

September 16th Meeting Minutes
Emerald Coast Alliance for Breastfeeding Support

The September meeting of the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, September 16th from 6:30p.m. to 8:00p.m. at the West Florida Public Library, Main Library.

Present:

Corinne Carlson	Linda Macks	Jen Ward
Jen Chendea	Lynette Ruckman	Joy Weirick
Elaine Condon	Karen Shelton	Ronda Yoder
Ashley Cox	Jen South	
Rebecca Goff	Jayne Voyles	

Ronda Yoder opened meeting with prayer.

Jen Ward gave treasurer report with \$72.01 balance. She reported that balance would grow after January 2015 membership dues.

Attendees present introduced themselves and briefly explained their interest in ECAB.

Ronda spoke about the history of ECAB beginning with the initial steering committee and how the need for a coalition in our community began. The ECAB bylaws were passed around along with the Breastfeeding Resource Guide. She briefly highlighted some ECAB activities from the past including the breastfeeding booth at the Pensacola Interstate fair & Santa Rosa County fair, continuing education provided for area nursing staff, and the resource letter for mother's to provide to their employers. She explained the Frankie Mims and Physician Leadership Awards that have been given out the last four years. Ronda also gave a brief summary of the possibility of a grant ECAB is interested in seeking to purchase a trailer to replace the tent used in the past for the breastfeeding & infant care area at the fair.

Rebecca Goff offered to assist with ECAB Facebook page after Ronda stated ECAB website and Facebook page need updating.

Ronda read aloud the ECAB mission statement and asked if those present had any comments or questions about ECAB's mission.

Jen Chendea expressed need for physician education in our community and then requested ECAB's participation. Discussion by the group acknowledged the need but expressed concerns on how to accomplish this. Several suggestions were made about how to get further connection with physicians.

Jen C. also suggested that we engage in education for businesses to become breastfeeding friendly. Ronda explained ECAB's past endeavor to provide window stickers for businesses that

support breastfeeding. We were unsuccessful in obtaining these without a cost, so the suggestion was made to apply for a grant for this purpose.

Ronda raised the question about future meetings and what would be best for members and non-members to attend. Several suggestions were made. Jennifer South suggested alternating daytime meetings either breakfast or lunch. After some debate it was decided to alternate meetings with midday and evening meetings. Karen Shelton suggested that we should have a more professional setting for meetings and that restaurants should not be used for meetings. There was significant support for this proposal. We did determine it would be fine for anyone to feel free to bring a lunch/meal with them to either meeting.

The attendees agreed to hold the daytime meetings at Tryon Library and the evening meetings at the Main Branch Library, if this would be possible. Karen volunteered to arrange the meeting rooms at the Main Library and Ronda volunteered to arrange for the Tryon Branch Library meeting rooms. We will begin the daytime meetings in October and continue alternating at the daytime site for even months and evening meeting in odd months.

Discussion was held about the need for clarification on what we do at meetings as strategy to get others in community interested in attending. The suggestion was made by Corrine Carlson that we follow the 5 pillars of ECAB bylaws and focus on a pillar at each meeting. This suggestion met with approval, and we will begin doing such at the next meeting where we will discuss membership strategies.

Karen suggested that each person present bring someone with them to the next meeting to increase participation. Jen C. expressed concern about prayer before meeting and that it might be offensive to someone she would like to bring. Others expressed opinions that prayer was often given at their work meetings. No resolution was made at the meeting.

Suggestions were made from those present about a number of other projects and topics like: fund-raising opportunities, how to provide CEs for physicians, etc. Agreement was made to table further discussion as the time was getting late. We have chosen membership strategies to be the main topic of the next meeting.

Ronda stated she will get flyer ready for Pensacola Fair by the end of the week and will send out mailing on how to sign up to volunteer in the breastfeeding booth.

Next meeting will be held October 14th at 11:00 at the Tryon Branch Library.

Submitted by,
Karen Shelton, Secretary