

Northern Nevada Breastfeeding Coalition
November, 2018 Monthly Meeting

Date: 11/6/2018

Time: 12 pm

Location: The Children's Cabinet

Agenda

Introductions

Treasurer's Update

The Treasurer was unable to attend the meeting. However, she shared her update with the Co-Chairs, who presented the update at the meeting.

NNBC Bank Statement: \$10,451.00

Fall Education Event Financial Update:

Sum of Earnings: \$5426.57

Sum of Event Costs: \$6747.56

Money Spent: (\$1320.99)

State of Nevada Update

Jacquelyn Bonde, Statewide Breastfeeding Coordinator

Requested information about distribution of the 2019 Nevada Breastfeeds Calendar and also any promotional items WIC may be able to provide for the New Year MD Baskets.

No new information or changes from the State.

501(c)(3) Progress

The Coalition continues to work with our lawyer. The mission statement has been turned in for review and bylaws are in progress.

Open Board Positions

New board members will be nominated and voted upon at the december monthly meeting.

Emily Chappell will take the position of President as Lauren Williams moves on after her two year term.

The Coalition will be seeking a new Vice President, as well other open board positions.

The Coalition is also still seeking to build a marketing team for 2019.

2019 Breastfeeding Calendar

Over 100 photo submissions were received by the November 1st deadline and they should be ready for review by the end of this week. A very diverse range of photos were submitted, including hospital "first latch" photos, older children and alternative feeding methods.

Sponsorship for the calendar has not gone as planned. New forms of sponsorship are being looked into, including earmarking a portion of the LG5K donation funds to pay for the calendars. Some potential sponsors were questioning why they were asking to donate twice in one year, including the calendar as a part of the LG5K donation package would solve this issue.

The coalition is still considering all options for printers and is still considering pricing. One option is whether to pay extra this year to have a layout designed that we may use at no cost in future years. Our initial print will be for 3,000 calendars.

The coalition is still in talks with the Southern Nevada Breastfeeding Coalition on how we will distribute the calendars, which may be a 60/40 split between the South, the North and rural Nevada. In addition, both coalitions want to distribute the calendars where they will make the biggest impact.

New year baskets for MDs

The coalition still plans on putting together gift baskets with educational materials for physicians.

Fall Education Event Summary

The coalition received almost unanimous positive feedback that the attendants "Strongly Agreed" or "Agreed" that all expectations were met. The evaluations were turned in with a lot of feedback regarding additional topics and recommendations to improve future events.

For a full look into the results of the Education Event Evaluation, please see the document attached.

Marketing Ideas

Susan Dobyms-Savage presented on what she learned at a Tastemakers Conference regarding social media and how to get more followers and views organically. Susan suggested creating a team of 7 or more regular posters to use “hashtags” strategically to garner more buzz on our social media platforms. Additionally, creating a “how to” for members to write their social media posts for the coalition would create a uniform community online to promote the coalition.

Susan was also able reformat and organize the coalition’s google drive.

Presentation: 2018 United States Breastfeeding Committee by Jacqueline Bonde

Jacqueline was able to attend this year’s USBC conference in Washington DC as a representative of the coalition. The topic was “Equity,” and presenters discussed how to level the playing field across socio-economic groups in regards to supporting women with their breastfeeding goals.

Each year, the Northern and Southern Breastfeeding Coalitions sponsor one person from each region to attend this conference. For more information on this presentation and sponsorship to attend the USBC conference, please contact the coalition.

In Attendance

Lauren Williams- President
Emily Chappell- Vice President
Jacquelyn Bonde- State Representative
Pam Warren- Director of Education

Morgan Vitti
Jackie Chaidez
Susan Savage
Cindy Krznarich
Lanea Warren
Becca Haack-Damon
Cindy Banson
Michele Lawson
Emilee Mason

In attendance over the phone

Rosemary Casillas- SNBC Representative
Alex Gunter- Secretary
Meredith Pollaro
Lynn Anderson