

OLCA Member Meeting
January 16, 2021
Teleconference

Meeting was called to order at 10:00 am by Allyson Wessells

Attendees: Allyson Wessells, Jennifer Foster, Susan Buchanan, June Myers, Debbi Smith-Moore, Amber Clary, Chris Smith, Angela Williams, Lauren Robertson, Liz Vandendries, Stephanie Hutchinson, Joni Gray, Missy Courts, Annette Nedrich, Terri Baumer, Mary Ann Blatz, Stacy Notestine

1. President's Welcome (Allyson Wessells)
 - a. Call to order
 - b. Introductions
2. Secretary Report (Susan Buchanan)
 - a. Minutes from previous meeting approved electronically
 - b. Meeting minutes available on OLCA website under "members only" section
3. Treasurer Report (Terri Baumer & Allyson Wessells)-see attached report
 - a. New income from membership
 - b. Jennifer Foster commends OLCA for being fiscally responsible, considering we had no income in 2020
 - c. Most expenses for 2021 will be going into audiovisual expenses for conference
 - d. Still able to support our grants and scholarships
 - e. Beginning balance from 6/1/20 = \$64,986.86
 - f. Total expenses = \$5,056.85
 - g. Total income = \$1,245.20
 - h. Balance as of 1/13/21 = \$61,175.21
 - i. If need invoice for Breastfest payment ahead of time, let Terri know-she will email invoice to employer
 - j. Chris Smith reminds members that they will need to contact registrar to receive code for registering for Breastfest if employer will be paying with invoice
 - k. Jennifer Foster-platform supports registering 500 people
4. Vice President's Report (Amber Clary)
 - a. Grants and scholarship applications closed at end of December, 2020.
 - b. 14 applications total (7 of each)
 - c. Will send out email soon for approval committee
5. Area Representative Reports
 - a. NE-Annette Nedrich
 - i. Cleveland Clinic Fairview still doing in person visits and Zoom calls to patients
 - ii. Susan Buchanan asks if Annette can reach out to local WIC representatives to get updates on in-person visits and resources available to patients (Susan & Debbi Smith-Moore will send Annette contacts for Summit County WIC
 - iii. Annette confirms that WIC in Parma is doing one-on-one visits

- iv. Misty Winkfield at Cuyahoga County WIC continues to do pump rentals
- v. Annette asks the group for resources for breastfeeding mothers with vision impairments.
 - 1. Joni Gray recommends www.visionaware.org as reference.
 - 2. Chris Smith recommends reaching out to Linda Smith for other references
- b. NW-Angela Williams
 - i. Offers to send Annette list of breastfeeding coordinators and peers for WIC
 - ii. Crawford County shipped 5,206oz breast milk to Milk Bank over last 12 months
- c. Central- Stacy Notestine
 - i. No new report
- d. SE-Liz Vandendries
 - i. A lot of changes locally-new lactation consultant at hospital
 - ii. WIC meeting outside in parking lot with Liz's clients to get breast pump, otherwise, communicating by phone
 - iii. Has not had great success connecting with breastfeeding peers in community due to COVID-19 restrictions, working from home, etc
 - iv. Liz is learning how to navigate new people in roles in local agencies
- e. SW- Missy Courts
 - i. The Greater Miami Valley Breastfeeding Coalition in Montgomery County is still meeting via Zoom once a month.
 - 1. Linda Smith has been facilitating it for quite some time, but has expressed interest in others volunteering to facilitate it
 - 2. If anyone is interested, please let them know
 - ii. Public Health Dayton and Montgomery WIC program has hired two new breastfeeding peers and things are going well
 - 1. Also currently have 4 IBCLC's on staff
 - 2. Have a nutritionist who recently received her CLC certification
 - iii. Congratulations to April Kline who recently received her IBCLC certification!
 - 1. April does craniosacral therapy in Kettering, OH
 - 2. She did educational session for OLCA in Sept, 2020
 - iv. Marilyn Wilson at Preble County WIC has a new fully trained peer who will be an asset to their staff
 - 1. The county is currently participating in the Coeffective Coaching
 - 2. Their current goal is to improve communication with obstetricians
 - v. Ann Brower at Miami Valley Hospital reports that things are still maintaining even with rising COVID cases
 - 1. Seeing more cases in maternity resulting in a floor designated for moms with COVID
 - 2. Trained nurses to help mothers with breastfeeding

