

July 18, 2007 Pennsylvania Breastfeeding Coalition Meeting

Attending: Shannon Lilienthal, Kathy Romberger, Susan Boling, Beverly Curtis, Denise Lattner, Kathie Wagner, Joanna Myers, Wendy Shore, Letty Thall, Nikki Lee, Leslie Cree, Amy Holtan, Martha Kautz, Judy Gutowski, Nellie Wiancko, Jeanne Spencer, Rosa Boyd, Shelley Lebo, Ruth Wilf, Cindy Maki, Patricia Keister, Tracy Brown. Convened by Jeanne Spencer

Introductions

Last Meetings Minutes: approved

Treasurer's report: \$239.41 to maintain website

Dues are due and can be collected now.

Next meetings:

October 17, 2008 in State College at Penn State Lactation Center

February 6, 12-2 Bridge Call

April 16, 2008 in Somerset at Quality Inn (right off the Turnpike)

Total was \$35 for room plus lunch (\$8-9)

(If you attend meeting, you are committed to paying a seating fee as part of the room costs...)

Old Business:

Need to elect new Treasurer (Pat Keister) = approved, seconded, ELECTED

New Secretary: Dawn Blanchard = approved, seconded, ELECTED

Legislative Update:

Martha Kautz gave a recap. Senator Connie Williams introduced S.B 34 last year that didn't get out of committee. This year it was reintroduced, and passed with some wording changes. It went to the House, who put the wording back in (309-0 vote!) Senate passed original bill.....Governor Rendell signed it July 9. As soon as Martha gets a final copy of what he signed, she will share it with us. Media slants depend on where the news reports originate. Letty Thall reported the rally at the Capital filled the steps. A big step forward for Pennsylvania.

It is easy to email or call a legislator. One needs only to know the bill by number, and know if one is in favor or not. SB 35 and 36 are still in committee. (One for employees to pump, and the other is for a tax credit for lactation services/equipment.)

Tracy Brown spoke about the budgetary connections to SB 36 (lactation equipment is a taxable item). Are services presently taxed? Where is the money collected on this item going in the Pennsylvania budget? Letty Thall spoke about other details like who is pregnant in various legislator's offices and where money could be used.

By-laws:

Need a little update. There was a Steering Committee that used to meet the night before the big meeting; since the advent of email, we communicate differently than when the Coalition first formed. Jeanne will give copies of by-laws to anyone interested, and next

meeting this issue will be addressed and any changes will be made. Kay Hoover read them all and made some comments.

Jeanne will email by-laws to everyone; interested parties should read and make comments by a month after receiving them.

Our by-laws can go to anyone who wants them; why should any state have to re-invent the wheel? Sharing and cooperation are values we endorse.

Website:

It looks nice but has been a nightmare. Questions to website are not answered. Where do our emails go to? Directions to meeting are wrong. Should we switch our webmaster, who has a positive history (from Karen Foard and Karen Nelson) but doesn't seem to be responsive enough now? We know that he has been paid in a timely manner. Kathy Romberger will ask Mark if he can continue working for us. If not, we will find a new webmaster. Dawn, the new secretary, could send minutes to webmaster, but no one sure of the mechanism. If too many people are contacting webmaster, it creates confusion. Each time there is an update, we have to pay.

Person designated to contact webmaster could also be person to whom updates are sent.

Martha will contact Barbara Shocker about a Proclamation.

USBC (from Ruth)

Every other month, there is a CDC-funded telephone call with intellectual content. 2nd Tuesday of even months from 2-3:30 pm. Announced ahead of time on USBC website (usbreastfeeding.org)....for contact information and a .ppt presentation on the content. USBC gives Martha Kautz (and each state) one line; Martha uses DOH lines to bridge into the one line. Martha sends information to Jeanne and to our email list; if interested, one must contact Martha to get in on the call.

Martha can't always get the same number of lines to bridge into the USBC line. 222 meetings: 2nd Tuesday, every other month, starting at 2 pm. "First come, first served to Martha." This is our tax dollars at work; call is free and so is content. Martha asked Ruth for more lead time on meetings from the USBC. The state line telephone number and p.i.n. change for each meeting, so one must email Martha to let her know about participating. Martha automatically gets 10 lines as soon as she knows about the next talk. If Martha not available. Cindy will moderate the call. (August 14, October 16, December 11, 2007)

Ruth will find out if past talks are archived.

Second conference next January will be a meeting of all the State Coalitions and the WIC BF coordinators. Goal is networking; also discussing common problems and how to resolve them. Weekend after MKL Day: January 26th, all day the 27th, and breakup after lunch January 28th, 2008 at the Doubletree in Crystal City, in Washington DC. Chris Mulford and Ruth Wilf are both on planning committee. CDC will pay for 2 people from each state

coalition to go. This meeting will get full fast. Who will go from PA BF Coalition? DOH will probably pay for Martha to go, which opens up a slot.

