



San Diego County Breastfeeding Coalition

General Meeting

January 13, 2011

Attending:

- Joanne Drinkwater, Kim Elkins, Shirin Strauss, Pamela Rose, Marte Janze, Cindy Hartshorn, Debra Schutterman, Clare Calman, Leilani Wilde, Patricia medina, Luz A. Parra, Lisa Houghey, Maureen Hopson, Shareen Taylor, Michelle Robinson, Renee Meznarick, Wendy Scafa, Christy Hendricks, Courtney White, Michelle Pennell, Carolyn Tompkins, Sawn Dickerson, Margie Grant, Alison levy, Diane Sorlie, Dana Stampfei, Robin Lucas, Heidi Burke-Pevney, Naomi Brown, Meliisa Yeates, Michelle Sharit, Amy Watson, Tara Hanson-Timpson, Jena Rose feinberg, Peggy Anderson, teresita Venegas, Donna Gibson, Sandra Lewis, Angela Stewart, Nancy Wight, James Murphy

San Diego County Breastfeeding Coalition General Meeting - January 13, 2011

Agenda

- 6:00 Meet and Greet, Sign-In
- 6:15 Welcome, Finances – See 2010 P & L. In bank as of Dec 31,2010: \$ 72,046.03
- 6:20 Introductions
- 6:30 Strategic Planning Meeting Update
- 6:35 Upcoming Events
- 6:40 Other Activities
- 6:50 Membership and Board Elections
- 6:55 Upcoming Meetings
- 7:00 Continuing Education Topic

Welcome

Finances

Thank you to ...

Nancy – Minute-taker

JoJo – Timekeeper

Michelle, Courtney & Shirin – Room arrangements & food

Introductions

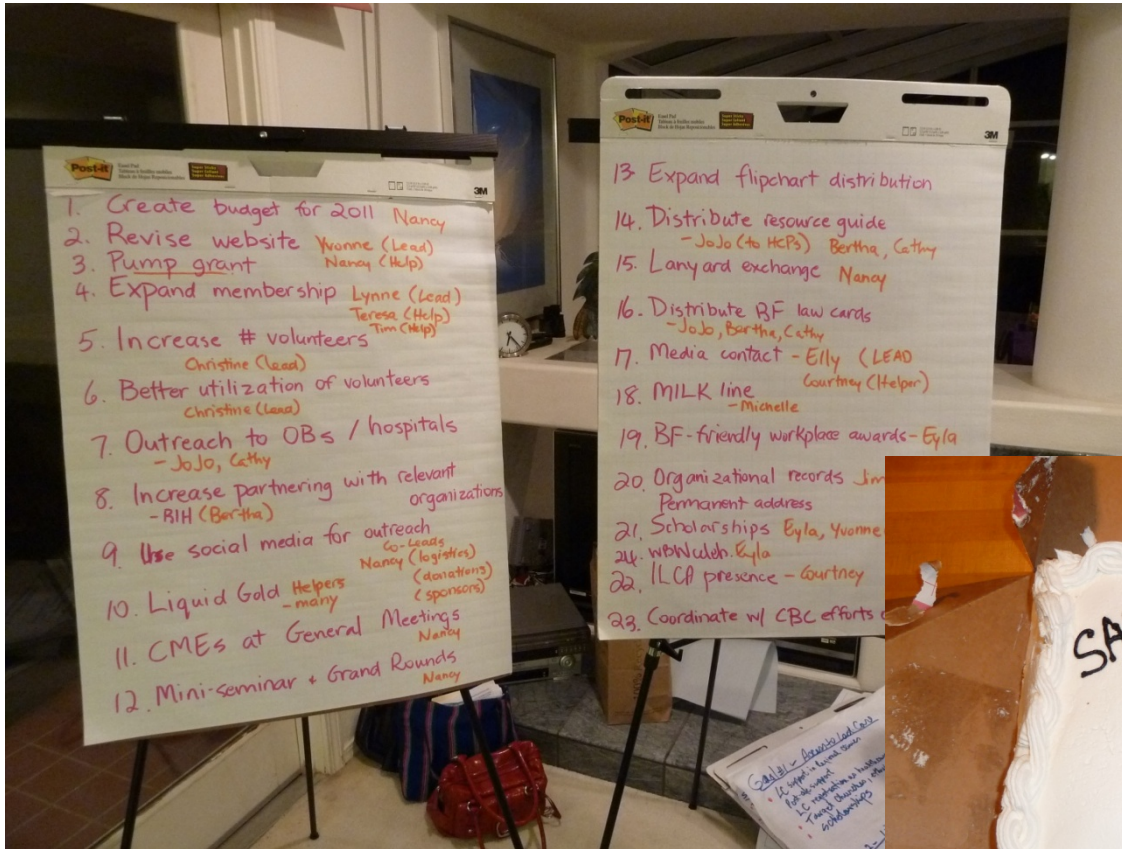
Please share:

- your name
- your job / course of study
- your role in the SDCBC (if applicable)

Strategic Planning Meeting



Strategic Planning 2011



Strategies

Revise website

Create budget for 2011

Expand membership

Increase # and use of volunteers

Outreach to OBs/hospitals

Increase partnering with relevant orgzns

CMEs at General Meetings

Mini-seminar/Grand Rounds

Distribute BF Resource Guide

WBW lanyard exchange

Distribute BF Law cards

Media contact

Lead / Helpers

Yvonne & Nancy

Nancy

Lynne / Teresa Tim

Christine

JoJo Kathie

JoJo Kathie Bertha

Nancy

Nancy

JoJo Kathie Bertha

Nancy / JoJo Cathie

JoJo Kathie Bertha

Elly / Courtney

Strategies

Monitor 1-800-MILK line

BF-Friendly Workplace awards

WBW hospital display contest

Scholarships

Maintain organizational records

ILCA Conference presence

Coordinate with CBC efforts

Permanent address

Pump grant

Expand flipchart distribution

Liquid Gold fundraiser

Lead / Helpers

Michelle

Eyla

Eyla

Eyla/Yvonne

Jim

Courtney

Lynne/Kim

?

?

?

Nancy (logistics)

? (sponsorships)

? (donations)

Upcoming Events

Hospital Breastfeeding Report – January 27, 2011

- www.calwic.org/focus-areas/breastfeeding

California Breastfeeding Summit – Jan 27-28, 2011

- Help for hospitals that want to adopt breastfeeding policies
- Joint Commission, Baby-Friendly USA, AWHONN, UC Davis...
- Senator Fran Pavley to introduce infant feeding legislation
- Radisson Hotel, Sacramento californiabreastfeeding.org
- 10% discount on registration for 3 or more.

ILCA Conference – San Diego, July 13- 17, 2011

- SDCBC presence/booth (Courtney)

Upcoming Events

World Breastfeeding Week – August 1-7, 2011

- Hospital display competition
- Grand Rounds (8/5/11) and Mini-seminar (8/6/11)

Liquid Gold Gala – August 27, 2011

- Fund-raiser at Southwestern Yacht Club
- Present Breastfeeding Friendly Workplace awards
- We need someone to take lead on donations/sponsors
- We will need lots of helpers to collect donations and distribute invitations

Other Activities

Pump Grant:

Community Needs Assessment Report submitted

Next Steps - hire coordinator, choose pumps, flipchart training

Scholarships – UCSD Extension CLEC and CLC course

Items for distribution to OBs, hospitals and other relevant organizations:

- Lanyard Exchange
- BF Law Cards
- BF Resource Guides
- Mini-seminar flyers (when ready)
- Email blast and membership sign-up information

Membership

SDCBC activities are funded by in part by our memberships:

- Increasing our membership helps us have a more stable funding base.
- Membership is for the calendar year – now is a great time to join! 😊
- Members receive discounts on mini-seminar in August.
- Please also sign up for our email updates @ www.breastfeeding.org

Board Elections

2011- 2012 SDCBC Board

- Monthly Board meetings
 - first Thursday of the month
 - 4:30 – 6 pm
 - SDSU Research Foundation WIC
8057 Vickers Rd, San Diego, 92111
- Two-year commitment
- Volunteer to lead one project

Upcoming Meetings

Board Meeting – February 3, 2011

- 8057 Vickers Rd, San Diego 92111
- information at www.breastfeeding.org
- finalizing Strategic Plan for 2011

General Meeting – March 10, 2011

- Dr Eyla Boies
- Cow's milk protein allergy and breastfeeding
- Sharp Metro Outpatient Pavilion
- sign up for email meeting alerts at www.breastfeeding.org

Continuing Education Topic

Establishing an Outpatient Breastfeeding Medicine Clinic

**at Naval Medical Center San Diego (NMCSD)
(The Breastfeeding Body Shop)**

Dr James Murphy, MD, IBCLC

Pediatrician, NMCSD

Board Member, SDCBC