



Babies First

Breastfeeding Task Force

May 19, 2017

12:30PM-2:00PM

Kaiser Permanente- Sierra Conference Room

Minutes

Attendees

- Rocio Gallardo, US DOL
- Susan Herrera, Kaiser
- Ah Vang, DPH, MCAH
- Brandi Jenkins, CVH/Health Net
- Mary Medina, Fresno EOC WIC
- Christine Vang, Babies First
- Theresa Hagans, Clinica Sierra Vista
- Melissa Lackey, NFP Selma
- Jason Moore, CVH/Health Net
- Christy Oberholtzer, CVHIP

I. Welcome, Introductions and Agencies Updates

A. Rocio – Brought FEMLA information (moms and dads)

B. MCAH Summary Breastfeeding 2016 – Ah

- 2016 data from MCAH program:
 - Services to pregnant & children 6 months to 1-2 years
 - Data does not include BIH and NFP Selma
 - Data is from programs housed at FCDPH
 - Babies First, NFP Fresno, WFRC Babies First
- 380 clients
- 155 women delivered
 - 126 initiated breastfeeding (81%)
 - Lost a client at initiation and discharge = 125 client
 - Hospital discharge = 1 person still breastfeeding when discharge
 - Half of clients breastfeeding 14 days after delivery
 - 46 of those clients exclusively breastfeeding
 - 2 months = 33 breastfeeding, 13 exclusively
 - 6 months = 17 clients
 - 12 months = 1 client
 - 18 months = 1 client
- Reasons why never started or stopped breastfeeding
 - 29 moms never started
 - Bottle easier
 - Discomfort
 - Not enough milk
 - No access to a breast pump
 - Baby preferred bottle than breastfeeding
 - 17 moms listed other reasons

- Moms who stopped breastfeeding
 - Not enough milk made
 - Bottle was easier
 - Baby preferred bottle than breastfeeding
- Never initiated breastfeeding
 - On medications
 - On psych meds
 - Cleft lip
 - Baby need to gain weight
 - NICU
 - Anti-Depressants
 - Double Mastectomy
 - Wants to start smoking
 - Difficulty bonding with infant
 - Unnatural
 - Not comfortable breastfeeding
 - In a rehab program
 - Meds
 - Stopped before 2 months, but did bf at 14 days
 - CPS issue
 - Mom gives baby formula
 - Surgery – delayed
 - Miscarriage
 - Injury to left arm
 - Temporarily jaundice
 - Started solids

C. First 5 Focus Group – Christy

- Ability to drink and breastfeed
- 3 focus groups: moms in Fresno County to see First 5 bf express, spaces, baby bags
 - Parlier – Spanish speaking
 - New Americans – Hmong
 - Downtown – AA
 - Age: 18-40 yo
 - Moms who did successful breastfeeding and did not have success
- Purpose: What First 5 can do to increase breastfeeding rates and analyze their breastfeeding efforts
- Theresa: WIC serves = 36,000 between Fresno County and Kern County
 - Same responses from WIC clients about breastfeeding
 - Barrier = coming to the door to get the services
- Gaps: Agencies say they have these resources; Moms say there is none
- Ah: Do they know about breastfeeding? Do they want to breastfeed? Or have the intention to breastfeed?
- Susan: 14 days breastfeeding (only half)
- Ah: Responses are still the same about breastfeeding

II. Review of agenda and minutes from March 17, 2017 and April 25, 2017

III. 12th Annual Walk Planning – Christine

A. Walk Planning Dates

- Ah: Yellow sheet are the meeting dates to focus on the walk event
- 6 meetings before the walk, August 4, 2017 is last meeting before the walk

B. Conference call Meetings

- Number is wrong on the yellow sheet
 - Correct number is 600-9329
- Conference Call meetings
 - Frid., June 2 at 12:30 pm to 1:30 pm
 - Frid., July 7 at 12:30 pm to 1:30 pm