3. In cases of mothers with COVID, Ann will contact these mothers by phone, going in rooms only when absolutely necessary in order to prevent spreading it room-to-room
4. Miami Valley South in Centerville is no longer using LC's at main hospital
 - a. Have hired their own IBCLC
 - b. Interested in becoming their own entity
5. Geneva Carnahan is only person doing in-home visits that Missy knows of
6. Missy has not seen a patient in person since last Feb
 - a. Not able to do virtual visits due to privacy issues.
 - b. All consults are over phone
 - c. Sends those patients who need to be seen in person to hospital where they delivered to meet with IBCLC
6. Membership (Pat Bucknell, Lori Nester, Debbi Smith-Moore)
 - a. Debbi reports receiving new renewals (approximately 2-3 a month)
 - b. Recent changes to membership
 - i. Board voted to change membership year to 1/1-12/31 of each year
 - ii. Membership dues included in price of conference
 - iii. Membership purchase option temporarily turned off to avoid confusion
 - c. Welcome letter going out to new members
 - d. Working on certificate that shows membership renewal date
7. Publicity (June Myers)
 - a. June asks Membership what incentive there is to join OLCA throughout rest of year due to membership not being prorated?
 - i. Can still get free CE's at member meetings throughout year
 - b. Jennifer Foster asks is June can highlight Breastfest speakers on Facebook page each week until conference
 - c. Jennifer also asks if link to register for conference can be posted on Facebook
 - d. Joni suggests adding small excerpt of speaker's bio & topic along with their picture
8. Facilities (Laura Atkinson)-no report
9. OLCA Library (Joni Gray)
 - a. No requests for material since November
 - b. Joni and Debbi updated Joni's email for library
 - c. Joni's student updating OLCA library archive
 - d. May be able to have future internship students help OLCA with social media, website and platforms
10. CERP Coordinator (Mary Ann Blatz)
 - a. Evaluations very positive for presentations with CERPs offered at member meetings online
 - i. Attendees liked that they had access until end of month
 - ii. Attendees like that they could access presentations without physically attending a meeting

- iii. 20-25 participants which is greater than when in-person
 - iv. Looking at automated system to award participants with continuing education credits in future for Breastfest
 - v. Mary Ann suggests offering CE's at January meeting in future to help with attendance at Breastfest
 - vi. Chris Smith reminds group that if we add another CE opportunity throughout the year, we will need to change our long-term providership with ILCA (only approved for 3 offerings right now)
 - vii. Jennifer Foster reminds group that we will also need to change our providership with Ohio Board of Nursing for CE's if we offer more than 20 CE's, which would be an increase in cost for OLCA
 - viii. Mary Ann & Allyson suggest possibly adding more CE's (live & virtually) at each meeting instead of another offering
 - b. Have applied for approximately 17 CEU's for conference
 - i. Has been in communication with Ohio Board of Nursing to get appropriate documents for nursing CEU's
 - ii. Starting to get speaker information back that is needed to complete application for CERP's
 - iii. Planning to have application submitted by end of January
11. Conference Speaker Coordination (Debbi Smith-Moore)
- a. All speakers are currently under contract
 - b. Plenary speakers: Dr. James McKenna, Dr. Nancy Wight, Dr. Jenny Thomas, Liz Brooks, Merilee Brockway & Sarah Turner
 - c. Prerecorded session speakers: Dr. McKenna, Dr. Wight, Liz Brooks, Dr. Thomas, Dr. Joni Gray, Molly Kerig, Brandi Rahim, & Marsha Walker
 - d. All presentations will be viewable for 90 days on website after conference
 - e. Will also be able to register for the conference for a short time after conference is over
 - f. Conference registration is now live
 - i. If register as member, your membership fee is included in registration price
 - ii. Running early bird special- if register by end of January with code EARLYBIRD, it will take \$25 off of registration
12. Member Meeting Speaker Coordinator (Michelle Emanuel)
- a. Allyson in for Michelle. Welcome to Michelle in her new role!
 - b. Michelle is gathering speakers for Fall meetings
13. Breastfest Committee Report (Chris Smith)
- a. Have about 9 people registered
 - b. Chris reminds Board to get registered before end of month, if possible
 - c. Remind people that cost includes membership
 - d. Reach out to friends outside of state-they can attend due to being virtual
 - e. Using Network Communications for conference
 - f. Jennifer reminds group to tell others benefits of this year's conference: cost is significantly less this year with more CERP's, more big-name speakers than usual

due to not paying fees for travel, etc., and will be able to access for 90 days after conference.