Discussion about who will represent PA BF Coalition. Motion made to send Chair and Vice-chair to this meeting; motion seconded and approved.

Challenge is that the energy built up from this meeting dissipates by the time of the April PA BF coalition meeting. How to deal with this? Another bridge call? Date CHANGED of the Bridge call to 1st Wednesday in February (6th) to keep the momentum going.

Jeanne: "Pennsylvania Coalition is looking good compared with other states' coalitions: we've accomplished a fair amount and we have by-laws. Nice to have the perspective."

Newsletter:

Kathy Romberger: had been done once a year, and mailed out to county contacts. Mailing it is expensive. Decision made to put it on-line except that we don't have email addresses for county contacts. County contacts not necessarily LCs; originally information mailed to hospitals, LLL, LCs that were known to Martha. Database built up from there. State is divided into 6 districts; there is a MCH nurse in each district. Breastfeeding initiatives are part of each DOH MCH nurses responsibility, at least to give out breastfeeding information, as they know the contacts in their area.

What about posting newsletter on the PA BF Coalition website? In PA, there is a Western and an Eastern LLL newsgroup. DOH can send it to hospital contacts, department of health, and WIC. (There are 10 municipal and county health departments in PA.)

Endorsement:

Coalition endorsement for Knoebels Park in Elliesburg for creating a breastfeeding facility (air conditioned). CC to local paper.....perhaps in time for WBW? Jeanne will make this congratulations letter Nellie will send this release to other amusement parks, asking if they are doing similar activities.

Kudos to:

Cynthia Bartok for making beautiful brochure for the Coalition. Martha will contact Cynthia to see about using photos; brochure needs to be in black and white for copying.

Strategic planning:

Marianne Mihok has retired; we give her many thanks for all her energy in spearheading this movement.

SWOT analysis: we need a paid coordinator. Wendy is that person. Now how do we write the State mini-grant to fund this position? What outcomes can we identify as part of applying for grant? What to measure? Hits on website? Specific activities and measurable outcomes are the challenge. Recruitment of new members?

Wendy will put her ideas down in an email that will be sent to all our members with a month deadline for comments; then we will submit the mini- grant.

Job descriptions:

Are there specific tasks for each officer? Do by-laws state what they are?
(Chair, Vice-Chair, Secretary, Treasurer).

Secretary could be website liaison and in charge of communication with public and with members.

Treasurer could be person to deal with contracts.

There will be a one sentence description of job in by-laws, and then details of job descriptions will be put somewhere else.

Need someone to monitor website monthly; Susan Boling will do this, and report to the secretary.

Need a non-officer PR person to deal with media (including press releases) and public relations. Susan Allison is consideration, along with Shannon Lilienthal. Someone to respond and draft responses that can be signed by the President. Jeanne will send this to the Public Relations committee.

Sharing time:

Tracy Brown (Medela representative): gearing up for WBW. 4 separate complaints made against Medicaid HMOs for not getting equipment in a timely fashion. 2 complaints from two hospitals. For state follow-up, details needed are: mother's name and birthdate, hospital of baby's in-patient stay, insurance company, name of DME company and location, any names of individuals who are part of the case. (This is NOT a HIPAA violation as reporting back to DPW about a Medicaid (DPW)-client is already a private loop.)

Problem now is with mothers getting pumps in a timely fashion; this is result of there being only one DME company serving a huge piece of the state. Maybe bring this up with USBC as it is a problem with many states in the US.

As Ruth is on planning committee of USBC, maybe a session on working with Insurers is in order? Big difference for clients on medical assistance and those with private insurance.

Kathy Romberger:

New staff: Nancy McDaniel RN, IBCLC. For WBW doing an educational program for clinical staff on the near-term infant. October 24, 2007: Diane Spatz Ph D will present (on early bf difficulties) with Dr. Ian Paul.

Leslie Cree:

Nursing Mothers' Counselors are pulling a switch instead of banning the bags. A messenger bag full of goodies: magnets, water bottles, T-shirts, M&Ms customized with NMC logo and a wipes folder. Funding for items came from budget plus the set-up fees were waived by the various makers.

Rosa:

Peer counselors started breastfeeding classes. Now doing 1/week and clientele is increasing. Duration rates of class attendees are good. Relationship of mother with peer counselor very effective. In Green County, no hospital delivers babies. In Washington County, only one hospital to deliver babies. Moms have to go to Pittsburgh.

Shelley:

Keeping up with moms bf in the NICU. Only 8 full-time people in a 32-bed unit. At Harrisburg Hospital; only 1 LC in NICU. 5,000 deliveries/year.

Kathie:

All of WIC sites getting ready for WBW. A peer counselor is organizing a family picnic, focusing on dads. Big wall display in Mechanicsburg library for a month, about bf.

