

SLV Breast Feeding Coalition
August 24th, 2016
Alamosa, Colorado

Present: Deb Black, Valley Wide Health Systems; Emily Brown, Rio Grande County Public Health; Sarah Herrera, SLV Health; Debi Tringham, Valley Wide Health Systems; Jayne Schiffer, SLV Health; Kimberly Bryant, SLV Public Health Partnership

Called to order: 11:45

Thanks to the San Luis Valley Public Health Partnership for buying lunch. Thanks to Katy Baer (WIC) and Deb Black (Nurse Family Partnership) for their time, ideas and commitment to bringing this group together!

Introductions were made and we talked about why we came to participate today.

Kimberly Bryant welcomed everyone on behalf of the San Luis Valley Public Health Partnership and agreed to facilitate these first few meetings to help establish the coalition and then she will step back.

Draft mission statement: *To support mothers to breastfeed for the ideal infant nutrition*

Draft vision statement: *a world where every baby has the opportunity to breastfeed*

Draft ground rules:

- Coalition is open to interested parties
- Start and end on time
- Respect other programs and agencies
- Revisit the priorities and mission regularly
- We don't have to agree on everything
- Bring a collaborative spirit
- Speak with integrity and honesty
- Limit storytelling – "excuse me we need to move on"
- Commit to participate and communicate for the good of the community

Next steps:

Review mission vision and SWOT

Map programs and services

List needs to begin to decide on what to work on together

Evaluate support, resources and access to care

Discussed who else to invite to the next meeting

Agreement to meet again on a Tuesday in October over lunch

Meeting adjourned: 1:30

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SWOT analysis

Strengths

Participants care about improving breastfeeding supports

- Self-education
- Community, Government and business breastfeeding/ pumping rooms
- Supplies
- Families and friends
- Programs, health care settings and agencies
- Policies

Some programs have a lot of success

Support makes a big difference

Many voices together are strong

We have good community relationships

Challenges

Individual participant's schedule, existing commitments and capacity

Individual, organizational and families' resistance to change

Families' capacity to try something "new" and "difficult"

Low health literacy in the community

Opportunities

Underserved populations (older mothers, or lag between children)

Expand what is working

Earlier and consistent education during pregnancy

Teach the "WHY" of breastfeeding

SLV low women's employment rate

Staff development

Turnover /training new staff

Threats

Geographic isolation requiring increased travel and training costs

Critical decision makers do not participate in creating Coalition goals

Changes in funding/ limited resources