14. Website Editor Report (Debbi Smith-Moore)

- a. Web Design
 - i. Beginning to work with web designer in Stow to help update look of website & make more user-friendly and cohesive
- b. Web Editor Access
 - i. Currently have 3 people with access to edit website
 - 1. Web Editor
 - 2. President (should always have access in event of unexpected availability of Web Editor)
 - 3. Lori Nester (helping Pat Bucknell with managing member data received from membership purchases)
 - ii. Debbi would like to assign levels of access to those who have reason to need access, such as, membership chair, newsletter writer, librarian, etc
- c. Members Only Site and Other Changes
 - i. Current process involves purchasing membership from website, then going to JotForm to provide data we need. Then Lori collects this data from JotForm and enters them into member database in Mailchimp
 - ii. Goal is to streamline the process of purchasing/renewing membership to reduce time it takes and ensure we receive data we need for our records
 - 1. New process would be able to have membership purchase occur
 - 2. This then would trigger confirmation email with different link to OLCA website (with form containing same fields as in JotForm-this would eliminate need for JotForm)
 - 3. Upon completion of form, message will pop up asking new member to go to our Members Only page and register with their email & create password
 - 4. Web Editor and/or Membership Committee can then approve request to access & add person to Membership Group for current year
 - 5. This will make management of Members Only page easier for Web Editor-when member forgets password, they can click link and are able to reset themselves
 - 6. When membership year changes, newly registered member will be assigned to group without having to reassign every member individually
 - 7. Using forms available on OLCA website for grants, scholarships and nominees for awards will eliminate need for JotForm for this
 - 8. Beginning to implement use of surveys through website (formerly used Survey Monkey)
 - a. Having survey ability on our website can be used for Board vote when decision needs to be made in timely fashion

- b. Survey can be created in minutes and published to website on hidden page only viewable by those assigned to group (Voting Board)
 - c. This feature will allow us a record of votes that are not taking place within an official meeting
 - iii. OLCA Platforms currently used
 - 1. GoDaddy-cannot be deleted as they hold our domain registration
 - 2. Weebly is our web hosting/design platform, is cost-effective and needed
 - 3. MailChimp-used to maintain membership database, emails and newsletters we send out
 - a. JotForm, Survey Monkey & SignUp Genius are all platforms used to collect data
 - b. Use of Weebly forms & surveys could eliminate these accounts
 - 4. GoToMeeting used for board, member & Breastfest Planning Committee meetings
 - 5. GoToWebinar-not currently platform we possess
 - a. Considering purchasing subscription to better manage & offer continuing education to members & others
 - b. We will be using the account of Network Communications to present Breastfest this year-using it as trial run to see if GoToWebinar is right fit for our needs
 - c. Ideally would make process of providing CERPs much faster, easier process for CERP Coordinator
 - d. Would provide records we need to maintain for historical purposes
 - e. Purchase of GoToWebinar would also include access to GoToMeeting-would not reduce number of platforms used but will reduce number of accounts as GoToMeeting is included in subscription of GoToWebinar, giving us more bang for our bucks!
 - d. Decisions that need to be made going forward:
 - i. Who needs access to edit the website?
 - ii. What level of access?
 - iii. What groups need to be created?
 - iv. What pages to access?
15. OBA Report by OLCA Member at Large (Jennifer Foster)
- a. Go to www.ohiobreastfeedingalliance.org if need to update database with any info that may have changed due to COVID
 - b. \$10 to join. Please consider joining
 - c. First Steps project continuing
 - i. Childcare project went live right before COVID hit. Once things return to normal, that program is up and able to be implemented

