

## Pennsylvania Breastfeeding Coalition Meeting Minutes

January 23, 2013

**Attendance:** HopeAllyson Dwiggin, Kay Hoover, Michelle Kasmer, Cindy Maki, Dottie Schell, Theresa Wirtner, Andrea Judge, Bonnie Higgins, Laura Mullen, Cathy Wagner, Pat Keister, Lisa McCloskey, Pam Klotz, Judy Gutowski

Minutes taken by Lisa McCloskey

### ADMINISTRATIVE BUSINESS

1. Call to order by Lisa McCloskey at 1204
2. Roll Call Please sign  
*Discussion - in link did not work for some people*
3. Future Quarterly meeting dates: Location needs confirmed  
TBA – April 17, 2013-Somerset  
July 17, 2013-*Mechanicsburg or Williamsport*  
October 16 or 23, (depending on WIC meeting) 2013-State College
4. Mid-Quarter special meetings:  
*February 28, 2013 Teleconference 12-1 PM*  
*Dial in Number (712) 775-7000 pin 196854#*
5. Elections of Secretary not needed according to by-laws. Only need approval by Board. Minutes from last meeting unavailable.
6. Review, revision, approval of last meeting's minutes (Secretary)
7. Treasurer's report (Pat Keister, Treasurer)  
*Savings:4808.68*  
*Checking:2801.95*  
*Total:7610.63 of which 1873.00 is earmarked for Business Case for Breastfeeding*
8. Membership (Pam Klotz, Membership coordinator)  
*Dues for July 2012 – June 2013 are due*  
*Currently 37 Members*  
*Members by region: 0 from NW, 4 from NC, 1 from NE, 3 from SW, 13 from SC,*  
*10 from SE, 6 unknown region (Pay Pal payment)*
9. Website Committee (HopeAllyson Dwiggin)-  
*Domain change to Hover. Website up and running. Question asked if local coalitions could have a page on our website. Would require tiered access. Action: HopeAllyson will inquire how this is done*  
**Grant funding applied for Google Map Completion and would require some of our funds. \$150 / \$210**
10. Facebook Page Update-none to report. *Our Facebook volunteers are Leslie Cree, Stacy Novak, Dana Ehman and Judy Gutowski. If you want anything posted to Facebook please email one of us.*
11. Telephone Line Update - 2 calls received problems with contacting us via email / yahoo  
Website committee working to correct problem with e-mail/yahoo

### NEW BUSINESS

1. Should this link be put on the breastfeeding website? Is this a reputable source of info?  
<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm335261.htm?source=govdelivery>  
*Discussion: Kay expressed the site has some useful information, but not enough detail. Links to Nemours??*  
*Members did not approve of the FDA link because it has information about formula on the website*  
*Bonnie Higgins-Esplund will review the PDF (get input from the coalition) and have this put on the PABC website*
2. Plans for Recognizing Peer Counselors for World Breastfeeding Week 2013  
THEME: SUPPORT: *CLOSE TO MOTHERS'* focusing on Peer Counseling  
*"Fifty six years ago, seven breastfeeding mothers came together and realized that their abilities to breastfeed their own infants came from being provided with information, education and emotional support from each other. That so many other mothers who longed to breastfeed could be enabled to do so if only those around them, their Peers, had the knowledge and skills to be supportive. La Leche League International was launched, and Mother to Mother support was born... Women's social networks have major impact on their health related decisions. Women are often drawn to other women with whom they share life experiences, especially when those experiences relate to parenting. When new mothers have someone who can understand and identify with their experiences, they can better enjoy and cope with parenthood. A peer counselor is an invaluable partner with mothers in their journey through parenthood, helping them gain confidence in their ability to breastfeed. Peer Counselors model the idea of seeking information from others, which will help moms realize that the breastfeeding journey is a learning process for us all..."*

Coalition members plan to recognize LLL groups, Breastfeeding Mothers Counselors and Breastfeeding USA Groups. Ideas include: Attending their meetings in Aug and bring them a cake and or a certificate funded through PABC. Other ideas include promoting PABC and extend invitation for membership, create a press release and take a photo for newspaper submission, have an event where WIC and LLL are together and have an opportunity to meet.

**Volunteers include:** Michelle West-Marlin County, Kay Hoover-Dauphin County, Lisa McCloskey-Lycoming County, Bonnie Higgins-Philadelphia, Pat Keister-York and Gettysburg.

Volunteers needed for additional areas.

