

# San Diego County Breastfeeding Coalition

## Board Meeting Minutes

May 9, 2019 5:00-7:00 PM

**Attendance:** Nancy Saavedra, Nicole Trottier, Kim Elkins, Seth Pransky, Nancy Wight, Nancy Saavedra, Angeles Nelson, Ruth Pletcher, Nancy White, Abigail Carandang; *Via Google Hangouts:* Michelle Lee, Debbie Pasamonte; *Guests:* Laura George, Victoria Quesnel, Nicole Herrmann

**Regrets:** Kimberly Speckhahn, Jim Murphy, Erika Hernandez, Yasmine Alsayagh, Sagen Jackson

*Meeting called to order at 5:05 pm by Nicole Trottier*

Topic	Discussion	Action
Welcome & Introductions	<p>Guests:</p> <ul style="list-style-type: none"><li>-Laura George is a Registered Nurse IBCLC at SMBHWN and owns a newborn home visiting service, Newborn Nurse Inc. in Encinitas</li><li>-Victoria Quesnel is a Medical Assistant at Sharp Rees-Stealy Otay Ranch/Chula Vista who attended Liquid Gold 2018 and heard about SDCBC through BF Friendly Childcare Award Winner. She is pursuing her CLEC certification.</li><li>-Nicole Herrmann is a Dietitian at Sharp Mary Birch pursuing her CLEC certification interested in Pediatrics.</li></ul>	
Live Well San Diego Communications Summit	<ul style="list-style-type: none"><li>-Abigail shared about her experience at the Live Well San Diego Communications Summit.</li><li>-Takeaways:<ul style="list-style-type: none"><li>-Leverage Live Well San Diego Partners for events (list of partners: <a href="http://www.livewellsd.org/content/livewell/home/partners-list.html">http://www.livewellsd.org/content/livewell/home/partners-list.html</a>)</li><li>-Know your SPECIFIC audience, tailor marketing towards them</li><li>-Community-Based Social Marketing Presentation slides <a href="https://drive.google.com/a/breastfeeding.org/file/d/1IMKVVwhGm4UBKvfBeovPsrhlua2CH-O4/view?usp=sharing">https://drive.google.com/a/breastfeeding.org/file/d/1IMKVVwhGm4UBKvfBeovPsrhlua2CH-O4/view?usp=sharing</a></li><li>-Know your “why”</li></ul></li><li>-Exercise: everyone answered the question “why are you here?”</li><li>-Key themes included own struggles with breastfeeding,</li></ul>	

	<p>hard to find help, lack of support, lack of research/data, desire to fill the gap, worked with NICU moms who were very passionate about breastfeeding/breastmilk for their baby, short duration due to returning back to work, exclusive pumper had lack of pumping space around town, networking, surgical interventions becoming an epidemic driving desire to educate public + providers due to lack of knowledge, new mothers questions are mostly about breastfeeding, breastfeeding was normal in family, want to provide equal access</p>	
President's Update	<ul style="list-style-type: none"> <li>-In the process of drafting up paperwork for Abigail's status. It is expected to be finalized in the next couple of weeks.</li> <li>-Reminder: please submit your hours spent on SDCBC work to Nancy S--it is tedious but very helpful for the Coalition internally <ul style="list-style-type: none"> <li>-Michelle Lee has been actively been speaking at workshops</li> <li>-This includes any time you are representing SDCBC in the community</li> </ul> </li> <li>-President would like to start check ins with the chairs and committees in between Board meetings to keep us moving forward, especially with our big events. It is difficult to do everything in our Board meetings once a month. <ul style="list-style-type: none"> <li>-If chair is not able to attend Board meeting, send summary of committee actions to Abi or have someone give your updates at the meeting <i>Nancy Wight motion, Nicole Trottier second, all in favor, motion passed</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>-<b>Everyone</b> submit SDCBC hours to President</li> <li>-<b>Committee chair</b> report to President in between Board meetings</li> <li>-<b>Everyone</b> send updates to your chair when you are doing work for your committee</li> </ul>
Committee Report Outs		
Outreach	<ul style="list-style-type: none"> <li>-Nicole &amp; Nancy S went to Escondido Library to propose BF Friendly Libraries Project since haven't heard back from Lemon Grove <ul style="list-style-type: none"> <li>-Escondido Library employees stated they don't have a written policy in place and how employees can be protected -- Potential opportunity</li> </ul> </li> <li>-Attended Miracle Babies 5K as exhibitor</li> </ul>	<ul style="list-style-type: none"> <li>-<b>Abi</b> connect with Kjirsten T from Qualcomm to keep partnership going, hopefully lead to sponsorship for pop up tent or other <ul style="list-style-type: none"> <li>-Look into pop up tent \$\$\$</li> </ul> </li> <li>-Find and update tri-fold</li> </ul>