- ii. Ohio Breastfriendly Workplace also went live during COVID. Also hoping that once things return to normal, that program will be up and running
 - 1. Will need area reps to be very active as this program launches
- 16. ABN Report by OLCA Member at Large (Stephanie Hutchinson)-see attached report
 - a. Welcome to Stephanie in her new position!
 - b. Supplier for 24 Hour Ohio State Breastfeeding Hotline
 - i. Calls each month have significantly increased
 - ii. Received 500 calls each month on average
 - iii. Highest month was August with 685 calls
 - iv. So far in January, have had 257 calls, average of 17 calls per day
 - c. ABN hosts free webinar to members each month on various topics with a lactation CERP provided
 - i. Membership is \$20
 - ii. Free for members that identify as Black, Indigenous, Person of Color (BIPOC)
 - iii. Membership can be applied for at <https://www.appalachianbreastfeedingnetwork.org/full-membership.html>
 - iv. Upcoming webinars are listed in attached report
 - d. On January 30, 2021, ABN hosting a screening of Hillbilly-A Documentary with Q&A session with directors of the film, Ashley York & Sally Rubin
 - i. Registration is free, but limited to 100-have 67 registered as of 1/16/21
 - ii. To register: https://us02web.zoom.us/webinar/register/WN_Nrsz_g8JT2mlPMnH19MC7uQ
 - iii. Can be accessed on Hulu, also, but would not include Q&A with directors
 - iv. Both directors have both had babies and breastfed since filming of the documentary. Are interested in teaming up with ABN to do documentary series on Netflix about parenting and breastfeeding in Appalachia
 - e. ABN awarded two scholarships to Black Aspiring Lactation Professionals
 - i. Crystal Lovett to attend CLS course
 - ii. Simone Toomer for IBLCE exam fees
 - iii. More information on this at <https://www.appalachianbreastfeedingnetwork.org/black-aspiring-lactation-professionals-scholarship-application.html>
 - f. ABN released a Black Lives Matter statement which can be found at <https://www.appalachianbreastfeedingnetwork.org/black-lives-matter.html>
 - g. Also started/opened Lactation Resource Database which is updated daily
 - i. Referral base for lactation consultants and any professional that comes in contact with the breastfeeding dyad.
 - ii. Free and located at <https://www.appalachianbreastfeedingnetwork.org/lactation-resource-database.html>

- h. ABN hosted two student internships this summer from the University of North Carolina-Chape Hill
 - i. Students presented research on breastfeeding in Appalachia at end of internship
 - ii. Helped with Lactation Resource Database
 - iii. Continued work on our Hospital Education Initiative (which is currently in the CEU approval process)
 - iv. In addition to the interns, University of North Carolina-Chapel Hill partnered with ABN for the first Appalachian wide research study on lactation resource barriers
 - 1. The abstract has been submitted to various publications
 - i. ABN partnered with ROSE (Reaching Our Sisters Everywhere) for a Listening Session on COVID/telehealth responses in Appalachia
 - j. ABN worked with ODH and PDA in MN (as well as OBA, Cuyahoga County Health and others) on focus groups for new parents that did not reach their breastfeeding goal with focus on Black parents and Appalachian parents
 - k. ABN working with WIC as statewide partner working with Coffective
 - l. ABN currently looking for grant opportunities to bring free lactation care to those in Appalachia or rural areas of Ohio
 - i. In beginning stages of starting grant program to allow lactation services to be offered to clients for free, regardless of income, for wider access to care
 - ii. Working towards a fully encompassing system with equitably accessed care throughout the state
 - m. ABN constantly working to increase access to care and equitable care in Appalachia and therefor hosted Certified Lactation Specialist course at beginning of September to increase amount of lactation workers in our area
 - n. Offering Inclusivity and Anti-Racism training to hotline staff members and board members in 2021
17. Diversity, Equity, and Inclusion Report (Melissa Courts, Angela Williams)
- a. Allyson reminds group that OCLA has Equity and Diversity tab on website which has references and links for helpful information, including health insurance coverage facts, paid leave facts, links to policy makers for things we are advocating for, etc
 - b. Angela listened to National WIC webinar this week on Advancing Health Equality to Achieve Diversity and Inclusion.
 - i. Looking at getting health equity champions in local WIC offices to go through training
 - c. Mary Ann asking if OLCA could support more BIPOC for conference, as in, scholarship opportunities
 - i. Should discuss adding this to scholarship opportunities at June Board meeting

