

# Central MN Breastfeeding Coalition

Date 1-29-2018

11:00 am to 1:00 pm

St. Cloud Hospital Women's and Children's Center Classroom

1406 6<sup>th</sup> Ave North

St. Cloud, MN 56303

Directions: <http://www.centracare.com/locations/st-cloud-hospital/>

Teleconference Information: 1-877-820-7831. Passcode: 8565453



**Present:** Holly Haney (Anoka County), Kim Welvaert (St. Cloud Hospital NICU), Jenni Wald (Stearns County), Jeanne Friebe (St. Cloud Hospital FBC), Dawn Henderson (St. Cloud Hospital FBC), Jackie Deters (Stearns County WIC), Paula Roufs (the Birth Community), Kay Heimermann (St. Cloud La Leche League)

Agenda Item	Staff	Decision/Outcome	Follow-Up
Introductions	HH	*Welcome	*Introductions made. Holly welcomed new attendees. Received emails for all attendees.
Agenda	HH	*Holly asked for any additions for today's agenda, none obtained from the group.	*No additions made.

Oct Meeting Minutes	HH	*Holly asked for any additions to the October meeting minutes, none obtained from the group.	*No additions made.
Google Report	HH	<p>Google report since last meeting.</p> <p>*766 users with 925 sessions, 87.03% bounce rate and 0.35 second duration.</p> <p>*Active users: 6 daily, 76 weekly, 288 monthly. Most active time is 6:00 am until 2:00 pm. Somewhat active 2:00 pm to 10:00 pm but falls at 10:00 pm.</p> <p>*Almost all users from USA (699 users) with 15 from Canada, 13 China and 7 Australia. 633 users to our site by organic search (88.4% bounce rate), 100 direct (80.67% bounce rate), 29 by referral (80% bounce rate) and 5 by social (66.67% bounce rate).</p>	*Continue to obtain Google Reports. Holly will update at our meetings.
Facebook	KW	<p>*Facebook page was started prior to the October 2017 meeting by Kim.</p> <p>*Kim posts at least twice a day with lactation advocacy, information, education.</p> <p>*Currently only 48 likes. To keep our page relevant, important to like and comment on posts which only a couple of people have done. Encourage friends, family, patients to like the page.</p> <p>*We have an events page with all of the 2018 meetings and Big Latch On.</p>	<p>*Kim will continue to run the Facebook page with assist of anyone on the coalition who would like to be an administrator. Contact Kim and she will add.</p> <p>*All in attendance were encouraged to like the page and share with others.</p>
Minnesota Breastfeeding Coalition 10th Annual Statewide Meeting & Workshop	ALL	<p>*Title of this year's event was Workshop on Integrating Community Health and Primary to Promote and Support Breastfeeding: Connect, Build Partnerships and Create Common Goals in Your Regions.</p> <p>*Held on November 2nd and 3rd, 2017 at Madden's on Gull Lake, Brainerd.</p>	*Save the date for the Minnesota Breastfeeding Coalition Annual Local Breastfeeding Coalition Teleconference on April 19 <sup>th</sup> , 2018 from 10:00 am to 11:30 am. More details to come as they become available.

		<p>*Members shared their thoughts on this 2 day event. Everyone seemed to like the time for networking and sharing of resources. You can see the full agenda at <a href="https://mnbreastfeedingcoalition.org/annualmeetings/">https://mnbreastfeedingcoalition.org/annualmeetings/</a></p>	
<p>Central Minnesota Breastfeeding Coalition: A Breastfeeding Resource List</p>	<p>ALL</p>	<p>*Our pamphlet <a href="http://www.co.sherburne.mn.us/hhs/documents/BF_Patient_Resource.pdf">http://www.co.sherburne.mn.us/hhs/documents/BF_Patient_Resource.pdf</a> needs to be updated. Suggestions made on additions/deletions. Information on the pamphlet to be only central Minnesota instead of outside this area.</p> <p>*Recommendation on having parents review the pamphlet and get their feedback. Seems like a lot of information, are they really using it?</p> <p>*Paula reported that the Birth Community in St. Cloud <a href="http://www.thebirthcommunity.com/">http://www.thebirthcommunity.com/</a> offers a breastfeeding basics class (2 hours) for free. Jenna Fuchs a CLEC at Journey Home teaches this class. Next one will probably be in March 2018 and usually held at the St. Cloud Library. Space at the library fills quickly.</p> <p>*Paula is planning on opening a maternity store at Centennial Plaza May 1st.</p> <p>*Dawn teaches the breastfeeding classes for St. Cloud Hospital (3 hour class) <a href="https://www.centracare.com/events/">https://www.centracare.com/events/</a> which is \$10.</p> <p>*Discussion on how Dawn and Jenna could possibly work together to provide improved lactation education and information to our community.</p>	<p>*Recommendation that everyone review, make suggestions and send to Holly/Kim.</p> <p>*Dawn to connect with Paula and Jenna to possibly collaborate on breastfeeding classes in our community.</p>