	<p>-Feedback: get a good banner, pop up tent, confirm with organizers if they know of a place to breastfeed or pump, create a team for next year, sticker people would be proud to wear, exclusive pumping mom came up to SDCBC table sharing it was difficult for her to know where to pump around SD</p> <p>-Potential outreach event at Deft Brewery on Sunday, August 4th</p> <p>-Inquire about having Baby's Burgers Food Truck</p>	<p>-Nicole T to connect with Shana to follow up about SD County Fair</p> <p>-Kim E to follow up with COI about SD County Fair and their involvement</p> <p>-Start a list of places to pump in SD</p>
<p>Advocacy</p>	<p>-Kim S creating descriptions of each award category and working with Shana to create a clear criteria for awards</p> <p>-We rely heavily on Shana Wright Bruno and Kelley Axelson from UCSD Center for Community Health to feed us nominations since they work directly with workplaces through Live Well @ Work (Kelly) and childcare sites through Breastfeeding Friendly San Diego Childcare (Shana)</p> <p>-BF Champion: looking for someone in the community making strides in their area of influence to promote policies, systems, and environmental changes in the landscape of BF support</p> <p>-Discussed adding Outstanding Breastfeeding Mom award</p> <p>-Idea: add form on website to share BF story related to WBW theme Empower Parents, Enable Breastfeeding</p> <p>-At the Annual Liquid Gold Gala, we recognize:</p> <ol style="list-style-type: none"> <li>1. Breastfeeding-Friendly Workplace</li> <li>2. Breastfeeding-Friendly Childcare (center and in-home)</li> <li>3. Breastfeeding Champion</li> <li>4. IBCLC of the Year</li> </ol> <p>-May 14 is the Mother-Baby Friendly Workplace Award Ceremony and Capitol Education Day in Sacramento with the California Breastfeeding Coalition. Mellano &amp; Company was one of the workplaces nominated and awarded</p> <p>-Angeles invites SDCBC rep to attend HEAL Zone Systems Leadership Meeting, Thursday at 2:30pm at 8235 Mount Vernon</p>	<p>-Call for nominations now</p> <p>-Kim S send Advocacy committee updated category descriptions and work with Abi to start soliciting awards</p>

	Street	
Education	<ul style="list-style-type: none"> <li>-Dr. James McKenna seminar October 12th</li> <li>-WBW Seminar on August 3rd <ul style="list-style-type: none"> <li>-Short lectures from each 4-5 presenters + panel discussion</li> <li>-Nikki Mills 95% willing to come, Dale Tyler a possibility</li> <li>-Target audience: doctors, LCs, nurses, dentists</li> <li>-Saturday August 3rd, UCSD Altman, 8 AM - 1 PM</li> <li>-\$3,500 expenditure</li> <li>-Nurses schedule 3 months ahead, get word out ASAP</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>-Nancy WMD to create flyer next week for James McKenna</li> <li>-Seth willing to find other speakers and do program</li> <li>-Ruth to book UCSD venue &amp; food</li> <li>-Nancy WMD to get CMEs</li> <li>-Nancy WMD pledges \$500 for Nikki travel</li> <li>-Nancy WRN will be LC speaker</li> <li>-Abi will create save the date; connect to put in AAP bulletin</li> <li>-Michelle will post flyers in nurses room in different hospitals</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>-Twitter is increasing numbers</li> <li>-Instagram followers have more than doubled in 4 months</li> <li>-Website had 5,553 pageviews Apr 17 to May 16 <ul style="list-style-type: none"> <li>-A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. Each refresh of a page is also a new pageview.</li> </ul> </li> <li>-Google Ad Grants for Nonprofits <ul style="list-style-type: none"> <li>-Potential \$10,000 of in-kind Google Ads advertising each month</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>-Michelle will research more into how to improve twitter</li> <li>-Abi using Google Analytics to track and report website traffic</li> </ul>
Fundraising & Development	<ul style="list-style-type: none"> <li>-Nancy WMD + Nancy WRN Liquid Gold co-chairs</li> <li>-Beef or vegetarian pasta options for dinner</li> <li>-Cocktail or evening attire suggested</li> <li>-Save the Date in Google Drive and emailed to Board</li> <li>-Saturday September 14 @ Southwestern Yacht Club</li> <li>-Added 1 hour at beginning for socializing and browsing of silent auction items before bidding starts</li> <li>-5:30 to 6:30 PM social hour + silent auction item browsing</li> </ul>	<ul style="list-style-type: none"> <li>-ALL Board members send mailing list to Abi</li> <li>-Abi send save the date to Board</li> </ul>

	-6:30 to 7:30 PM silent auction open -7:30 PM dinner service + program starts -Ends 10:00 PM	
New Business & Announcements	-In need of a new working banner -San Diego Breastfeeding Center request for sponsorship for Big Latch On Event -See Sponsor packet sent from Robin <a href="#">here</a>	-Nancy S motion <b>Abi</b> to come up with 2-3 designs for new banner -Table SDBFC sponsorship request until next Board meeting; will create policy at next meeting
Closing	--Meeting adjourned at 7:05 PM by Nicole Trottier	

### Upcoming Events

June Board Meeting	Thursday, June 13, 2019 Time: 5 – 7 p.m. Location: HHSA Rosecrans
Next Mini-Seminar World Breastfeeding Week	Saturday, August 3, 2019 Time: 8:00 AM to 1:00 PM Location: UCSD Altman Building Topic: Breastfeeding--the Tongue and Beyond Speakers: TBD
Liquid Gold Gala	Saturday, September 14, 2019 Time: 5:30 - 10:00 p.m. Location: Southwestern Yacht Club
Seminar	Saturday, October 12, 2019 Time: TBD Location: TBD Speaker: Dr. James McKenna