

Pennsylvania Breastfeeding Coalition Meeting
 Wednesday, April 23, 2009, 10 am – 2 pm
 Somerset Hospital, Somerset, PA

Attendees: Dawn Blanchard, Lisa McCloskey, Pam Klotz, Ellen Rubin, Judy Gutowski, Ruth Wilf, Chris Mulford, Kay Hoover, Martha Kautz, Patricia Keister, Barbara Shocker, Leslie Cree, Kathleen Romberger, Kathie Wagner, Daria Parker, Nellie Wiancko, Tracy Brown, Christy Zacchero, Vicki Nedrow, Jeanne Spencer

Topic	Discussion	Decision
Meeting brought to order by Judy Gutowski		
Minutes and treasurer's report		Approved unanimously
PA-BC's money from Office of Women's Health collaborative grant with Maternity Care Coalition	Dr. Esther Chung to be notified that we have not received the funds. Treasurer, Pat Keister, made aware that receipts were given to Esther Chris asked that a sheet with all grants and their balances be devised to keep track of them.	Pat Keister to follow-up with Dr. Chung Pat Keister to create.
Address for coalition in Wilkes-Barre	Receipt of mail is delayed. Discussion about a possible need for PA-BC to help pay to keep the mail forwards more current	Martha to talk with Andrea in Wilkes-Barre about expediting PA-BC mail delivery from Wilkes-Barre.
Honoring Jeanne Spencer as past Chairperson of Coalition		Kay Hoover presented a bouquet of flowers to Jeanne from the Coalition to honor her for her years of service as chairperson
Pennsylvania Breastfeeding Resource Guide through State mini-grant working with AAP who had a federal grant	Coalition members wrote articles for physicians' journal to use as a resource Data base for east and west regions being updated, coalition to gather data for rest of state. PA-BC	All received a handout of Access data base tables and

	<p>purchased Access database software to collect data. Ellen working on shell for useful retrieval. The final database will rest with WIC. Cindy Maki and Martha Kautz will keep it updated. Changes need to be sent to them. The database will also be available through PA Dept of Health web site.</p> <p>Ellen working on minute details of survey. If any Coalition member has a suggestion or comment, please e-mail Ellen.</p> <p>AAP entering data already gathered from east and west.</p> <p>Ellen calls for breastfeeding resources in coalition members' locales, especially rural areas. All work must be done by the end of June 2009 when the mini-grant runs out.</p> <p>Martha says there need not be breastfeeding credentials for a person to be considered a resource, but others must be able to vouch for their expertise.</p> <p>Ruth Wilf suggested birth centers be placed under Organizational Type and midwives under Individual information</p>	<p>how information linked.</p> <p>Ellenjrubin@gmail.com</p> <p>Ruth will work with Ellen outside of this meeting on this</p>
<p>Questions that come through the PA-BC web site</p>	<p>Discussion: Who should answer questions that come through the Coalition's web site?</p>	<p>Judy appointed Dawn as the Web Site Committee to answer web site questions for the Coalition according to the Bylaws</p>

Old web site	Kay: got old web site when googled for the PA-BC web site	Dawn to contact Mark to remove it
2007 Breastfeeding Initiation Statistics	To be posted on BF web site soon	www.health.state.pa.us/breastfeeding
HB 164	Still needs grass roots support	In the General Assembly of the House, out of committees. Now is the time to send support letters and make phone calls.
USBC Update	Ruth: Coalitions Conference Jan 23 – 25, 2010 Call for Abstracts Doubletree in Crystal City, Wash DC Letters to OMB for monies to do 2009 study just like 2007 study was done. Survey of all hospitals	www.CDC.gov/breastfeeding (How maternity practices impact breastfeeding)
Breastfeeding in the state of PA	Martha: Hospitals ranked by HP 2010 goals on breastfeeding initiation coming soon on DOH web pages State Plan for breastfeeding on Breastfeeding Web Pages on the DOH. This is first state plan for breastfeeding in the history of the PA DOH Childhood obesity prevention program: <ul style="list-style-type: none"> • Deputy secretary agrees with Martha, • Initiation, duration, exclusive bf still under consideration Chris: Business Case for Breastfeeding and Obesity People phone conference. Martha to be on the call.	Martha eager to participate in this important phone conf.

	<p>WIC trying to work on duration. Cindy and Martha working on rewriting policies for new food packaging from WIC. Because of new policies communications are going out to health care providers for changes to happen October 1. Self-learning modules for WIC workers. They'll also have to complete a self-learning module on growth differences between bottle and breast babies. All this to empower the workers to make decisions and to be able to talk to mothers and their health providers. Barb suggested there be scripting for health care providers so they are able to emphasize the positives of the new program. Pam asked if the modules would be available to state health nurses.</p> <p>Martha presented the PowerPoint "Pennsylvania's EPIC B.E.S.T. Initiative: Education of Physicians in their Community." to USBC. She had reserved 25 lines for others to listen in on the call and only a few were used. This is not looked upon positively at the State. Martha asked if we should RSVP for phone lines again?</p>	<p>Martha will take these 2 suggestions back to WIC</p> <p>Martha will reserve lines one month ahead and send an e-mail to everyone to RSVP in 2 weeks Martha will cancel lines not reserved.</p>
Yahoo Group creation	<p>Judy: advantages</p> <ul style="list-style-type: none"> • We can post files for all to see • Everyone can access <p>Jeanne: disadvantage</p> <ul style="list-style-type: none"> • Hospital blocks message 	<p>Dawn to talk to Mark about creating a password protected area on the web site to post "for members only" items</p>
Update on Business Case for Breastfeeding	<p>Steering Committee of 10 people preparing for September meeting Anyone can come to the meeting Working on Cont Ed credits now.</p> <p>Limit of 50 people.</p>	<p>Training to take place at the Phila DOH Full days Sept 24, 25 Registration not</p>

