

# Breastfeeding Advocates of Sarasota County (BASC)



**DATE: Wednesday,  
July 6, 2016**

**TIME: 3:00 PM  
-4:30 PM**

**PLACE: SCHD Rm 227**

**ATTENDEES** Jamee Thumm, *HS Coalition*; Anne Muir *HSCSC*, Ciera Coleman *HSCSC*, Arielle Ball, *WIC/Lactation Love*; Debbie Eldridge, *LLL*; Dale Lewis, *HS Board*; Chelsea Arnold *SCHD Pediatrics*; Rebekah Weber *Interested Citizen*.

**REGRETS**

**MINUTES** Anne Muir

## MINUTES

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### I. Welcome & Introductions

- a. Review of Minutes from 5/4/2016. No corrections noted.

### II. World Breastfeeding Week/National Breastfeeding Month Activities

- a. Latch On Sarasota will have two locations -North County at the Downtown Sarasota Farmers Market and South County at the Hold Me Closer Store on Venice Island. All supporters (dads, grandparents, physicians etc) will be counted for the LLL's Live Love Latch event as it is a combination with Big Latch On. Healthy Start will provide sponsored Facebook posts, ads in Mommy Magazine. Sift Cookies will provide cookies. The South County group is inviting other organizations to participate. It is hoped that Rhea Lana will provide bags (Arielle will ask about this) and there will be a bag stuffing party - TBD.
- b. The Door Decorating Contest is looking to recruit new participants. Look for the sign up link on the Facebook page. Besides a door, any surface such as a window, bulletin board, wall, visible to the public may be decorated. The theme is open. Jamee will contact Sarabeth of County Public Library to see if they will do a display in conjunction with the month. Help is needed to judge and deliver prizes.
- c. As last year, Jamee is linking our HSC blog to other sites with articles on breast feeding. We had 7 blogs contribute to the Blog Hop last year and she hopes to increase the number of posts.
- d. Arielle distributed a list of activities her Venice Breastfeeding group is doing to mark National Breastfeeding Month, including a Nursing Necklace Party, photography mini sessions, Art Night, and more. See attached for details.

### III. Black Breastfeeding Week

- a. Black Breastfeeding Week is the last week of August. ROSE will have virtual events. Jamee hopes to maintain momentum of NACCHO training and is looking for more suggestions. There is a Press Release planned for the Breastfeeding Support Groups that have been started and will continue while we look for more funding.

**IV. Breastfeeding Support Groups**

- a. Jamee reported that the 3 groups funded by NACCHO continue. She is working on the report due at the end of the grant. An average of 1 to 3 women attends the groups. ROSE trainees plan to keep them going on a volunteer basis until September when the outcome of the grant will be known. The Health Dept. location will be moved to Selby Library where Jamee & ROSE volunteers will volunteer. Jamee will send out the exact dates of the groups and locations once known.

**V. Updates/Noteworthy**

- a. Milk Depot. Perhaps information can be put in the bags for the Latch-On events that the Milk Depot is always looking for milk and it is really easy to donate.
- b. Sarasota Dept of Health is looking to do a prenatal group, possibly on a Tuesday. This would cover things like the Pediatric Interview, breastfeeding.
- c. In 2017, Healthy Start will hold the breastfeeding survey.

***NEXT MEETING:***  
**September 7, 2016**  
**3:00-4:30**  
**SCHD Room 227**