

Breastfeeding Advocates of Sarasota County (BASC)



DATE: Wednesday,
September 26, 2018

TIME: 3:30 PM
-5:00 PM

PLACE: SCHD Rm 2063

ATTENDEES Jamee Thumm, *HS Coalition*; Debbie Eldridge, *LLL*; Amy Daneman, *DOH*; Aleks Fitzgibbons, *DOH*; and Beverly Phelps, *Save My Life*.
REGRETS Miranda Biset; Mary O'Connor; Chelsea Arnold; Pamela Strouhal;
MINUTES Jamee Thumm

MINUTES

A. Welcome and Introductions

- 1) Review of minutes from 7.11.18

B. Nursing in Public Update

- 1) Breastfeeding is now protected under state law in all 50 states.
- 2) Idaho was the last state to pass a law in July 2018 with Utah passing theirs just prior.

C. National Breastfeeding Month Wrap-Up

- A. Latch-On, Sarasota! was held August 4th from 9:00 am to 12:00 pm at two locations
 - a. Latch-On, Sarasota! North at the Downtown Sarasota Farmer's Market in front of the State Street Garage. Then large tent was great, but didn't provide a lot of sun. Sift Bakery provided lactation cookies which were a bit hit. LLL supplied items for a raffle along with HSC. Water and snacks were provided by HSC. Thank you to the awesome volunteers who helped with registration, counting, taking pictures and FB live, and support. Event was a success with 27 confirmed latches (via ticket count) with 27 breastfeeding moms registered, and 62 total people in attendance via registered support people (partners, friends, grandparents, and volunteers.)
 - b. Latch-On, Sarasota! South at the SMH North Port Health Center and ER in the 2nd floor conference room. The air conditioning was great and enjoyable. Water, snacks, and raffle items were provided by HSC. Donuts & bagels provided by Abbe's Donut Shop in North Port – unfortunately many were unusable as they had ants. Thank you to the volunteers who made this event possible with registration, taking pictures, counting, picking up the snacks and drinks, and offering support. The event was a success with 18 latches, 12 moms registered, and 33 total participants with registered support people ((partners, friends, grandparents, and volunteers.)
 - c. Milky Way was great but only Jamee, Phoebe, and Jina in attendance. We would love to try again with earlier planning and more advertising next year. The documentary was great and while it mentioned the difficulties with breastfeeding support in some hospitals, we do not experience the same issues at SMH any longer. If presented next year it would be good to include SMH's actual practices and their Baby Friendly status. Possible ad in Mommy Magazine.
 - d. Suggestions for improvement for next year included a separate ticket for supporters to make counting easier – some registrants sign up on the form and then don't attend the

actual latch. The ticket system works great for latching moms so could expand to supporters using a different color. Additional suggestions for media included contacting Comcast for targeted TV and other media ads specific to the population we want to attend. They also own DISH Network and Xfinity so they have a large reach. The heat was a factor again at the downtown location. With the move of the market closer to Whole Foods it would be great to offer a cool-down room in the Whole Foods Community room during the event or request the room for the latch and have enough counters for indoors and outdoors, with BASC, HSC, LLL, etc. booths outside to encourage attendance and registration.

- B. Door contest was a hit. Eight entries total. The public voted Health Promotions the Overall Winner. Golden Nipples Awards were distributed to Overall and Category winners. Pictures shared on Facebook.
- C. Proclamations – Healthy Start and SMH attended reading for Sarasota County, City of Sarasota presented at the Latch-On, Sarasota! North by Mayor Alpert, and DOH – Health Promotions staff (Amy and Aleks) attended Venice.
- D. The DOH-Sarasota, Health Promotions’ “Eat Local” shirts, adult coloring books (image on file), Boppy nursing pillows, and nursing covers were a hit.

D. Training and Conferences

- 1) Tampa Bay Breastfeeding Taskforce – “Building Bridges to Better Breastfeeding: Annual Conference 2019” on February 15, 2019 at Tampa General Hospital MacInnes Auditorium
- 2) USLCA – “New Horizons in Clinical Lactation” on May 16-18, 2019 in Scottsdale, AZ
- 3) ILCA – Annual Conference 2019 Engage in Atlanta, GA on July 24-27, 2019
- 4) Healthy Children’s Center for Breastfeeding – International Breastfeeding Conference in Deerfield Beach, FL on January 15-18, 2019.
- 5) Copies of save the dates on file for all conferences. Healthy Children’s information packet also on file.
- 6) Online monthly webinars available from LLL (\$25) and Michigan/Great Lakes (free). Jamee will share links with group.

E. 2019 Schedule

- 1) Group agreed that time/date/location was still good and will be a good schedule to continue next year. Options for online participation on call-in are available for those that would like them by request – contact Jamee Thumm.

F. BASC Member Updates

- 1) HSC
 - a. Annual Meeting announced for October 4th from 8:00 to 10:00, at The Francis, tickets are free. Jamee shared flyer.
 - b. Funding was secured for BASC breastfeeding groups to continue until 12/22/18. Still looking for funds past that point. We are trying to work with SMH to help continue the groups. The group suggested United Way – especially for the North Port location, and Kiwanis. Jamee will look into both.
- 2) No additional member updates at this time.

Next Meeting:

**Wednesday, November 14, 2018
3:30-5:00 PM SCHED Room 2063**