	<p>Martha has communicated this training up to the Sec of Health. Martha included this in her current year's activities. Kansas Coalition presented BCFBF to legislators who gave them ideas on who to invite.</p> <p>After training done, there is \$10,000 to spend implementing it across the state. Chris mentioned that if you plan to attend, you must think about how you'll implement what's learned in your own area of PA</p>	open yet.
<p>"Breastfeeding is Priceless" brochure by CIMS</p> <p>Evidenced-Based Maternity Care booklet</p>	<p>Can be downloaded on www.breastfeedingfriendly.org</p> <p>www.Childbirthconnection.org</p>	Dawn to send out resource list on maternity care from Ruth Wilf
Receipts for dues paid	Do we want paper receipts?	Barb to send receipt form through e-mail for those who pay dues. Simply fill it out for yourself when you receive it.
PRO-LC Philly Conference	<p>Kay: This weekend: "Unlocking the Secret of Infant Suck: A Day with Catherine Watson Genna" Friday, April 24, 2009 8 am – 5 pm Embassy Suites Hotel, 9000 Bartram Ave, Philadelphia</p>	
<p>Maternity Care Coalition Rally in Harrisburg Launch of Special Report to Policymakers May 4, noon – 1:00pm</p>	<p>Chris: Would the Coalition be willing to put our name on their brochure for the event?</p> <p>Would Coalition members be willing to link women to them for attendance and/or storytelling in the rotunda that day?</p>	<p>Coalition members declined to pursue placement of PA-BC name on MCC brochure</p> <p>Kathy Romberger to gather women to help.</p>

<p>HHS Call to Action on Breastfeeding, formerly Blueprint for Action on Breastfeeding</p>	<p>Martha encouraged all Coalition members to fill out the survey as the country's breastfeeding plan is in the formative stages.</p>	<p>Martha to send web site to be e-mailed to everyone. Dawn will forward what she receives from Martha.</p>
<p>WHO Code of Ethics on pumping and bottles</p>	<p>Judy and Martha presenting</p> <ul style="list-style-type: none"> • Marketing of formula and feeding equipment concerns to mothers, to health professionals, to health institutions • IBCLCs are to follow WHO Code • Provide what mother needs and not make money from it • One Million Campaign-petition to send to world leaders to get Code into law <p>Medela is now marketing nipples and ILCA and LLL not accepting funding from Medela because both organizations see this move as a violation of the WHO Code</p> <p>Chris reviewed strategies of breastfeeding considering context and situation. Why breastfeeding, what tools/equip needed. The phenomenon of exclusively pumping and feeding, not putting baby to breast. How do we support mothers who are doing this if we don't recognize nipples/bottles?</p> <p>Where should PABC stand on the Medela issue?</p> <p>Medela reps were present. They said the Medela position is on their web site. ILCA's response to Medela was to agree to disagree. What happened was that the NIH/FDA started to tell people that products had to be BPA-bispheno A free. Medela never had this in their</p>	<p>Two-pronged plan of (1) avoiding poor marketing and (2) being proactive in the promotion of breastfeeding</p> <p>In the US there is no teeth in our Code.</p> <p>Martha says that none of Medela's pump kits have a nipple in them.</p>

	<p>products. Focus groups said they used Medela products to pump, but did not use Medela bottles. Medela thought they had to make their supplies visible because they were BPA-bisphenol A free and therefore better for the mothers' babies. Breast milk is always in the vessels in Medela ads.</p> <p>Martha says we have nothing in our bylaws or policies about the Code. WIC does not agree that what Medela has done goes against the overarching purpose of the Code. Statistics in PA indicate that 2/3 of mothers quit breastfeeding before three months. Pumping is important to duration. If a mother pumps, she, of necessity, will use a bottle and nipple.</p> <p>Judy (reading from ILCA web site): Keep noncompliance code items out of view. Formula, if used, has to be brandless and no promotion of one brand over another.</p> <p>Jeanne and Kathy R say Code is violated in many ways where most of us work. Medela does a lot to promote breastfeeding.</p> <p>Martha says we need to reach out beyond lactation specialists. Kay says Medela was first to pull all nipples off packaging to comply with WHO Code. Now they put the nipple back on. It is a marketing issue.</p> <p>Chris: USBC has not made a statement.</p> <p>Ruth: PA-BC can only accept funding from industries that are</p>	<p>Motion tabled to study background</p>
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	<p>WHO Code compliant.</p> <p>Martha: Funding sources to the Coalition may not be “Code” compliant. Do we decrease funding opportunity for PA-BC? “Funding” needs to be defined.</p>	<p>of issue for discussion and (hopefully) resolution at July meeting</p> <p>Jeanne suggested a letter could be sent to Medela expressing the Coalition’s disappointment with current lack of compliance with WHO Code. Leslie Cree to write letter and send to Cynthia and Dawn</p>
<p>Approval of Bylaws</p>	<p>Some typos will not be mentioned unless they impact meaning.</p> <p>V 2nd bullet “all other vacancies including those in the steering committee.”</p> <p>VI 7th line delete “or offices”</p> <p>VIII 2nd bullet (misplaced?)</p> <p>Policies and Protocols</p> <p>Strike bullet 3, keep 4 under Membership</p> <p>Last page, end 2 at Coalition members and strike 3.</p>	<p>Agreed to leave at the same place</p> <p>Jeanne made motion that bylaws be accepted as amended by Chris and seconded by Chris. Approved unanimously.</p>
<p>Meeting adjourned by Judy at 2:00 pm</p>		<p>Next meeting July 15, Frederickson Center, Mechanicsburg, PA Details will be posted on web site closer to time of meeting.</p>