Bonnie Higgins-Esplund announced this to the Philadelphia Multi Hospital Task Force Meeting

3. Please add LOCAL Coalition minutes to Files on Yahoo Group. This will contribute to the cohesiveness of the state and local coalitions. When files are added, an e-mail notification will be sent to the Yahoo Group. PABC members who are part of local coalitions can add files themselves. There is a folder to put them in, in the files section.
4. USBC Updates coming weekly "wire" are now in Yahoo Email  
*How do members feel about receiving email, too much?*  
 PABC Affordable Care Act Flyer-*some members were unable to open link*. Request for this to be sent out as PDF for review prior to next meeting.  
<https://www.dropbox.com/c/shmodel?nsid=135638493&sjid=0&state=2&signature=0de41a7&path=/PABC/Business+Case+PABC+Flyer+Judy+update+2012.pdf&id=shmodel>  
*Also pdf file attached with minutes.*
5. Joint Commission  
 For hospitals with 1,100 or more births per year, the perinatal care measure set will become the mandatory fifth measure set effective on January 1, 2014 with more hospitals included in the future. *Is there an opportunity for PABC to provide information to hospitals? This requirement applies to 44 hospitals out of 100 in PA. Massachusetts has a JACHO tool kit posted on website.*
6. PABC Grant Application for Office of Women's Health  
 Michelle Kasmer - Project Director  
 Title: Pennsylvania Breastfeeding Coalitions Unification Project  
 Goal: to improve the "network" of breastfeeding support in Pennsylvania for the public, breastfeeding coalitions, and the maternal child health community.  
 Grant notified by 2-19-13 – *Response was delayed still waiting to hear 2-24-13.*

	Column A	Column B	Column C
Budget Line Item and Justification	OWH Contribution (\$)	Contribution from Other PABC existing funds (\$)	Cost (\$) (Column A +B)
Attorney Fees for Set-Up of PABC as Non-Profit of 10 hours at \$150 ea	\$1500		1500
IRS Group Exemption fee	\$850		850
IT person to complete Google map 12 hours at \$30 ea	\$150 Websitedevelopment work of 5h at \$35 ea	210	150
Total funds requested	2500	210	\$2700

A motion was made by Michelle Kasmer to proceed with IRS group exemption status within the next 6 months with coalition funding in the event that the grant funding is not received. Motion seconded by Pam Klotz.

*Vote will be conducted through e-mail Monkey Survey. Survey was sent to all paid members, vote was unanimous to proceed regardless of funding with 501c3 group exemptions for local coalitions.* Southwestern PA Breastfeeding Coalition, active 4 county region is in need of non-profit letter of intent to open a bank account to deposit checks made in contribution.

7. Many members signed the welcome to congress note for USBC:  
[http://org2.democracyinaction.org/o/5162/p/dia/action/public/?action\\_KEY=12505](http://org2.democracyinaction.org/o/5162/p/dia/action/public/?action_KEY=12505)
8. You can choose to sign the Breastfeeding Stamp Petition at the following link  
<https://petitions.whitehouse.gov/petition/develop-and-issue-stamp-or-series-stamps-depict-promote-and-normalize-breastfeeding/YhYyRcMT>
9. **Amend the Bylaws** to add requirements for the WHO Code regarding memberships advertisements and donations.  
*Discussion-membership has some of this code within the member application. Agreed that this would be good to include in the by-laws. Action: Request Judy to send by-laws sent to members for review prior to voting on a change. Examples A,B and C below are from other state coalitions.*

A. The group will abide by the WHO code and support the Healthy People 2010 goals.

B. Section 9.04: Gifts and donations. The Board of Directors may accept on behalf of the Organization any contribution, gift, bequest, or device for the general purposes or for any special purpose of the Organization. The Organization strives to be a socially responsible organization. To this end, the Organization, using the WHO CODE as its guide, may choose not to accept contributions from certain organizations, and retains the right to refuse any donation. Donations do not entitle the donor to participate in determining Organization policy, procedures, or positions on issues addressed by the Organization on the basis of that support. Acceptance of support does not constitute endorsement of the products, services, or mission of the donor by the Organization or its affiliate organizations. Donor organizations may not use the Organization name or logo without express written permission of the Organization.

C. Artificial Infant Food Industry Conflicts. No representative of the artificial baby milk industry or any individual or group who profits from the artificial baby milk industry may be present at any meeting of the Coalition. No program, publication or activity of the Coalition may be underwritten by any artificial infant food company or the affiliate of such a company.

The Coalition's intent is to adhere with the intent of the International Code of Marketing of Breast Milk Substitutes. Coalition sponsors and advertisers shall not market equipment or promote practices that contribute to the replacement of breast milk with artificial replacements. Sponsors shall not display any logos of any artificial infant food company or its affiliate.

Advertisers and sponsors that market bottles or bottle feeding supplies as accessories to breast pumps, which are meant as alternative means of feeding breast milk when latching is not possible, are acceptable.

10. **Conduct statewide breastfeeding summit** which includes hospital administrators and government officials (DOH, DPW, and Insurance Commission).

a. Use existing funds and grant if possible so only cost to attendees would be for meals

b. Ideas for topics (Judy)

- i. Highlight state and local coalitions – Representative from each
- Hospital best practices – Baby Friendly, Joint Commission, Beverly
- Pediatric practices – AAP, BEST Training, Dottie Schell
- State promotion efforts – Breastfeeding Coordinator, Kay
- Access to care of IBCLCs: Licensure and Reimbursement, Judy
- Workplace breastfeeding support – state legislation, Esther or Jake
- Bringing home the USBC meeting sessions, Ruth?