- ii. Jennifer Foster asks if Diversity, Equity & Inclusion Committee can meet outside of this meeting and come up with some recommendations to bring back to board prior to June meeting or at June meeting
 - iii. Allyson offers to have brainstorming meeting with Angela and Missy prior to June meeting
 - d. Melissa and Angela have both had implicit bias training
 - i. Would like to do presentation at future meeting on this topic
18. Third Party Reimbursement Report (Julie Gladney)-Allyson reporting
- a. Efforts for advocacy are ongoing
 - b. Medical Mutual of Ohio has agreed to add IBCLC as an independent health provider for reimbursement purposes
 - c. Hoping for Medicaid to do the same thing, but sent out letter that implies that nothing really happening yet regarding recognizing IBCLC as independent health provider (ODM letter attached)
 - d. State senator Stephanie Kunze is still onboard with introducing bills regarding insurance coverage for lactation services and recognition of IBCLC as independent provider of lactation services
 - e. Recommended to us to pitch a pilot program with one of the Medicaid managed care companies to provide IBCLC care and with that have data to take back to Medicaid to show proof of making difference in breastfeeding rates and health outcomes
 - i. Catch is that person pitching pilot program has to have a Medicaid number and in order to get a Medicaid number you have to have a healthcare license
19. New Business, Long-Term Goals
- a. Welcome
 - i. Speaker Coordinator for Member Meeting-Michelle Emanuel, OTR/L,CST,NB
 - ii. ABN Member at Large-Stephanie Hutchinson, MBA,BS,IBCLC
 - b. Current and Upcoming Openings
 - i. Newsletter Editor (ongoing opening)-Allyson has been filling in
 - ii. Secretary (June 2021)
 - iii. Treasurer (June 2021)
 - iv. Northeast Representative (June 2021)
 - v. Northwest Representative (June 2021)
 - vi. Central Representative (June 2021)
 - vii. Please let Allyson know if you wish to continue in your current role or are interested in any of the upcoming vacancies
 - c. Policy and Procedure Updates
 - i. Education and scholarship advertising-keeping to professional organizations to maintain Code compliance, etc
 - ii. Membership year change to January 1st-December 31st
 - d. Website/membership database/conference software consolidation: welcome letter, links

- i. Discussed in Web Editor report
- e. Ongoing Education Recommendations
 - i. ACE Training
 - ii. Member suggestions:
 1. Terri Heaphy, OTR, Journeys, LLC
 2. Bretta Bushnell, PhD (Mythology), author, "Transformed by Birth"
 3. Michelle Emaunel, OTR/L, CIMI, IBCLC
 4. Jarold "Tom" Johnson, DNP, CNM, IBCLC
 5. Ellen M. Chetwynd, PhD, MPH, BSN, IBCLC
 - iii. Suggestions/content requests
 1. Melissa Courts and Angela Williams-Implicit Bias

20. Outreach

- a. Communication Platforms-what is working, what is preferred
 - i. Newsletter-added a tab to website for easy access to all published issues
 - ii. Social media-Facebook
 - iii. Yahoo group-continues with current list but no longer administered
- b. Membership Survey Progress/Membership Drive ideas
 - i. Incentives
 - ii. Share about educational benefits and what OLCA is doing to advocate for lactation care providers and breastfeeding supporters
- c. Advocacy
 - i. Medicaid/Insurance
 1. Ohio Association of Health Plans-Allyson continues to be in contact with
 2. Medical Mutual-discussed in Third Party Reimbursement report
 - ii. Legislative
 1. Singular Lactation Bill and/or inclusion in perinatal policy
 - a. State level recognition of levels of care, equitable access to and insurance coverage for clinical lactation care in all settings
 - iii. Ohio Collaborative to Prevent Infant Mortality (OCPIM)
 - iv. Ohio AAP, Ohio ACOG
- d. Mentorship for aspiring IBCLC
 - i. Often limited to willing private practices if not hospital employee
 - ii. Hospital policies need change
 - iii. Continue to offer assistance to aspiring IBCLC's as able
- e. Regional Representatives
 - i. Give regional news updates to web editor
 - ii. Highlight regional grant awardee activities throughout year
- f. USLCA
 - i. Group membership code available
 - ii. Chapter consideration-still need 25% USLCA membership regardless of credential-we are not here yet
- g. Other Ohio state professional associations and organizations

- i. Outreach to associations
 - 1. Ohio Association of Health Plans-10/20/20, ongoing
 - 2. Ohio AAP-9/14/20
 - 3. Ohio ACOG
 - 4. Birthing Beautiful Communities- 10/14/20
 - 5. Others

OLCA 2021 Meetings:

March 19-20, 2021-Annual Conference

June 11, 2021-Board Meeting

June 12, 2021- Member Meeting

Tentative Fall Meetings:

September 11, 2021-Member Meeting

November 5, 2021- Board Meeting

November 6, 2021- Member Meeting