Breastfeeding Coalition of Ventura County

Meeting Minutes
February 7, 2012

Present:

Dr. Patty Auchard- CMH Breastfeeding Clinic, Tara Stivers (IBCLC)- WIC lactation trainer, Cindy Fahey- PAC/LAC ED, Jenny Tardy, Michelle Robinson (CLC), Stella Sweeney (PHN)- CPSP coordinator, Claudia Benton (PHN)- VC Community Nursing, Paris Maloof-Bury (IBCLC) - CMH breastfeeding support groups and VC Mamas group and Million Mothers March, Molly Atkins- Monsanto breastfeeding moms support, Karissa Lemme, Patty Zoll-County of Ventura Work-Life resources, Pam Kleiman- Naval Base breastfeeding support, Bridget Winnett (IBCLC) -Simi Valley Hospital, Julie Chessen- WIC dietetic intern, Elizabeth Thasiah- First 5, Sheila Diedrick (IBCLC) - CMH New Parent Resource Center Coordinator, Jennifer Dayrit- Health Educator/ Coordinator with Ventura County Public Health

Approval of Minutes
The minutes of the previous meeting were unanimously approved as distributed. Minutes posted on our website and made available in our binder.

Treasury Report
Talked to Kay Urban at Landon Foundation about seeking 501 (c)(3) and her continued administrative support. She is willing to continue providing fiscal services. Paris reimbursed for cards and posters. Current balance: $13813.89.

Website Report
Meeting minutes on website Moving forward with Constant Contact- $10.50/month. Tara will design email newsletter. We need official permission to email to people through Constant Contact. Coalition needs to send out official request to all members. Landon Foundation will be notified of using this service. Need other news items for the home page.

Open Issues:

Educational Event:

Locations: Options- hospital, hotels, banquet halls, Public Health
**Actions:** St. Johns Hospital is interested and needs to confirm dates- Tara to follow-up. **Actions:** VCMC is interested- Marissa to follow-up.

CMH is not a good location. Poinsettia Pavilion is not a good option ($100/ hr. and requires using their catering). Let’s consider a banquet facility/ hotel, which can lodge our speaker as well. A conference room needs to accommodate 100-200 people.

**Action:** Marissa will contact hotels. Seeking a rate of $50/ pp.
Pubic Health uses the Marriot Courtyard Hotel and the Sheraton. CLU has facilities and catering. Hospitals (VC and CMH) will offer credits if offered on their property. CMH will no longer give CMEs anymore. Would offer CEUs if sponsored by CMH. PACLAC can offer CMEs/CMHS. Instead of giving credits, Coalition could begin working with hospitals to give hour lecture/ grand rounds annually- it would be up to hospitals whether to give credit.

**Action:** Tara will connect with WIC about VC Pubic Health venue calendar.

Costs: Average cost for lunch is $20-$25 per meal plus 20% off the top= $70 per person for basic fees. We are charging $100 registration. There may a financial loss.

Possible speaker: Nils Burgman. Honorarium $1000 – known for research for kangaroo mother care and NICU breastfeeding. Looking for September or October dates. Need to determine a space within the week.

**Business Accolades**
Seeking to help promote businesses that are breastfeeding friendly- great nursing rooms, hospitable. The Coalition could offer a contract. What is it that would make a business noteworthy and how would be check up on them? **Action:** bring ideas to next meeting.

**Directories**
Patty Zoll is half way through with updating. Four areas: hospitals, community resources, breastfeeding support organizations, private consultants. We require a copy of certification. Add a disclaimer that “at this printing these were current. LA Coalition includes certification because it raises level of lactation education. We will not contact individual lactation consultants. We should look into an annual fee next year for private consultants. Rough draft finished in the next few weeks. We can add online resources to the directory such as VC Mamas group.

**Posters**
Posters will be available for next month’s meeting.

**Non-Profit Status Presentation**

**Action:** Elizabeth to present on 501 (c)(3) process.

**Kaisser Grant:** Grant available for breastfeeding – Jennie Torty to research

**Awards**
Supervisor’s Board Meeting date confirmation. **Action:** Patty Zoll to confirm.

**Million Mother’s March**
Federal Law to support breastfeeding in public. Not all states have laws. Seeking legislation about harassment of breastfeeding moms. Seeking federally mandated paid
maternity laws. Breastfeedingunite.com. How can Coalition be involved?

**Action:** Paris to email the chairs the information; Patty Auchard will research and can address it at the state coalition level. Put on links section of website.

**New Business**

**CBC Summit Overview**

California has 46 Baby Friendly Hospitals, 30%- a leader of the nation.

Coalition wants to consider spearheading a regional hospital consortium of the 8 Ventura County hospitals to help the other hospitals become Baby Friendly. We need to identify how “competing” hospitals can work together as a county. Leaders from VCMC/ Santa Paula and CMH/Ojai dialogued about struggles and practices. PAC/LAC was part of this process. Coalition would like to consider spearheading this work. Due to funding cuts, public health and WIC have had reduction of resources. Coalition brings together Pubic Health, WIC, First 5 VC, Hospitals, PACLAC. i.e.Sonoma County Consortium (model approach). i.e.San Diego (you can have high breastfeeding rates in-hospital, but low rates in community- Baby Friendly status changes an overall perspective community-wide.

PAC/LAC accomplished this with LA County- brought in CEOs, Quality Improvement, put together county wide goals; pushed policy initiatives per hospital. PAC/LAC could do this with Ventura County. We need high level PH officers, Hospital CNOs/ CEOs- someone with fiscal responsibility and accountability, Maternal/Child Health department heads.

**Action approved:** PACLAC will provide initial consultation at reduced rate of $200 (w/ Navene Sangwan)

**Action:** Community Grant funds are now being allocated. Discuss Consortium work. Elizabeth Thasiah, Patty Auchard, PACLAC, Claudia Benton to discuss.

Include Dr. Paul Russell, medical consultant for MCAH- Maternal Child Adolescent Health

**Other Future Projects**
Breastfeeding Friendly Physicians
Community Outreach Lectures

**Adjournment:**
Meeting adjourned at 2 pm.

Minutes submitted by: Elizabeth Thasiah

**Next Meeting:** Tuesday, March 6 at 12:00pm