Shannon:

Drove out last July with Penny Soppas MD for son's treatment for grade III posterior tongue tie. (He couldn't elevate or lateralize tongue, even though he could extend it) Smashed nipple during feed seen on ultrasound. After frenotomy, miracle! He could finally open wide and nurse very well. She's become a resource for mothers with similar problems. Dr. Soppas in Drexel Hill will clip frenula. She's become involved with the group NINO = nine in, nine out; this is a non-profit (www.nino.org) promoting baby wearing.

Ruth:

At PA Hospital, there is a new head of the lactation department that moved into a new office: Debi Ferrarello RN, MS, IBCLC. LCs daily plus mom's group. All these maternity units closing in the State is a dreadful crisis; in Philadelphia: medical assistance only pays \$0.80 on the dollar, plus undocumented immigrants that are uninsurable plus only 8 hospitals left. How can we support breastfeeding in overcrowded hospitals?

Letty:

MCC provides direct services to low-income women. Positive is that a Physician Advocacy Fellow has joined MCC as a bf advocate: to work with healthcare facilities (who are employers) and businesses, all of which employ working women.

She is working on legislation with the goal of Medicaid dollars to follow the woman wherever she goes. 2200 listings of where a woman could go for medical care if she is on Medicaid; apparently only about 200 of these are viable.

Nikki:

Great things happening in Philadelphia. WBW Party at City Hall for WBW. materials: nail files, Pocket Resource Guides, plastic bags, wallet cars. Free .ppt presentation on diabetes/obesity/formula.

Joanna Myers:

A local library wants to do outreach to young mothers. In Lebanon County. The library reached out to the Health Department.

Pat:

Giving ILCA triage tool to physicians, and making more connections with new physicians in the area.

Cindy Maki:

In WIC: focus on promotion and duration. Incidence has "flat-lined". Survey "what motivated mothers?" Bottle-feeders reasons were mother-centered; breastfeeders reasons were health-centered. Have to deal with perceived inconvenience of breastfeeding. Takes 5 years of work to get a new message across.

Got money for "Happy Baby" educators for WIC, is for all parents. 60% of mothers are formula feeding, but have fussy babies. Goal is to reduce child abuse and shaken baby.

WBW bulletin board: the Power of 1 (one supportive father, one supportive grandfather) campaign.

Wendy Shore

In York, Been working on strategic plan, and on .ppt for nurses in her facility. Using bf crib cards. Some mothers are having melt-downs if their babies get formula in the hospital. She's enjoying that.

Amy Holtan:

At DOH now, was in WIC clinic for 5 years, works closely with Martha.

Martha Kautz:

Using bf .ppt class at Community Hospital. Happy Baby conference had 316 attendees, positive evaluations. A main reason people prematurely wean is lack of parenting skills, which was reason to give the conference; another reason was child abuse prevention. Phase II will be certifications of WIC staff in HBOTB: goal to have at least one certified person per county. Phases III is to provide product to agencies: of DVDs of HBOTB and CDs of white noise.

Website (www.health.state.pa.us/breastfeeding) up and running. Comments welcomed. Mini-grant application and RFAs for Philadelphia/Pittsburg area grants are there, plus public education flyers plus poster ordering information.

Denise:

Working hard in WIC clinic; training to be RN in 3 years.

Beverly Curtis:

Pediatric Alliance (private group in Pittsburgh): is opening breastfeeding center.

Judy Gutkowski:

Breastfeeding Center of Pittsburgh: new building. Cell phone holders with logo on them as giveaways at upcoming Grand Opening. Working on media coverage; lots of good things happening.

USILCA licensure committee: is working with USBC on this. Works with Chris Mulford and Rosa on this. Need Scope of Practice affirmed, then can work on licensure.

Nellie:

Working with LCs and WIC in Allegheny County; 3 LCs do home visits. Mothers Group meetings have variable attendance. Working on WBW celebrations; giving things away. Giving BF-friendly award to transitional infant care, and also to a Babies 'R'US.

Jeanne Spencer:

Residents now required to ask mothers about feeding plans at 28-weeks; MDs being taught how to talk with mothers. Did some educational lunches at OB offices.

Committee Meetings:

Public Relations:

Getting newsletter restarted on-line, Cynthia has volunteered to do it. Kathy will funnel information to Cynthia. Plan to include information about HBOTB, PA BF Coalition, showcasing BF Center in Pittsburgh. Ideas and articles sought: send Information to KRJRSR@aol.com

Provider Education:

Sent information on tongue-tie to Penny Soppas, who will send it to PA AAP newsletter. It will also go to family physician newsletter.

Aim to get bf as a quality indicator on list for insurance companies. Is part of indicators in managed care contracts with DPW and has to be done in office. HEDIS scores: national quality care indicators list. Should get bf identified as an indicator.

Would like to meet with PA insurance commissioner to see if breastfeeding can receive appreciation (and value) by insurance companies. This is where we all need to be talking to legislators.

Respectfully submitted by Nikki Lee July 18, 2007