

**San Diego County Breastfeeding Coalition
Strategic Planning Meeting/Retreat Minutes**

Saturday, January 7, 2012

Attendees: Kim Elkins, Nancy Wight, Eyla Boies, Cindy Hartshorn, James Murphy, Yvonne Vaucher, Tara Hanson-Timpson, Rose deVigne-Jackiewicz, Peggy Anderson, Karen Perdion, Lisa Haughey, Amy Watson, Joanne Drinkwater, Michelle Sharit, Ame Raila, Vicki Wolfrum, Shana Wright, Heidi Burke-Pevney

Call to Order: The meeting was called to order at 6:00 PM and chaired by Kim Elkins, President.

Topic	Discussion	Action
Introductions	<ul style="list-style-type: none"> All in attendance introduced themselves 	<ul style="list-style-type: none"> ➤ Recognition of new Board Members
Overview of Strategic Planning Process	<ul style="list-style-type: none"> Kim reviewed process of the meeting 	<ul style="list-style-type: none"> ➤ Minutes approved
Mission, Vision & Values	<ul style="list-style-type: none"> Reviewed 	<ul style="list-style-type: none"> ➤ See appended summary
Small Group Brainstorming	<ul style="list-style-type: none"> Education Objective Advocacy Objective Working and Breastfeeding Objective Fiscal Objectives 	<ul style="list-style-type: none"> ➤ See appended summary
Request Leads and Helpers for Open Tasks	<ul style="list-style-type: none"> Volunteers for each major project/goal 	<ul style="list-style-type: none"> ➤ Will be reviewed at February Board meeting
Recognition and Socializing	<ul style="list-style-type: none"> Current and past Board members recognition 	
Next Coalition Meeting	<ul style="list-style-type: none"> January 12th 6 – 8 PM Topic: “WIC Breastfeeding Peer Counseling Programs” Speakers: Local WIC agency reps Location: Sharp Outpatient Pavilion, Conference Room 	
Next Board Meeting	<ul style="list-style-type: none"> February 2, 2012 – 4:30 - 6 PM @ 3160 Camino Del Rio South, Ste 101 	

Meeting Adjourned at 8:00 PM. Respectfully Submitted, Heidi Burke-Pevney, SDCBC Project Coordinator

Heidi Burke-Pevney, IBCLC

2012 SDCBC Strategic Planning Meeting – Summary
January 7th, 2012

Strategic Planning Process:

1. Brainstorm ideas for how to get even better results from our annual activities
 - Ideas generated from the brainstorming sessions have not yet been thoroughly discussed
 - Kim will add them as options for further consideration at Board meetings
2. Review and approve Strategic Plan at February Board Meeting
3. Update Strategic Plan quarterly with Progress Year-to-Date

Characteristics of Effective Coalitions:

- Clear Mission, Vision and Values
- Clear Objectives
- Anticipate necessary resources – we need to raise \$8000 to continue to support Heidi's position
- Keep tasks simple and achievable
- Expect just a few hours of volunteer work between meetings
- Have an orientation session for newcomers
- Make improvements through evaluation
- Celebrate successes

Community connections among attendees at the Strategic Planning Meeting:

- Neonatologist at SMB and RCHSD
- Pediatricians at UCSD, PINC, NMCSO
- CNM at UCSD
- LCs at NMCSO, Kaiser, Palomar, Pomerado, Sharp CV, Scripps Mercy, Scripps Encinitas
- LCs at all hospital NICUs receiving BREEAST pumps
- RD/LC at Sharp Grossmont
- Private practice LCs
- WIC
- LLL
- DHHS
- Healthy Works
- Worksites that have won Breastfeeding-Friendly awards
- Pump companies

- Parent Connection
- Doulas
- North County Babywearing
- MOMS Club

Skills we bring to the SDCBC:

- Accounting
- Administration
- Online consulting
- Responding to RFPs
- Writing
- Frenotomy

Brainstorming Sessions

Education Objectives:

- Make it easy to sign up as a member at General meetings
- Revive Facebook (Vicki)
- Start a Twitter account
- Collect archives of CMEs (Amy/Jim)
- Update website content - share between interested Board members/members
 - add online shopping, including membership and donations (Yvonne/Nancy)
 - add high quality photos (Amy/Rose)
- Advertise General meetings
 - Ask a contact at each hospital to post an attractive meeting flyer in a strategic area to get the attention of RN/RD/LC/MD staff)
 - Reach out to DOs and Family Practice physicians
 - Ame Raila and Meredith Kennedy may be able to help spread the word
 - Contact a rep at each hospital and ask what CME topic they would be interested in

Advocacy Objectives:

- Find a person at each hospital to hand out items during WBW
- Make resources downloadable
- Create a card with a link to the Resource Guide and put laws on other side
- Use flash mobs to distribute resources/info
- Create an e-newsletter for providers - 1 page

- Allow staff/consumers to vote for Hospital Display contest using Facebook
- Expand hospital competition to more hospitals, and eventually to physician offices/WIC
- Give out Breastfeeding Welcome Here decals
- Provide pumps to ERs
- Redefine *media* to include *social media*

Lactation Accommodation Objectives:

- Put a box on resource Guide - how to access lactation accommodation resources (link to website)
- Bring back Breastfeeding-Friendly businesses program
- Recognize stores on our website/Facebook
- Upload "You can BF here" - link to our resources

Fiscal Objectives:

- Approach local funders - Jenny Craig, Joan Kroc, Jacobs - for donation to cover operating costs/small projects
- allow them to advertise on our website?
- Approach Weight Watchers and Gates Foundation for donations
- Find out what different organizations will fund
- Look for a different funder for BREEAST project
- Expand list of companies to send donation request letters to and start sending letters earlier
- Have CMEs archived on website and charge fee for online CMEs
- Have a lower scale fund-raiser that is more family-friendly
- Have an application fee for workplace awards
- Find sponsors for awards