

**July 14, 2015, Meeting Minutes
Emerald Coast Alliance for Breastfeeding Support**

The July meeting of the Emerald Coast Alliance for Breastfeeding Support met on Tuesday, July 14, 2015, from 6:30 pm to 8 pm at Old South Properties.

Present:

Rebecca Goff

Jennifer Major

Jason Straub

Lynn Hazelwood

Karen Shelton

Ronda Yoder

Tammy Lantz

Suzanne Straub

Recording Secretary: Ronda Yoder

Agenda	Discussion	Recommendations/Actions	Follow-up by whom
Meeting minutes from June meeting	1. Review of minutes from June meeting.	1. No Changes	1. N/A
Finance	1. Financial report. Beginning balance: \$409.98, Credits: \$0.02 Interest, Debit \$87.00 for POBox, Ending Balance: \$323.00	1. N/A	1. N/A
Introduce visitor/new members	1. Two visitors at meeting who joined tonight. a. Jennifer Major – local optometrist, new mom b. Tammy Lantz – RD, IBCLC recently moved to the area. Previously involved Colorado BC	1. N/A	1. N/A

<p>News</p>	<ol style="list-style-type: none"> 1. SHH Pensacola received Baby-Friendly certification on June 17, 2015. They have not had a large celebration/announcement yet, but we will be watching for that. 2. SHH Pensacola is holding a Health Fair on 8/1. We don't know much about it, but need to check into what is going on and whether we could be involved. This is 5th Florida hospital and only one in Panhandle. SHHEC is working toward Baby-Friendly now. 	<ol style="list-style-type: none"> 1. Post information on our website/Facebook congratulating them. 2. Dr. Straub to pass on more info. and contact info. 	<ol style="list-style-type: none"> 1. Ronda 2. Dr. Straub
<p>National Breastfeeding Month Celebration</p>	<ol style="list-style-type: none"> 1. Discussed nominations received and merits of recipients. Voted on Physician Leadership and Spirit of Service Awards <ol style="list-style-type: none"> a. Spirit of Service – for any healthcare worker or volunteer who goes above and beyond the expected level of care to support Moms and babies; b. Physician Leadership Award –To recognize the doctor who makes breastfeeding support a priority in own practice and articulates that priority to colleagues, creating a culture of breastfeeding support in the medical community 2. Need to schedule room for celebration, decided to again have at SHH since we have someone who can schedule there. 3. We plan to have the celebration 8/13 at 6:30pm in the MOB at SHH. Light 	<ol style="list-style-type: none"> 1. Contact Recipients to Inform them <ol style="list-style-type: none"> a. Dr. Straub will contact the PLA recipient b. Ronda will contact the SOS recipient. 2. Ask Joy Weirick to schedule room. 3. Purchase foods right before the celebration 	<ol style="list-style-type: none"> a. Dr. Straub b. Ronda 2. Joy Weirick 3. Ronda/Karen

	refreshments will be served. Will purchase food items with ECABS moneys for celebration.		
Better Marketing of ECABS and Mission	<ol style="list-style-type: none"> 1. During the May meeting the following items were discussed: <ol style="list-style-type: none"> a. Dr. Straub suggested beginning with the Sacred Heart Pediatric Residency Program – significant discussion about these possibilities with ideas of content topics. He has talked to residents about what they would want; they are interested. Conference times are daily from 12:15-1:00pm. He needs still to talk to chief resident. Tammy offered she has a number of presentations already ready to go. Will get us a list. We also discussed encouraging FSU to include BFing content in Med Student curriculum when they are with Pediatricians. b. Haven't been able to connect with Navy contacts. c. Haven't found out procedure to get PNJ to put meeting dates in community meeting section. d. Ongoing discussion was held on how to create a breastfeeding culture in our community with billboards and radio advertisements. 2. ECABS Brochure: Discussed updates / changes needed: Several recommendations were made. Cannot afford to print many at 	<ol style="list-style-type: none"> 1. Before next meeting <ol style="list-style-type: none"> a. Post topic lists on social media to get more suggestions. Take collected list to residents for further input. Have Tammy's list to look at before next mtg. b. Follow up at next meeting c. Advertise in PNJ Community Meeting Section d. Bring other ideas and results of advertising possibilities to next meeting 2. Ronda will make requested changes and solicit more pricing bids for these brochures. 3. Ronda will look for other sources of estimates to be ready to discuss at a future meeting. 4. N/A 	<ol style="list-style-type: none"> a. Ronda, Rebecca, Dr. Straub, Tammy b. Rebecca G. c. Karen d. All 2. Ronda 3. Ronda 4. N/A

	<p>this point.</p> <ol style="list-style-type: none">3. Ronda did receive quote on Breastfeeding Friendly Clings – but didn't bring that info tonight – will bring up at meeting when we have more time to discuss as we were rushed tonight.4. Our ECABS Magnets – decided to hold off on using or ordering more of these at this time.		
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Motion to Adjourn: Karen Shelton, Seconded: Lynn Hazelwood, Adjourned at 8:05pm.