

Breastfeeding Advocates of Sarasota County (BASC)



**DATE: Wednesday,
July 11, 2018**

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

PLACE: SCHD Rm 2063

ATTENDEES Jamee Thumm, *HS Coalition*; Chelsea Arnold, *DOH Child Health*; Jessica Wood, *student*; Debbie Eldridge, *LLL*; Miranda Biset, *WIC*; Sherry Maloney, *Private IBCLC*; Amy Daneman, *DOH*; Zubeida Mtatifikolo, *HS Peer Counselor*; and Beverly Phelps, *Save My Life*.

REGRETS Joyce Verdejo, *WIC*; Mary O'Connor;

MINUTES Jamee Thumm

MINUTES

A. Welcome and Introductions

- 1) Review of minutes from 5.9.18

B. World Breastfeeding Week/National Breastfeeding Month Planning

- 1) Theme is Breastfeeding: Foundation of Life. Hashtags #WBW2018.
- 2) Latch-On, Sarasota! will be held August 4th from 9:00 am to 12:00 pm at two locations again this year.
 - a. Latch-On, Sarasota! North at the Downtown Sarasota Farmer's Market in front of the State Street Garage. We have the large white tent for shade supplied by the Market and they are working on cooling fans. Possibility of using Whole Food's kitchen classroom to cool off – still not confirmed. Sift Bakery is potentially offering lactation cookies again (in the works) and we are working on water sponsors to keep everyone cool. Volunteers still needed for registration, counting, etc.
 - b. Latch-On, Sarasota! South at the SMH North Port Health Center and ER in the 2nd floor conference room. They are air conditioned. We are working on sponsors for this event. Volunteers needed for registration, counting, and fun activities.
 - c. Media - 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, waiting to hear back on City of Sarasota and County of Sarasota and if the mayor is available to read. Press release is in the works. Hashtags #LatchOnSarasota for all social media.
 - d. Other activities – still working on swag, bags, and onesies. A lot depends on the amount of funds we raise at tonight's fundraiser "Painting with a Purpose".
- 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. Already have 3 entries. Flyer and form shared with group (on file) and shared on social media & email. Entry also available via online form on website.
- 4) Proclamations – Healthy Start has submitted for County and City of Sarasota.

- a. Volunteers will be needed to attend and accept proclamation at each location submitted. Need assistance with City of Venice (Amy volunteered to help) and City of North Port (Jamee will contact Crystal to see if she can assist.)
- 5) The DOH-Sarasota, Health Promotions is promoting World Breastfeeding Week among their staff, providers, and clients by providing “Eat Local” shirts (image on file), adult coloring books (image on file), Boppy nursing pillows, and nursing covers. They are also looking into banners to display in the DOH-Sarasota.
- 6) Sarasota Memorial Hospital will be providing onesies in celebration of World Breastfeeding Week to nursing babies at SMH. (Reported by Jamee in Mary’s stead.)

C. Training and Conferences

- 1) No trainings or conferences located for 2018 in Florida. Brought to group, no members had information on any either other than the USBC’s Conference Augusts 4-5, 2018 in Atlanta, GA.

D. Inclusive Language

- 1) Chestfeeding/Breastfeeding – Open discussion on using the term “chestfeeding” not as a substitute to breastfeeding but as an additional term to open inclusivity. The term is gaining traction especially in the trans community and among sexual abuse survivors. Sherry will email links to articles she located, Kelly Mom also has good information on the topic. LLL has an infographic, Jamee will share with group.
- 2) Lactation Support Provider (LSP) – Open discussion on the movement nationally to add an inclusive term to cover all lactation providers (peer counselors, breastfeeding counselors, and lactation consultants) for a more general term when one is more applicable. Jamee heard the term discussed on a recent webinar. Again the term is not to replace “lactation consultant” or “breastfeeding counselor” but to have a term to cover all types when one is needed. Jamee will see if she can share webinar for further information.

E. BASC Member Updates

- 1) HSC – two fundraisers this month.
 - a. “Painting with a Purpose” at Painting with a twist, 7.11.18. Funds will be used for breastfeeding-related purposes (support, WBW, etc.)
 - b. “Pizza with a Purpose” at California Pizza Kitchen, 7.25.18. 20% of your check will be donated to HS if you mention us or show the flyer (on file).
- 2) No additional member updates at this time.

Next Meeting:

**Wednesday, September 12, 2018
3:30-5:00 PM
SCHD Room 2063**