

FLWCBT -FL West Coast Breastfeeding Task Force Meeting  
October 20, 2017  
9:00-11:00 am  
DOH Spring Hill - Classroom B

Attendees: Felicia DeLuca, Jennie Rae Lanziero, Leonne Danso Odei, Lindsey Azar, Maret Wachira, Deidre Collins, Chandra Haimbaugh, Robinann Chisman, Melissa Kelly, Melanie Coler, Melissa Slaughter, Amy Fritsch

Treasury Report: \$364 in bank account prior to Big Latch On event. After donations and expenses, current amount is \$735.

#### Agenda Topics:

##### I. Citrus county report

- A. Maret reported the new Infant Feeding Line (IFL) is now up and running. Mothers can call 352-513-6060 for assistance.
- B. Postpartum depression training is going on. Resources available.
- C. Both Citrus hospitals have agreed to Baby Steps to Baby Friendly.
- D. Chandra reported increased breastfeeding numbers for WIC- 77.19% initiation which was an increase from last quarter and much closer to the goal of 79%.
- E. WIC is encouraging initiation and exclusion for breastfeeding in the county:
  - 1. Tree of Life in both offices- mothers add their thumbprint on the tree.
  - 2. Incentive baskets - 1 winner is picked each month to receive a special basket.
  - 3. Bracelets - Mothers receive a bracelet when reach 3 & 6 months of breastfeeding.
  - 4. Prenatals - "Every Drop Counts" poster with different drops each month. Mother's pinky finger print on drop represents those who intend to breastfeed.
  - 5. Newborn Nutrition Class - occurs on the last month of mother's 3rd trimester. Every mom goes in before WIC appointment and learns breast massage, latch, hand expression, etc). Normally, she has 3 visits, so here in Citrus a mother has 2 visits and this class.
    - a. Difficulty for mother to get to appointment/class.
    - b. Many one to one visits.
    - c. Consideration of changing wording-not using "breastfeeding" or "support group"
- F. Cooter Festival is happening next weekend, Oct 27-29. Discussion on task force attendance at this and upcoming events. Lindsey has connection with Citrus 93.3 radio station for promotion. Citrus has a tent to use.
- F. Healthy Families (Deidre) reported having 7 staff members to work with Citrus mothers. She is the only CLC. Healthy Families teams with Healthy Start and WIC to network and get everyone together.

##### II. Hernando county report

- A. Bayfront Hospital Spring Hill (Melanie) reported BSHS continuing with the Baby Steps to Baby Friendly. More nurses are getting trained and helping on the floor. BSHS and the community are starting to notice difference. The class in March with Ester was very beneficial.
- B. Oak Hill Hospital (Melissa & Amy) reported new midwife, Gaye Ficarrota, ARNP, CNM, to Suncoast OB/GYN who has her IBCLC. OH continuing to work on training staff and increase interest in breastfeeding.
- C. WIC (Jennie Rae) reported increased in initiation (ever breastfed) numbers =78.89%. Continued work with 3 mth & 6mth numbers but not available for this meeting. Also working on wording and how to increase mother's visits at WIC.
  - 1. WIC BF Coordinator (Lakisha Crumpler) resigned. Jennie Rae Lanziero being considered for this position.
  - 2. Lindsey Azar working toward IBCLC.
  - 3. Continued staff training for breastfeeding and presence in community.

### III. Pasco county report

- A. WIC (Felicia) reported increased numbers 79.69% for initiation. 3 mth & 6 mth numbers increased as well.
- B. They are working to get mothers to follow up and increase attendance in classes.
- C. They also were working on “Bring your Babies to Work” day but were denied due to various reasons (distraction, who take baby when mother needs to use restroom for example, and more). Tallahassee has the program so more will be researched.

### IV. Big Latch On event

- A. Recap of 2017: 301 attended. 76 registered mothers breastfeeding at the designated time. (50 were from Pasco, about 50 from Hernando, random mix from Brooksville, Weeki Wachee, Land O Lakes, Lutz, Date City, Citrus)
- B. Preparations need to begin in January 2018 with separate committee meeting in January or February.
- C. Start thinking about donations. Last year, we received \$1400 in donations and spent \$1000.
- D. Guidelines for Breastmilk Substitute according to WHO need to be followed. (For example, a plumber may donate. A baby store that promotes formula may not.)
- E. Consideration of new venue or to have 2. Possibly having 1 also in northeast part of Pasco county or in Hernando may better draw from around the counties. Or, as we grow, we may need to use 2 shelter areas of the Denton DOH.

### V. Citrus Latch On events

- A. Had guest speaker, Dr. Jesse Gordon, president of the Breastfeeding Coalition.
- B. Many professionals/community partners attended (about 47)
- C. On that Friday, the Father’s event was also held. Not as many attended but had several people there. Consideration needed for transportation.

### VI. Voting for Officers for the task force

- A. Nominees were announced. Each candidate was introduced themselves and why they would like the position.
- B. Vote occurred and there was a tie for the Outreach/Events position for Citrus county. Board members checked with various organizations online and how a tiebreaker is to occur since this was not found in the bylaws. It was agreed on by those present to cast a revote. Members had the opportunity to revote and ballots were recounted.
- C. The following positions had officers elected to them:
  - 1. PR/Advocacy: Maret Wachera
  - 2. Educ/Research: Melissa Slaught
  - 3. Fundraising Citrus: Lindsey Azar
  - 4. Outreach/Events: Robin Ann Chisman
- D. The remaining officer positions will be addressed by the Board members. These positions may be appointed/filled over the year if there is interest by a member of the task force.

### VII. Website presentation (Leonne)

- A. The official website is up and running. Healthcare providers and families may access using [flwcbreastfeeding.org](http://flwcbreastfeeding.org).
- B. Navigation of the website was demonstrated and any questions or resources may be referred to Leonne.

### VIII. Education

There is an upcoming educational opportunity with the Tampa Bay Breastfeeding Task Force in St. Petersburg on November 10 from 12-2:30 pm at All Children’s EEC. “Breastfeeding and the Developing Gut” presented by Dr. Laura Parker, Associate Professor at UF. Free CEU’s & CME’s provided. Lunch also provided. Contact Maret Wachira or Samantha Staley, IBCLC (727-824-6900 x 4632) for more information.

Next FLWCBT meeting is planned for January 19, 2018 from 9:00-11:00 am at DOH Forest Oaks Blvd.

Meeting adjourned at 11:10 am.

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