

Reports on Meeting with FL Surgeon General on February 13, 2009

From Joan Meek, MD:

Carol, Susan, and I were very pleased with the outcome of our meeting on Friday. Little did we know that we would find such a staunch ally in Dr. Viamonte Ros, a radiologist by training, but who described herself as a "rabid" La Leche League supporter, who breastfed her own 2 children for 2 years each.

She was knowledgeable about breastfeeding in general and was receptive to how breastfeeding fits into her own strategy of the 3 P's--preparedness, prevention, and personal responsibility--for improving the health of the citizens of FL. She discussed her own experiences both breastfeeding within the US and traveling outside the US.

Debbie Eibeck, the state WIC director, and Dr. Joe Chiaro, from Children's Medical Services, met with us, along with Dr. Viamonte Ros. We all agreed that breastfeeding in the state is not just something relegated to WIC, but needs to be a partnership between the DOH, WIC, and other governmental and nongovernmental organizations. We were able to share information about FBC, about how Florida scored on the 2008 CDC Breastfeeding Report Card, to discuss breastfeeding indicators and how we might be able to collect more specific data on breastfeeding initiation and duration, and specifically to identify what barriers women in our state face that cause them to stop breastfeeding. They named some key legislators who might be open to workplace breastfeeding legislation as we move forward. They agreed to investigate providing links to our website and breastfeeding pictures on the DOH website. We also let them know that we have a wealth of resources available through FBC for partnership.

Overall, the meeting was extremely positive and should help to build connections and open doors for us in the future.

Joan

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From: Eibeck, Debbie

Sent: Saturday, February 14, 2009 2:52 PM

To: Bradley, Terrye S; Albers, Kris-Tena; Potts, Susan J; Wilson, Sue; Pearlman, Marsha; Kamiya, Katherine A; Wood, Betsy M; Patterson, Mary Ann; Flanagan, Mike

Cc: Phelps, Annette

Subject: FL BF Coalition mtg with SG

FYI

Katherine – can you please ask your appropriate IT support person to include a link on the appropriate MCH/FHS websites to the FL BF Coalition at www.FLBreastfeeding.org - provided, of course that, Annette and Terrye agree.

Mary Ann/ Mike - can you please add a link on the WIC website to the FL BF Coalition (www.FLBreastfeeding.org) – internal and external websites– I know we already use pictures of BF moms on our pamphlets, etc but be aware of any future opportunities to expand usage to visually advocate for BF on pamphlets or on our website as appropriate. I also told Dr Chiaro that we had pictures they could use if interested.

Debbie

From: Eibeck, Debbie
Sent: Saturday, February 14, 2009 2:36 PM
To: Phelps, Annette
Cc: Eibeck, Debbie
Subject: FL BF Coalition mtg with SG

Annette – Meeting yesterday with FL BF Coalition representatives (Joan Meek, MD; Carol Brady, NE FL Health Start; and Susan Taylor, IBCLC from Gadsden WIC) and SG, Dr Chiaro, and myself went well. A few comments and follow-up actions suggested by the Coalition follow (Annette - suggested items that you might need to follow-up on are in red font):

- We were all surprised to learn that Dr. Viamonte-Ros exclusively BF her two children for 1st year and bf for 2 years total each of her children. She described herself as a strong LaLeche League supporter.
- They were very positive about BF work being done by WIC but want to encourage broader support for BF by the department and Dr Viamonte-Ros in her role as SG across agencies. Want to work in partnership with us.
- Encouraged us to be more proactive in **incorporating BF messages in settings not typically thought of with BF** – examples:
 - Men's health month promotions – include BF, get fathers on board with BF
 - Chronic disease prevention – prevention starts at birth, obesity
 - **Include more pictures of breastfeeding moms on our websites** – Dr Chiaro and I said we would try to incorporate on our websites (and MCH) where appropriate
 - **Include link to FL BF Coalition on our websites** or in relevant subject searches (www.FLBreastfeeding.org) - Dr Chiaro and I said we would put link on WIC, FHS/MCH and CMS website
- Discussion about CMS and RPICCs. Also the fact that FL does not have any milk banks. Dr Meek said she had recently been asked why FI continues to request charitable milk donations that are being met by milk banks out of state (she did not have details on who was requesting these milk donations).
- Title V Plan needs to update its needs assessment soon. **Suggests BF be more integrated throughout the Title V plan needs assessment.** The primary mention of BF in plan now is about what WIC is doing.
- Encouraged Breast pump rooms in DOH facilities – basically they recommended that DOH lead the way
- Discussed Gadsden, Volusia and Orange having policy allowing for some jobs, employees to bring BF babies to work for 1st 6 months.
- Need better data on BF. We discussed PRAMS data. **Would like to see some questions on worksite support on PRAMS surveys.** (I agreed to follow-up with Meade on this and get info back to Carol.)
- **Would like a DOH representative on the Coalition from MCH besides WIC representative who is Susan Taylor. (Annette – Susan Potts was suggested?)**
- General discussion on Baby-Friendly hospital initiatives and how to get hospitals to better support BF
- Encouraged bf training of health care workers in DOH and general to create awareness and more supportive environment
- **Need state legislation on Workplace BF** – SG said it would need to be voluntary. They indicated they had model legislation from other states. SG and Dr. Chiaro brainstormed possible legislators to support/sponsor (Senate – Nan Rich, Eleanor Sobel, Andy Gardiner; and Dean Cannon??- my notes might be wrong and maybe they meant/said Charles Dean; on House side – maybe Homan)

Chatting after the meeting, I think the BF reps felt it was a productive meeting and they hope to keep up the dialogue.

Debbie