

Breastfeeding Advocates of Sarasota County (BASC)



DATE: Wednesday,
May 8, 2019

TIME: 3:30 PM
-5:00 PM

PLACE: SCHD Rm 2063

ATTENDEES Jamee Thumm, *HS Coalition*; Mary O'Conner, *SMH*; and Beverly Phelps, *Save My Life*.

REGRETS Debbie Eldridge; Juana Rodriguez,

MINUTES Jamee Thumm

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A. Welcome and Introductions

1. Review of minutes from 3.13.19

B. Breastfeeding Challenges for Sarasota Teachers

1. Mary mentioned that several teachers attend breastfeeding clinics and are experiencing problems pumping at work—both finding time and space. They are not covered under ACA.
2. Jamee discussed the history of the CDC project in 2009/2010 that was assisting Florida school boards to adopt breastfeeding policies. Lee and Orange County were successes, Jamee doesn't think Sarasota and Manatee ever voted on the issues.
3. Discussion on advocacy of BASC. Jamee will ask if any members are willing to lead the effort and research how to bring policies before the school board. Will follow-up with Shon and see if she can reach out to School Board contacts.
4. Jamee will locate CDC efforts and school policies (located Leon and Orange policies on file at HS) from prior initiative with CDC.

C. World Breastfeeding Week/National Breastfeeding Month Planning

1. Jamee shared [World Breastfeeding Week](#) logo, theme (Empower Parents, Enable Breastfeeding), infographic, and hashtags (#wbw2019, #empowerparents, #enablebreastfeeding). Toolkits are not yet available.
2. Healthy Start will be unable to host the Latch-On this year due to being short-staffed. Discussed options. Big Latch on doesn't have to be large, community members can host their own smaller events.
3. Group decided that a social media effort is more likely. Jamee shared handouts from the [Big Latch On](#) on [Express Yourself](#), [Working Wednesday](#), and [Selfie Sundays](#). All are simple social media efforts on all platforms (Facebook, Twitter, Instagram) using hashtags that match their names.
4. Door decorating contest could continue, possibly with winners picking up their own awards or combining community liaison visits with award distribution. Photos would be submitted online and voting on Facebook as last year.
5. Mary mentioned creating a breastfeeding crossword puzzle or similar education-based game to increase interest at SMH. She will discuss with various departments to see if they can compete for the door decorating contest to increase competition.

D. Training and Conferences

1. [Lactation Education Resources](#) has various trainings including a Lactation Counselor Training that is mostly online but has one clinical day in Charlottesville, VA on September 8, 2019.
2. [iLactation](#) has an ethics conference online for \$60 with 5 CERPS applied for. Runs from June 1 to July 1, 2019.

E. BASC Member Updates

1. Healthy Start/Save My Life
 - a) Baby Shower is this weekend, Saturday, May 11, 2019 from 10am-12pm. (English/Spanish postcard shared.) [Facebook event link here.](#)
2. Sarasota Memorial Hospital
 - a) SMH meeting with Dr. Cohen's office to discuss efforts to increase breastfeeding efforts among black residents.
3. No additional member updates.

**Next Meeting: Wednesday, July 10, 2019
3:30-5:00 PM SCHED Room 2063**