C. Priorities:

- Sponsor Update – 2, Calviva Health (\$200), UHC WIC (\$200)
- Vendor Update – 5 (Central CA CCSPA, UHC WIC, Hands on Central CA, Fresno EOC Health Services and Education)
 - Susan: Kaiser will be included
- In-Kind Donations – 2
 1. 30 lbs ice – Burger King (Ansley)
 2. Snow cones and popcorn machine plus supplies – Irma
- Participants – 0 registered online/Eventbrite
- Raffle items – 5
 1. Central CA CCSPA – 1
 2. UHC WIC – 2
 3. Hands on Central CA – 1
 4. Fresno EOC Health Services and Education – 1
- DJ – Tyrone White confirmed?
- MC – Matt Otstot confirmed?
- Warm Up Person?
- Ah: Christine has mailed out flyers and sponsors already, we will follow up, If you are main contact, please contact

D. BAW Task List – Ah

- Process paperwork, \$210 fee
 - Get certificate with liability and make sure there is electricity
- Need to contact Shantay about balloons
- Christine: Will email a list of inventory BAW items for next meeting (conference call on June 2, 2017)
- Reminder no item value of \$501+, if it is, have to be approved by BOS
 - Logos on T-shirts; Deadline: June 30, 2017

- T-shirts:
 - BAW 500 shirts ordered last year
 - Christine: Attendees: 9th – 1,000; 10th— 600; 11th— 350
 - Need to make a determination number of how many T-shirts to order
 - 300-400 shirts?
 - Susan: used all the kids' T-shirts?
 - Ah/Christine: Yes
 - Every year have a new shirt year number and colors, but not design
 - Children's shirts about the same
 - Christine: XL, XXL was not enough, Silvia was in charge of T-shirts
 - Mary: Will touch base with Silvia about T-shirts & Kat with balloon arch
 - Susan: Medela to donate breast pumps
 - Keep kids' shirt count, reduce adults' shirt
 - T-shirts usually costs about \$2,000
 - Check with Sarah about the T-shirt design
 - Susan: Keep design, but have it in color
 - T-shirt in gray color, keep the pink and blue
 - Trust fund balance?
 - Christine: About \$1,000 from last year, but need to double check, brought in about \$1,600 last year from sponsors
- Social Media Postings
 - Melissa has Facebook and shared it
 - Christy: Will check if able to post on PBS Parent Page on Facebook
- MC
 - Susan will get the contact name for news anchor: Amanda Venegas
 - Mary send email to Christine about contact for MC
 - Christine will follow up on email and contact for MC
- Photographer
 - Christy will contact her person to see if interested in photographer
 - Have to identify 2 taskforce members to take pictures
 - Rocio: Maybe Jamika, need to check with her
- Face Painting/Crown Materials?
 - Mary has crown materials
 - Ansley brought markers and supplies
- Vendors should have an interactive activity at their booth to engage with participants
 - Christine needs to follow-up and encourage vendors
 - Raffle off prizes, participants can put their raffle tickets on whichever prizes they want

- Proclamation / Representative
 - Ah: Will have to check
 - Jamika or anyone on the federal government to speak at the event
- Media Relations:
 - Need to refocus message on breastfeeding: educate prenatally and focus on bonding aspect
 - Have consistency breastfeeding information and education
 - Paper or online – reach out to us and let us know where post is
 - Media Contact Memo – Need to identify Spanish person, Felicia?
 - Spanish – Felicia?
 - English – Felicia?
 - Hmong –
 - Susan: Will ask Susan Moua, RN, if available
 - Mary: Will ask who the Hmong contact person is

IV. Breastfeeding Magazine – Ah

- Free and can order online through womenshealth.gov
- Only in English, no Spanish
- Updated guide and revision
- Able to order 500 at a time

V. Breastfeeding Conferences / Trainings – Ah

- A. First 5 LA Training – Breastfeeding Maternal Mental Health
- B. Immunity Information and Microbial – Sacramento

VI. Next Annual Walk Meeting, Friday, June 2, 2017

Location: Conference Call, time 12:30 PM – 2 PM

- A. Phone Number: (559) 600-9329
- B. ID#: 600-6364

V. Adjourn