

PA BREASTFEEDING COALITION – 10/14/2009, State College, PA

Present: HopeAllyson Dwiggens, Chris Mulford, Kay Hoover, Ruth Wilf, Barb Shocker, Pat Keister, Judy Gutowski, Cynthia Bartok, Cathy Romberger, Kathie Wagner, Pam Klotz, Marianne Eisemann, Sandy Mertz, Dawn Blanchard.

Meeting on 10/14/2009 called to order at 10:15 am.

Dawn handed out minutes of last meeting and will post on the website. Kay motioned to approve minutes and Kathy second.

Pat Keister presented Treasurer's Report along with a breakdown of grant monies. Report approved as presented. Barb moved and Kay seconded. Report unanimously approved as presented.

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1. FUTURE MEETINGS – Wed., Jan 27-12n-2p, telephone meeting- (conference call # (814) 863-2330); April 21 in Somerset; July 14 in Mechanicsburg.

Discussion on whether to keep meetings in the same places of Somerset, Mechanicsburg and State College or to change locations to attract new members. Discussed trying to meet in places where phone -teleconferencing facilities are available so members unable to attend the meetings in person can dial in to participate.

2. CDC TELECONFERENCES – (USbreastfeeding.org – click on Bi-Monthly Coalitions Teleconferences) - telephone meetings on breastfeeding held the 2<sup>nd</sup> Tuesday of alternate months. PABC members will be reminded by email. The connection phone number will also be posted on PABC website under conferences.
3. NOMINATIONS AND ELECTIONS OF OFFICERS, RESULTS  
Treasurer – Pat Keister  
Membership – Pam Klotz  
Secretary – Sandy Mertz  
(NEW) Advisory Committee – Kay Hoover, Jeanne Spencer, Ruth Wilf
4. PABC MEMBERS – a list of members was read by Barb Shocker and she agreed to email all members a new list of members email addresses.
5. CRITICAL ISSUES – by Cynthia Bartok

BUSINESS CASE FOR BREASTFEEDING: Training event was in September. Chair Chris Mulford, announced that Diane DiSandro has agreed to join her as Co-Chair. This project is a \$10,000 grant which we're legally responsible to carry out as written. Cynthia emphasized our need to meet goals. Need to go out to rural areas to promote breastfeeding in businesses. PA was 1 of the 10 states chosen for the Year 2 of the 3-year Business Case program. Phase 1 is a free 2- day training, which was

completed September 24-25, with about 50 participants. Now we have 2 months to write a strategic plan (due Nov 25<sup>th</sup>) and 9 months to complete our projects. PA-BC's partners in this project are PA Dept. of Health, Philadelphia DOH, Philadelphia DOH, Maternity Care Coalition, PRO-LC, and Healthy Start. Follow-up activities include training for other breastfeeding advocates and women's advocates; outreach to raise awareness and contacting businesses.

Cynthia's concerns about project – no burn out. Need to set measurable objectives. Evaluation plan as part of the strategic plan. Need to involve people from all parts of the state. How do we reach out to different parts of state not represented in PABC? How do we develop relationships over time with organizations now involved? How are projects going to be sustained? What do we want to do as a coalition to back steering committee?

Needs of implementing plan need to be sent out to coalition members. Cynthia will send out reminders of needs and Judy will send an email to help people get on the Yahoo group formed for this project.

6. USBF CONFERENCE - Cynthia will send ballot of names of the three nominees to go to Washington, DC conference via internet after the meeting today. Membership to vote for two members to go. Coalition will cover \$175 of expenses. Total cost approximately \$1000 for transportation, lodging, food. Maybe travel expenses can be shared by traveling together.
7. WEBSITE – Ideas: trim down, make easier to maintain, work on resource list, have newsletter online, letter to invite to join on website, possibly set up PayPal to allow collection of dues and donations. Need more thoughts and ideas. Think about ideas between meetings. Use of database tabled while the database is still being worked on. Dawn to remain the website contact person and will field questions received through the website.
8. DATABASE – Use of database tabled while the database is being worked on.
9. Elections announced as stated in #3.
10. Plaque presented by Kay Hoover to Martha Kautz. “Thank you, Martha to your tireless dedication to breastfeeding families in Pennsylvania. Through your efforts, the Breastfeeding Awareness and Support Program succeeded in leaping the high walls of bureaucracy. From the Pennsylvania Breastfeeding Coalition.
11. Divided into 2 groups – Business Case for Breastfeeding and Website Development for further discussion and planning.

Adjourned at 2 pm.

