activities.

Strategy #1: Evaluate PABC record of response and activities.

Activity #1: Annually determine number and methods of response.

Activity #2: Evaluate response(s).

Activity #3: Change strategies as needed.
