

Arizona Breastfeeding Coalition
Statewide Meeting
December 8, 2018

Attendees:

NAME	PHONE	CONTACT
Angela Lober		
Heather Evans		
Brooke Rogers		
Penny Lee		
Sarah Sharer		
Kaleen Kahl		
Maya Radoccia		
Brenda Phipps		
Marissa Honey-Jones		
Cheryl MacKechnie		
Renee Palting		
Kathryn Stapley		
Emily Davis		

Upcoming events for ABC participation

- Feb. 16 – Mom’s Marketplace
<https://www.eventbrite.com/e/3rd-annual-moms-marketplace-tickets-48071184206>
Kiwanis Park
5500 S Mill Ave
Tempe, AZ 85283
- March 9 - 4th Trimester Conference 2019
<https://www.facebook.com/events/191087938394606/>
Idea Museum
150 W Pepper Place
Mesa, AZ 85201
- April – Nurse In
I cannot find information on-line
Brooke to connect with organizer for details
- Thursday, May 16 – USLCA coalition mixer
Invitation to members of other coalitions visiting for USLCA conference
The Vig at McCormick Ranch
7345 N Via Paseo Del Sur
Scottsdale, AZ 85258

- June 14 – 15 – USBC conference
Bethesda, Maryland
Kaleen Kahn to go. Need one more ABC representative.
- Oct. 12 – Banner Family Fair
Banner University Medical Center – Phoenix
1111 E McDowell Rd
Phoenix, AZ 85006

Ideas for community events

- Pop-up breastfeeding tent
- T-shirt, baby onsies, other merchandise sales
- Window clings
 - “Breastfeeding welcome here” with ABC logo

We need to inform the public what the coalition is and what we offer

- Promote, protect, and support breastfeeding
- Support and advocacy for breastfeeding families
- Hub for resources
- Statements need to be upfront on our website and social media
- Need an Instagram account

Business recognition

- Public recognition of businesses that support breastfeeding for customers and/or employees
- Need to develop a criterion
- Create an award
- Present awards to owner or managers of businesses
- Pictures and info on website and social media
- “Badges” for businesses to add to on-line media that link back to ABC website

Policies

- Legislation information on our website
- Information about jury duty available
- Possible legislation to pursue
 - Workplace protection – fines for violation of law

Website revision

- Visually welcoming
- Ease of use

Next meetings:

Board meeting

- Closed Facebook group

Central region

- 2nd Saturday
- Jan 12, Feb 9, April 13, July 13, Aug 10, Oct 12, Nov 9
- Downtown Phoenix

State meetings

- 2nd Saturday
- March 9 in Tucson
- June 8 in Flagstaff
- September 14 in east valley
- December 14 at Agave Pediatrics Deer Valley

ACTION ITEMS

Angela

- Check The Vig for a meeting space and make reservation
 - Deposit needed – either ABC funds or donated by Mindful Lactation
- Find meeting space for next meeting on Jan 12
- Mom's Marketplace
 - Locate organizers and investigate participation opportunity

Brooke

- Look into participation with Nurse In event

Renee

- Continue revision on website
- Create Instagram report
- Create badge for recognized businesses
- Membership survey – to gather contact information from those becoming members

Marissa

- Connect with Cara to get bank cards and bank information
- Assess account funds

Agenda items for next meeting – January 12

- Criterion development for recognized businesses
 - Process for identification
 - Process for award delivery and on-line recognition
- Community event participation
 - What will we offer?
 - What funds do we have to purchase ABC merchandise?