*Discussion: CDC has asked states to provide this education. Penn State as central location-would need to be booked a year in advance. Avoid Oct. because of the Academy of Breastfeeding Medicine meeting in Phila. Spring suggested as the best time. Bonnie knows colleagues with experience in planning national conferences and will promote the opportunity for Conference Coordinator.*

*California University in SW PA has a nice facility for a reasonable rate. Rosa Snyder-Boyd available to help with coordinating if this would be acceptable. Need to vote next meeting. Information on this site and catering is attached.*

11. Update of PABC Membership Brochure in progress.

*Kay making final changes and will send for review.*

#### **OLD BUSINESS**

1. Adopting Chris slogan as our slogan

**“Instead of expecting a woman to check out of public life when she has a child, let's welcome and support her and her baby.”** Now appears on website banner.

2. Application for Coalition PA-DOH not submitted since Program Director position was vacant.

#### **STANDING BUSINESS**

1. Breastfeeding Education and Support Training – Dottie Schell

PA – AAP [www.pa-aap.org](http://www.pa-aap.org)

*36 trainings schedule, 60 allotted for OB and Pediatric practices. Some requests coming from outside of the grant funding area. Will request additional funding to provide 60 programs through June, 2013. Physician trainers needed in Southwest. Recruitment of additional trainers throughout the state by May. Increasing number of requests for training in OB groups. Pinnacle Health is doing a hybrid of the EPIC BEST with three programs for different groups of health professionals.*

*Challenge because of geographical locations*

*Recruit more trainers across the state*

*Additional training across the state*

*Webinar offering*

40 grant applications received for the 30 digital scales.

2. Recognizing PA Baby-Friendly Hospitals (Lisa McCloskey)

Baby Friendly unable to release names of hospitals submitting letter of intent. Letter in development to send to the following hospitals.

1. Lancaster General Women and Babies (Lancaster)
2. Pennsylvania Hospital (Philadelphia)
3. Magee (Pittsburgh)
4. Susquehanna Health System (Williamsport)
5. The Birth Center (Bryn Mawr)
6. Einstein Hospital (Philadelphia)
7. Indiana Regional Medical Center (Indiana)
8. Hospital of the University of Pennsylvania (Philadelphia)
9. Pinnacle Health (Harrisburg)

*Action: Notify Kay Hoover if you know of additional hospitals to add to this list*

3. Recognizing hospitals who have "Banned the Bags" (Lisa McCloskey)

*No additional recognitions*

4. Bestfed Beginnings Region B Report from Kay

3 participating hospitals in the development stage which includes a breastfeeding policy, patient education and professional education. Bonnie reports her hospital is doing rapid cycle testing on rooming in, skin to skin, and exclusivity. Next regional meeting is scheduled for February 28<sup>th</sup>. Kay attended the last meeting in Baltimore to represent the coalition. Bonnie is already participating and agreed to represent coalition if an additional member is not invited.

*Action: Bonnie will inquire if there was a communication breakdown that the invitation was not extended to the coalition. NICHQ did not invite coalition because of Logistics Becca Lipman from NICHQ.*

5. **Interstate Collaborative for Widespread Implementation of the Ten Steps.**

This is based in North Carolina. They address the need to accelerate the systematic implementation of the Ten Steps to Successful Breastfeeding as essential maternity care practices associate with optimal breastfeeding. - Debi Ferrarello, Katja Pigur, Kay Hoover

Website <http://cgbi.sph.unc.edu/healthcare#Interstate>

*Discussion regarding notification of hospitals to join the collaborative.*

*Action: Kay Hoover agreed to e-mail Marion Labbok to inquire if this invitation can be extended to hospitals and what the commitment would require for participation*

6. Midwest Regional Coalition Report (Judy Gutowski)

*Regions includes Delaware, DC, Maryland, New Jersey, PA, Puerto Rico, Virginia, Virgin Islands and West Virginia  
No report from the December meeting, this meeting occurs in conjunction with the CDC calls, every 2<sup>nd</sup> month, 2<sup>nd</sup> Tuesday, 2PM for CDC call and 3 PM for Regional Call.*

7. PA Breastfeeding Coordinator (Kay Hoover)

Report from the PA Dept of Health

Three mini grants awarded.

1. *Lycoming/Clinton-"Seeds of Growth" to create materials and a display to promote breastfeeding at community events, grow coalition membership, establish an employer recognition program, and implement the Business Case for Breastfeeding at 2 businesses.*
2. *Luzerne County-Mini Summit providing education for home health nurses and nurse family partners*

Chester County-Since there are no gaps in service, there is an opportunity to promote existing services through a spring "Fair" for businesses, organizations and the public.

**OTHER BUSINESS FROM MEMBERS**

Licensure and Reimbursement of IBCLCs (Judy Gutowski)

*Appeal planned for the Sunrise Application to the Department of State highlighting the clinical care IBCLCs provide and the Surgeon General's call to action. Judy was interviewed by National Public Radio which can be heard at npr.net. Marsha Walker and lobbyist Scott Harshman are in Washington today meeting with Representatives from PA and other states.*

**Next meeting is a one hour mid quarter phone meeting on February 28, 2013 from 12-1pm**

*Meeting to discuss the new grant that has become available from USBC, those who would like to work on this project to call in.*

**Dial in Number: 712-755-7000 pin 196854#**