

September 29th Meeting Minutes New Breastfeeding Coalition

The second meeting of the steering committee for the Breastfeeding Coalition for the western Panhandle of Florida met on Tuesday, September 29th from 7:00p.m. to 8:30p.m. at Dr. Pam Klein's Gulf Breeze office of Pensacola Pediatrics.

There were 6 in attendance:

Dr. Pam Klein, MD (Peds)
Donna Maxwell, RN, CNM (OB)
LeeAnn Montaina, RN (BH)

Anne Sanborn, IBCLC (WIC)
Dr. Sharon Seidel, MD (OB)
Ronda Yoder, ARNP

We began by passing out handouts from the various committees. One committee was not represented due to a last minute schedule change. We opened by discussing the coalition name. We debated this a lot and had a number of creative names to choose from. We decided that we wanted something that people would take seriously. After considering 15 initial suggestions, the choices were narrowed to two:

Coalition to
Restore and
Improve
Breastfeeding
Support/Services

Alliance for
Breastfeeding on the
Emerald
Coast

We rearranged and worked with both to get a title that is short, pronounceable, and meaningful. We really liked the detail of CRIBS and the simplicity of ABEC. We believe our compromise between the two is a good final product: Emerald Coast Alliance for Breastfeeding Support (ECABS).

We discussed our **mission statement** and revised/reworded to get one that we all liked for simplicity and completeness: To improve community health, by providing collaboration, education, and resources for the support, protection, and promotion of breastfeeding on the Emerald Coast.

We also chose **objectives** drawing heavily from the ones we found at the Florida Breastfeeding Coalition and some regional coalitions.

- Model policies and practices that promote and support breastfeeding in all sectors of the healthcare system.
- Increase services and support to families who are breastfeeding, with a focus on the underserved population, to impact breastfeeding initiation and continuation rates.
- Increase the incidence and duration of breastfeeding by identifying and solving problems through effective community networking.
- Improve community awareness and positive attitudes about breastfeeding by providing access to varied resources and factual information.
- Improve area health professionals' breastfeeding promotion, assessment and management skills by identifying needs and providing access to professional education.
- Support the establishment of model policies in worksites, child care facilities and schools that

- foster a positive environment for breastfeeding.
- Increase acceptance and support for breastfeeding among key community leaders.

We worked on the **structure** of the organization and identified the **primary committees or pillars**.

Finances: Chaired by Treasurer. Record keeping of coalition expenses and donation. Members involved in fundraising/grant writing.

Healthcare Providers: Emphasize education of HC providers: committee needs to have at least 1 each of OB, Ped, FP, LC, NP, and perinatal nurse for representation. Develop Resource page.

Community/Outreach: Emphasizes educational outreach to schools, patients/clients, presence at health fairs, & community events.

Advocacy: Working with businesses/having a voice in local/state government (get out petitions, email members with issues), Business case for breastfeeding

Management: Website, newsletter, other means of organization of the coalition.

Finally, we discussed the **organization of the board of directors** and the method of **membership**. However, we decided to table any further action till our next meeting, when we want to discuss governance (board of directors) and membership in more detail.

We determined to meet again on Tuesday, October 13th at the same time and location. Meeting was adjourned at 8:30p.m.

Submitted,
Ronda Yoder