

Winter 2019 WCBC Meeting Minutes

February 5, 2019

Time: 11 am- 1 pm

Location: Washtenaw WIC offices, 555 Towner St, Ypsilanti

Topic	Discussion	Action (To Do)	Person Responsible
Introductions	<p>11 Members attending the meeting</p> <p>Meeting Attendees: Gayathri Akella, Barbara Robertson, Carrie Pawlowski, Jaz Brennan, Margaux Empey, Kate Share, Becky Fogel, Marilyn Gatewood, Angela Johnson, Dera Williams, Alli Novara</p> <p>Board Members: Gayathri Akella; <i>President</i>, Erica McLeod; <i>Secretary</i>, Angela Johnson; <i>Director</i>, Barbara Robertson; <i>Director</i>, Alli Novara; <i>Director</i></p> <p>Conference Call Attendees: None</p>		
Approval of previous meeting minutes (Fall 2018)	<p>Minutes were approved from last meeting</p>		
General Discussion	<ul style="list-style-type: none"> • Medical Community- general challenges, lack of education, undermining breastfeeding • Barbara shared her success with her Nipple Shield survey on her website, and is looking for a few more responses • Dera discussed the Black Mother’s Breastfeeding Social and passed around the flyer. Barb suggests adding it to the website. Guy updated the coalition on educational moment that stemmed from a complaint about ‘black mothers’ in regards to exclusivity. 	<p>Add to website and social media</p>	<p>WCBC Secretary, Erica McLeod</p>
Learning from MIBFN	<ul style="list-style-type: none"> • Barbara- MIBFN received complaints on inequity, did not respond in a sincere or appropriate manor. At the meeting, noticed that the WCBC is getting smaller, while other counties are getting larger. Guy added that other coalitions receive support from MIBFN. Employee/Business recognition Initiative we started in 2005 is now adopted at state-level. We have not had any business recognitions while other coalitions are celebrating local winners. 	<p>WCBC unanimously agreed to piggy back on MIBFN for business recognitions/awards project in 2015.</p>	<p>WCBC board</p>

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	<ul style="list-style-type: none"> • Barb feels a lot of the weight has been carried by WIC, others need to step up. Maybe revisit timing of meetings, frequency of meetings and rotating locations. Barba also agreed that she wants to devote more time for WCBC moving forward. • Social Media campaign, public education to be more transparent about the need and crisis on breastfeeding (Angela). Not organized, missing players to get a centralized place for everyone in this space. <ul style="list-style-type: none"> ○ Jaz: BELA- works with groups to assist any startup nonprofit to help around birth inequity. Might be helpful ○ Guy: is it worth looking into changing the title? To get everyone involved (doctors, nurses, etc). Maternal Infant Health? Prior, after, inequities. Reframe. Reducing health inequities <ul style="list-style-type: none"> ▪ Kate- don't change title. use a subtitle ○ Angela- Michigan Medicine Mother and Infant Mental Health. Syieta Pepra clinical psychologist historical trauma coming in May 8th or 9th- Grand Rounds keynoting at Detroit BF. ○ Jaz: building resilience and communities (ACES). Refocus on effects of lack of BF. ○ Marilyn: Ypsi community, going to them, maybe some of us from the meeting, Dera, can go to a meeting? Trusted Advisors. Know your own ACES. ○ Barb- Think about outreach opportunities <ul style="list-style-type: none"> ▪ Create Social media- WCBC Facebook page <ul style="list-style-type: none"> • Admins: Angela, Jaz, Barb, • Focus: BF and racial inequities ○ Virtual meeting- zoom meeting for work plan and updates between in-person meetings. When2Meet or Doodle Poll 	<p>Discuss the future of WCBC, involve other members for tasks.</p> <p>Approach BELA</p> <p>No action needed at this time</p> <p>Send out video, TedTalk</p> <p>Create & Manage WCBC FB Page</p> <p>Send in ideas for Outreach via email Set up Facebook Page</p>	<p>Jaz & Barb</p> <p>Jaz & Guy</p> <p>Angela, Jaz, Barb</p>

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		Determine Posting Schedule Schedule Meeting, send email	
Baby Friendly Designation	<ul style="list-style-type: none"> • St. Joe’s congratulations for the Baby Friendly Designation certificate! <ul style="list-style-type: none"> ○ Other thoughts from Barb: It’s an investment, a lot of places gain and lose designation, as it requires a huge buy in. Not sustainable for some places to maintain, especially if designation is being rushed through. 	Add Baby friendly designation to the WCBC web page Put on WCBC facebook page	Erica ??
Work Plan	<p>Standardization Prenatal Information</p> <p>Reviewed draft of “Breastfeeding Trouble Shooting-Referral & Resource List” for medical community (pediatricians, OB, midwives, etc);</p> <ul style="list-style-type: none"> • Change title: potentially include ‘Misinformation’, Signs of a well-fed baby, LactMed, Infant Risk Center resources. • Folder from WIC with materials to go to providers. Reviewed many handouts WIC has access to. Do not need to recreate the wheel. Many of these materials can be provided by WIC. • Milk Mob- Birth Control information shared <p>Referral & Resource List- List of Pediatricians</p> <ul style="list-style-type: none"> • Update: Barb is about halfway done with the list. • UM help promote standardized message? 	Email electronic copy First round of feedback by Friday or Monday (3/29/19) Make first round of changes Send information	Margaux/Guy ALL Margaux Becky Barb

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		Finish List of providers by next meeting	
Getting Physicians to the Table	<p>How to get physicians and other stakeholders to the table?</p> <ul style="list-style-type: none"> • Barb- Milk Mob has a tiny book for physicians. • Reach out to Michigan Medicine family doctors • Consider developing a webinar or video on handout materials so they can reference in the future. <ul style="list-style-type: none"> ○ Offering CEU's usually makes it more appealing to them 		
World Breastfeeding Week/ Month	<p>Organize a Breastfeeding Walk. Maybe end of September? or August</p> <ul style="list-style-type: none"> • Ally recommends first steps be to determine the goal, audience, and vision of this event. Focus on the outcomes and the direction we want to go. • Brainstorming ideas for the walk: <ul style="list-style-type: none"> ○ Will we be fundraising/ accepting donations? What will that money go towards specifically? ○ Invite a speaker to kick off the event. Potentially a legislative speaker. ○ Start subcommittee to take on the planning of this event <p>Other Ideas:</p> <ul style="list-style-type: none"> • Barb- Little Seedling • Connect with other coalitions on what they are doing within the community • AATA billboards as part of outreach on breastfeeding crisis and persistent inequity. 	<p>Start brainstorming, planning. Create subcommittee, recruit others to help</p> <p>Brainstorm other outreach options for the month.</p>	<p>Angela, Carrie</p> <p>ALL</p>
Ice Cream Social	Not Covered		

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Future Dates	June 4 (WCHD), October 5 (St. Joe's) <ul style="list-style-type: none">Consider if these dates are changing to be more frequent.		
Financial Status	Not Covered		
Next Meeting	Tuesday, June 4 th from 11 am - 1 pm Meeting location: WCHD; Room 2102 B; Conference Call: (712) 775-7031; Access Code: 744254	Reserve meeting location, conference call & email invitation with agenda & minutes	Guy

PH/WIC Interns: Margaux Empey

Meeting Minutes: Margaux Empey/Gayathri Akella