

May 12, 2015, Meeting Minutes
Emerald Coast Alliance for Breastfeeding Support

The May meeting of the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, May 12, 2015, from 6:30p to 7:30 pm at Old South Properties.

Present:

Lynn Hazelwood
 Rebecca Goff

Karen Shelton
 Jason Straub

Suzanne Straub
 Ronda Yoder

Recording Secretary: Ronda Yoder

Agenda	Discussion	Recommendations/Actions	Follow-up by whom
Meeting minutes from April meeting	1. Review of minutes from April meeting.	1. No recommendations / no actions	1. N/A
World Breastfeeding Week Celebration	1. Planning of a Community event for World Breastfeeding Week. Discussion of costs and current level of participation.	1. We do not have the member support to go forward with this activity at this time. We will table it for possible consideration next year.	1. All
Increasing involvement by former active members	1. Ronda has contacted several members and they still want to attend and plan to come to future meetings.	1. Continue to send out email reminders with minutes and meeting agendas	1. Ronda
Better Marketing of ECABS and	1. Dr. Straub suggested beginning with the Sacred Heart Pediatric Residency Program	1. Dr. Straub suggested we could educate residents about how	1. Dr. Straub to make contact

Mission	<ol style="list-style-type: none"> 2. Rebecca Golf suggested she network ECAB at her Navy Hospital meetings. 3. Karen Shelton suggested contacting PNJ to put meeting dates in community meeting section. 4. General discussion was held on how to create a breastfeeding culture in our community with billboards and radio advertisements. Suggestions were made to also advertise in Gulf Coast Parents Magazine, Pensacola Moms/Kids Facebook Page, Mudpies and Lullabies and mother's groups. 5. Members discussed need to give out our ECAB Breastfeeding Support Resource flyers to physicians and medical staff at their offices. 6. Ronda spoke about window cling stickers that ECAB had designed to provide to breastfeeding friendly companies. The company that offered to make these for free was sold, so the clings would now be another cost. 7. General discussion was held on need to increase breastfeeding resources for mothers in our community, the need to educate physicians and to develop peer support groups 	<p>to assist parents with breastfeeding.</p> <ol style="list-style-type: none"> 2. Navy Hospital 3. Advertise in PNJ Community Meeting Section 4. We need volunteers to make all these contacts and a cohesive message for how to advertise. 5. We need more flyers as we are out. 6. We could check into other companies that make cling stickers. 7. We will continue this discussion at future meetings. 	<ol style="list-style-type: none"> 2. Rebecca G. 3. Karen 4. All 5. Ronda will order more brochures 6. Ronda will look for a new price for this. 7. All
Finance	<ol style="list-style-type: none"> 1. Financial report. Beginning balance: \$409.95, Credits: \$0.02 Interest, Ending Balance: \$409.97 2. Karen made a motion to spend money to 	<ol style="list-style-type: none"> 1. N/A 2. Motion approved and passed. 	<ol style="list-style-type: none"> 1. N/A 2. Ronda to check into prices of flyers and get this done.

	pay for brochures to be printed. Motion seconded by Suzanne Straub.		
Newsletter	1. We are looking for a volunteer to take over this responsibility as Jen South has had to decline at this time.	1. Find another member who is willing to work on the newsletter.	1. All
ECABS trailer	1. Wells Fargo Grant: still need to know how to address an appropriate budget for this grant 2. Cost of trailer approximately \$7,500.00	1. Ronda and Karen will keep working on a budget to submit for grant application. 2. N/A	1. Ronda and Karen 2. N/A
ECABS Website	1. Website needs updating. Members still need to get together to work on this. We all have ideas of what could be included.	1. Continue to work on this project.	1. All
Dr. Joan Meeks speaking in our area.	1. Ronda made announcement that Dr Meeks will be speaking at Sacred Heart Hospital OB/GYN Grand Rounds on May 29 th .	1. Dr. Straub stated he will make sure everyone in his practice was aware.	3. Dr. Straub