



Boulder County Breastfeeding Coalition

Minutes

Date: Feb 3, 2016
Time: 12-1:30 pm
Location: Longmont

COALITION MEETING PURPOSE: *The Boulder County Breastfeeding Coalition works to create a breastfeeding friendly community by supporting worksites, public venues, childcare providers, and lactation support professionals to meet the needs of breastfeeding mothers and babies.*

Facilitator: Linda Kopecky **Minutes:** Melinda Morris

Attendees: Laurie Houde, Colleen Harrison, Marin McDonnell, Julie Dowswell, Marti Stangione, Linda Kopecky, Melinda Morris, Tori Lee (remote)

Minutes

Introductions

Time: 12-12:10

Agenda Item: Update

Time: 12:10-12:40

Presenter: Linda K

Intended Outcome: Keep membership up to date on activities of the BCBC using Basecamp and the Business Outreach spreadsheet

Discussion: *Update on Basecamp and Business Outreach (Incentives, Focus Groups, PASO training) activities.*

BFF Worksite grant is July-June; end of first year is coming up. Reached goal of 40 workplaces contacted. Have certified 4 worksites, have 4 more ready to be finalized. Got approval to be able to fund larger businesses for up to \$5,000 for setting up a lactation space. Of the 20K for incentives we have distributed 5K and 15K more to be distributed. The process is very slow as it is by reimbursement only, but many businesses are in the pipeline to be certified as Breastfeeding Friendly and receive the reimbursement.

See [Breastfeed Boulder County](#) for updates on: Breastfeeding Services in Boulder County on the Parents page. The resource guide is available as a pdf and as a sortable list.

We have been running focus groups to gather information for a public awareness campaign. We were unable to get a focus group of Spanish BF employed women. We have done 4 and will try for more key informant interviews instead.

Two trainings done with PASO (providers advancing school outcomes) in Boulder County and Aurora on breastfeeding friendly policies and practices– participants are unlicensed Latina home day care providers.

Action Items: none

Person Responsible:

Deadline:

Agenda Item: BFF Public Venues

Time: 12:40-1:20

Presenter: Linda K

Intended Outcome: Review BFF PV criteria/materials, make suggestions, approve final approach

Discussion: The Public Venues team is using the “Whenever, Wherever” campaign from the State of Maine for inspiration in creating a program for Boulder county; signage, education and attitude are the foci as crucial for a place to be breastfeeding friendly.

Reviewed our BFF Public Venues Mind Map in Coggle and we added details regarding prioritized public venues, resources the BCBC can provide, and strategies for reaching vulnerable populations.

Brainstorming: Target less approachable neighborhoods. Make sure that materials/communications are bilingual. Include messaging that targets different ages of moms, including young moms/teens. Work with each municipality to provide this for all their events. Provide them with a “kit” that is easy for them to use/put up at each event. Make sure we have good design that appeals and stands out. Target public parks where

there are grills set up, BBQs, the reservoirs. Grocery stores, Carnicerias, Tortillarias, Panaderias, Asian markets, etc.
 Cinco de Mayo in Longmont as our first BFF Public Venue event.
 Incentives: still under exploration/discussion.
 Year 2-3 goals: getting BF into Health class curriculum.

Action Items:	None	Person Responsible:	Deadline:
Agenda Item:	Sharing and Wrap-Up	Time: 1:20-1:30	Presenter: All
Intended Outcome:			
Discussion:	Next meetings: Appreciative Inquiry activities to explore the continuum of lactation care more deeply, to identify barriers and where there are opportunities to improve.		
Action Items:		Person Responsible:	Deadline:

Next Boulder County Breastfeeding Coalition Meetings:

Thursday, March 3, 2016 12-1:30 Boulder (Sundquist Bldg. at Iris & Broadway, Baltic Room)
 Wednesday, April 6, 2016 12-1:30 Longmont (St Vrain HUB at 515 Coffman, Room 321)