

Breastfeeding Advocates of Sarasota County (BASC)



**DATE: Wednesday,
May 9, 2018**

**TIME: 3:30 PM
-5:00 PM**

PLACE: SCHD Rm 2063

ATTENDEES Jamee Thumm, *HS Coalition*; Mary O'Connor, *SMH (call-in)*; Chelsea Arnold, *DOH Child Health*; Debbie Eldridge, *LLL*; Miranda Biset, *WIC*; Jen Chivas, *Private IBCLC*; Amy Daneman, *DOH*; and Ciera Coleman, *HS Coalition*.

REGRETS Beverly Phelps, *Save My Life*; Joyce Verdejo, *WIC*;

MINUTES Jamee Thumm

MINUTES

A. Welcome and Introductions

- 1) Review of minutes from 1.10.18

B. Breastfeeding Support Groups

- 1) All groups are seeing a decline in participation, except LLL's newest NP evening group. Could be due to dip in birth rate this time of year. Possible transportation or new mom issues.
- 2) Suggested to call moms prior to group to encourage them to attend. WIC and Ringling Child Health can share clients and Miranda can call potential attendees referred by Ringling Child Health.
- 3) WIC is interested in moving the Jacaranda Library (Tuesdays) group to Ringling.
- 4) SMH is interested in potentially taking over BASC's NP group as our funding runs out in September. Also potential for a group at their recently approved location off Laurel Rd. once constructed. Mary will check with staff and Pam Beitlich.
- 5) SMH's Forty Carrot's group is moving to Thursdays, covering an empty spot in the week.
- 6) Concern brought up about recommendations for mixed feedings for moms that leave SMH. Ringling Child Health is seeing an increase in very large mixed feeding babies (25 lbs at 4 months). Mary will bring up issue to SMH and docs. WIC has handouts regarding supplementation and feeding cues that they will share. Jen provided a flyer (on file) on tummy size references. Jamee will share all materials with group.

C. World Breastfeeding Week/National Breastfeeding Month Planning

- 1) Theme is Breastfeeding: Foundation of Life. Hashtags #WBW2018.
- 2) Latch-On will be held August 4th at the Downtown Sarasota Farmer's Market. Probably on 2nd street where it's shady. Possibility of using Whole Food's kitchen classroom to cool off.
 - a. Pre-event newsletter will be sent out. Facebook events, paper flyer. Media will be contacted. Jen offered to do Facebook Live before and during event. Plan for proclamation reading as well. Sponsorships for fans possible – Ciera is working on it.
 - b. South County location as well like last year. They could use additional help.
 - c. Hashtags #LatchOnSarasota

- 3) Door contest will be held during WBW as before. Online submissions, photos submitted, judged and awards provided in person with photos for sharing. Overall winner voted on social media but individual categories voted on by volunteer BASC members.
 - a. Survey link with pic and poll instead of “likes” on FB pictures for easy counting.
 - b. Forms will be available starting in June. Facebook event created as well.
- 4) Proclamations – Healthy Start will submit for County and City of Sarasota.
- 5) Miranda will follow-up with Arielle for her contacts for South County locations (Venice, North Port, etc.) Volunteers will be needed to attend and accept proclamation at each location submitted. Jamee will contact Manatee regarding Bradenton and Parrish to see if they’d like to submit and what their WBW activities are.

D. Training and Conferences

- 1) No trainings or conferences located for 2018 as of yet, other than online trainings. Brought to group, no members had information on any either.

E. BASC Member Updates

- 1) HSC – Baby shower Saturday May 19th from 10 am to 12 pm. Momma Lounge in a new, larger location and will be staffed by breastfeeding specialists (Jen, Nicky Quick, possibly Zu) and BASC table will be outside of the door. A photographer will be taking newborn photos in the same room. We’ll have rockers (HSC), diffuser (Jamee), rug (Debbie), to make the area more comfortable.
 - a. “Painting with a Purpose” at Painting with a twist, 7.11.18. Funds will be used for breastfeeding-related purposes (support, WBW, etc.)
- 2) No additional member updates at this time.

Next Meeting:

Wednesday, July 11, 2018

3:30-5:00 PM

SCHD Room 2063