

Teleconference Minutes

3/21/2014

I. Attendance/Welcome/Introductions

Diane Bibb, Co-Chair

Becky Schwaller, Co-Chair

Kathy Mertzlufft, Treasurer

Debbi Heffern, Communications and Website Manager

Karen Urick, Secretary

Charlene Burnett, Mountain/Plains Region USBC Representative

Karla Voss, Cheryl Blevens, Mary Shoults, Jackie Wankum, Alicia Osborne, Angie Jobes, Johanna Iwaszkowiec, Erin O’Reilly, Eva Obirek

II. Jan 2014 minutes approved and posted on website for members to read

III. Treasurer/Membership Report

$3315 in checking account, 58 paid members and over 600 “likes” on our Facebook page

IV. Old Business

A. USBC Grant – Continuity of Care Connections

This CDC program is in final stages as 3 MO hospitals become “Baby Friendly”

Kathy completed breastfeeding resource guides for the 3 regions these hospitals are in (KC, STL and Columbia)

B. Breastfeeding Law

SB502 and HB1570 has the same language and are moving out of committees for debate. We will be supporting the bill as it is written so the jury duty piece will be passed. Feedback within the legislative system has been very positive so far. In a few years we will lobby to remove the discretionary clause and the requirement of a physician’s note if a mom requests to be excused from jury duty.

C. Show Me 5 Update

Now 3 Hospitals have received this award with more applying. See for more info:

http://health.mo.gov/living/families/wic/breastfeeding/showme5.php

D. Breastfeeding Friendly Worksite Award

More worksites such as hospitals and city governments are applying.

Sponsored by the MO Dept of Health and our Coalition

Grant to awards 30 places $500 each to set up pumping rooms

Go to this website for resources such as sample policies: http://health.mo.gov/living/families/wic/breastfeeding/support.php

E. Breastfeeding Friendly Childcare Award

This program is in final stages of getting approved. The MO Dept of Health hopes to reward care providers who support breastfeeding families by offering resources, training staff, providing parent education and have a written policy. Establishments will be awarded a 3- year certificate, public recognition and a window sign.

F. Strategic Workgroups Update-

\*Education (Charlene) – NA at the time

\*Grant Writing (Diane)- No report

\*Conference Planning (Diane)

Kay Hoover will be coming to speak at the MO WIC conference on October 20th in Columbia at the Women’s and Children’s Hospital.

Coalition meeting will follow 4-5:45 pm

Conference with Kay Hoover 6-8 pm, with a warm meal served and 2 L-cerps offered

Coalition members will receive a discount to attend

Topic suggestions are yeast, advocacy, approaching HCPs.

\*Legislative (Karen) – nothing to add to Kathy’s report above about the Breastfeeding Law

\*IBCLC Reimbursement (Becky) – NA at this time of the call

\*IBCLC Licensure (no leader) - NA

G. USBC Conference Aug 2-4

We will be sending a few representatives to attend.

V. New Business

A. Breastfeeding Promotion using Standees, originally from CA.

These are life-sized pictures of mothers nursing their babies and they are placed thru out the community. The Joplin YMCA has a standee (of a YMCA employee nursing her baby). This was posted on our Coalition’s Facebook page and received many likes and shares. Angie mentioned that other state YMCAs such as IA are hoping to promote breastfeeding in this way.

Kathy proposed that the Coalition starts a breastfeeding in public campaign using Standees. The attendees agreed it would be effective. Johanna, Erin and Kathy volunteered to lead this project. Joplin has many standees already. The cost is around $200 per Standee which need to be wind and water proof.

VI. Other

A. WIC Update

May 1-2 is WIC’s PC conference in Jefferson City.

>120 Peer Counselors in MO, 80/112 agencies with PCs

WIC conference in Oct celebrating 40 years of MO WIC

18 hour Breastfeeding Course- St. Charles completed March 5-7 and KC April 2 - 4 (full) 65 registered and there is a waiting list.

B. Local Coalitions

\*STL – Johanna and Erin

-Participating in a photo campaign for breastfeeding mothers

-2 coalitions to get both areas of St Louis (St Charles Co & STL Metro).

-Goals are to develop physician outreach and to work with local LLL Groups on WBW

\*Springfield – Cheryl

-Is a new coalition, approximately 1 year old

-Submitted paperwork to the IRS to get tax-exempt status and applying for grants

-Assisted in establishing a milk bank depot in Springfield

-Started strategic planning for their coalition

\*SW MO/Joplin – Angie

-Working on Business Case for Breastfeeding and hoping to have a conference aimed at educating HCPs about breastfeeding

\*Hannibal Task Force – Diane

Looking into using Standees to move breastfeeding support into the community

Latch in for WBW

C. Debbi requesting pictures of babies of different ethnic origins for our website. She’ll write up a request for us to post on Facebook.

D. MO YMCA State Alliance is working with employers to better support breastfeeding families.

VII. Next meeting

Location: Teleconference on Friday, May 16th, noon – 2 pm