		<p>*Parents preferring an online breastfeeding class that they can take at their own pace and in privacy of own home.</p> <p>*Recommendation to make Abby Boelter's information more generalized on the pamphlet.</p>	
Big Latch On	KW	<p>*Paula and the Birth Community have been hosting a Big Latch On (BLO) event the last couple of years and open to having the CMBC take this over, working together. Last year at Lake George, there were 40-45 in attendance with 10-12 nursing mothers. They did not pay money to rent a park shelter due to lack of funds as the fee was \$135. Paula offered her store that will likely open in May 2018 as a potential space for the BLO. Paula has a list of photographers, vendors that she has worked with in the past and can share.</p> <p>*Discussed holding at a neutral location like a park where the Birth Community has done in the past. Potential spaces identified were Hester Park and Lake George as well as Lions Park.</p> <p><a href="https://www.ci.stcloud.mn.us/91/Park-Recreation">https://www.ci.stcloud.mn.us/91/Park-Recreation</a> Would be nice to have a shelter, bathrooms and playground.</p> <p>*Kim reported in La Crosse, the 2 BLO events she was involved with had the following: photographer (individual pics and group shots), kid activities, snacks, members brought quilts to sit on.</p> <p>*CMBC's BLO event could be big or small depending on what we wanted to do. Would need volunteers to help with social media.</p>	<p>*All in agreement for CMBC to host the BLO. Kim will register as soon as able to on the BLO web site. <a href="https://biglatchon.org/">https://biglatchon.org/</a></p> <p>*Paula to contact the Mayor to see if willing to waive park fees for Hester Park or Eastman Park (Lake George).</p> <p>*Jackie to contact Lunds &amp; Byerlys to see if they will up the amount from 100 to 150.</p>

		<p>BLO web site has all of the information to host with press releases, sign in sheets, etc.</p> <p>*Maybe have the Big Small Catch Up which is in October at Paula's store?</p> <p>*Jackie reported that St. Cloud Lunds &amp; Byerlys has offered to donate snacks and water for 100. Discussed different types of snacks such as pretzels, fruit. Whatever they are willing to donate.</p> <p>*Do we want vendors? We could have them pay \$20 and then would be able to raise enough money to pay for the park permit. Or would the Mayor be willing to waive the permit fee if we were only going to use the space for 1.5-2 hours and it's not a fundraising event? Paula is in contact with the mayor via social media and could contact him.</p> <p>*The Big Latch On <a href="https://biglatchon.org/">https://biglatchon.org/</a> does not have their information up on the web site for 2018 yet, all information is from 2017. Other BLO events: Selfies Sunday, Express Yourself, Big Flange On, Big Small Catchup.</p> <p>*We only have 2 more meetings before the BLO.</p>	
Round Table		<p>*Paula reported about Tree of Life that was popular with nursing mothers that could take their pictures and transform them into works of art.</p> <p><a href="https://www.thebump.com/news/breastfeeding-tree-of-life-photos">https://www.thebump.com/news/breastfeeding-tree-of-life-photos</a></p> <p>*Nitrous oxide is being used at St. Cloud Hospital as well as at other area hospitals.</p> <p><a href="https://www.acog.org/Patients/FAQs/Medications-for-Pain-Relief-During-Labor-and-Delivery">https://www.acog.org/Patients/FAQs/Medications-for-Pain-Relief-During-Labor-and-Delivery</a></p>	<p>*The CDC guidelines can be printed and given to parents.</p> <p><a href="https://www.cdc.gov/healthywater/hygiene/healthychildcare/infantfeeding/breastpump.html">https://www.cdc.gov/healthywater/hygiene/healthychildcare/infantfeeding/breastpump.html</a></p> <p>* Jeanne to report to Melissa Lahn, director of St. Cloud Hospital Family Birthing Center to see how the issues at South Point can be rectified.</p>

		<p>*CDC recommendations on How to Keep Your Breast Pump Kits Clean. This is being handed out to all St. Cloud Hospital NICU parents. Microwave sanitizing bags are being utilized.</p> <p>*Discussed how businesses can support pumping mothers.</p> <p><a href="https://mnbreastfeedingcoalition.org/workplace/">https://mnbreastfeedingcoalition.org/workplace/</a> Many mothers not receiving information about process of pumping at work until they are back to work. many aren't aware of state laws. Holly reported that Anoka county gives information on state statutes on pumping at work.</p> <p><a href="https://mnbreastfeedingcoalition.org/breastfeeding-friendly-workplace-toolkit/">https://mnbreastfeedingcoalition.org/breastfeeding-friendly-workplace-toolkit/</a> Concerns were voiced about CentraCare staff pumping at South Point. The Minnesota Breastfeeding Coalition has information on how businesses can support their pumping employees. St. Cloud Hospital has 3 pumping rooms for employees and information is on the web site about pumping but staff not reading?</p> <p><a href="https://mnbreastfeedingcoalition.org/business-case/">https://mnbreastfeedingcoalition.org/business-case/</a></p> <p>*Anoka county is working on providers to be excited about breastfeeding. They are going into the high schools and educating on the importance of breastfeeding.</p> <p><a href="https://www.anokacounty.us/3009/Breastfeeding">https://www.anokacounty.us/3009/Breastfeeding</a></p> <p>*Receiving unsolicited formula samples.</p>	
Future meetings.	All	Future Meetings March 30 <sup>th</sup> , June 29 <sup>th</sup> and Oct 29 <sup>th</sup> 2018.	Meetings to be held at St. Cloud Hospital. You may attend in person or via phone. Please RSVP on the web site.

			<a href="http://www.centralmnbreastfeedingcoalition.org/meetings.php">http://www.centralmnbreastfeedingcoalition.org/meetings.php</a>
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Respectively Submitted by: Kim Welvaert