

OLCA Member Meeting Minutes
September 12,2020
Teleconference

Meeting was called to order at 9:05am by Allyson Wessells

Attendees: Allyson Wessells, Jennifer Foster, Joni Gray, Michelle Emanuel, June Myers, Liz Vandendries, Chris Smith, Pat Bucknell, Terri Baumer, Amber Clary, Angela Williams, Mary Ann Blatz, Susan Buchanan, Christine Scarlett, Jessica Kielbasa, Kim Kohl, Laura Atkinson, Mary Powers, Missy Courts, Amy Thomas, Stacy Notestine, Jennifer Steinke, Lori Nester, Julie Gladney, and Debbi Smith-Moore

- 1) President's Welcome (Allyson Wessells)
 - a) Call to order
 - b) Introductions
- 2) Secretary Report (Susan Buchanan)
 - a) June member meeting minutes were approved and sent out
 - b) Can also find on OLCA website, password BUCKEYE2020 (all caps)
- 3) Vice President Report (Amber Clary)
 - a) Grants and scholarships are open and available for 2021, deadline to apply is Dec. 2020
 - b) Can find application on OLCA website under "Grants and Scholarships" section
 - c) If you received a grant from March, 2020, please be sure to post updates of how it is going.
 - i) Mercy West Donor Milk Program received a grant from OLCA in 2020
 - (1) Were able to create a policy and consent forms
 - (2) Have received their first shipments of donor milk (4 total shipments so far)
 - (3) Nine infants have benefitted so far from the donor milk
 - (4) Lactation staff has noticed increase in confidence in mothers whose infants have received the donor milk
- 4) Area Regional Representatives Reports
 - a) NE- Annette Nedrich
 - i) New "Melanin Rich" virtual breastfeeding support group for Black and Brown moms through Cleveland Clinic (flyer can be found on OLCA website)
 - ii) Cleveland Clinic hospitals (Fairview, Hillcrest & Akron General) are doing virtual Zoom meetings with any moms interested
 - iii) Virtual breastfeeding support groups being held through Cleveland Clinic Fairview and Hillcrest Hospitals
 - iv) Fairview has seen a 22% increase in outpatient consults and a 26% increase for phone calls in 2020 compared to 2019
 - v) University Hospitals also doing virtual breastfeeding support groups and virtual visits along with virtual visits in NICU
 - vi) Jessica Kielbasa in private practice in Cleveland is doing telehealth and in-home visits
 - vii) Summa continues with in-person breastfeeding support groups
 - b) NW- Angela Williams

- i) Allen County (Lima)-mayor highlighted World Breastfeeding Week and BAM events happening in area during his weekly press conference.
 - (1) Giving mothers goodie bags, but all in-person events were cancelled
 - (2) Gave copies of Dr. Thomas Hale's Medications and Mothers Milk to area hospital's OB units
 - (3) Office will be moving at end of September
- ii) Julie Flusher from Sandusky reports that north central Ohio celebrated World Breastfeeding Week in several ways, including hosting a big latch on event virtually via Zoom with Firelands Area Breastfeeding Alliance (25 moms attended), treated moms with locally donated prizes, gave small gift packages to first 15 moms delivering at their local hospital (Firelands Regional Medical System), and gave small candy treats and notes to their staff. They also started their Facebook page for their alliance this year
- iii) Williams County-Angela has the OLCA grant for area billboard. She will post pictures of billboard. Also gave goodie bags from state WIC. Also set up times for moms to come in to get and be fitted for bras.
 - (1) Angela is still seeing clients in office if needed
- iv) Central-Stacy Notestine
 - (1) Chris Smith reports that they have a plethora of donor milk. Have about 50 donors a month (almost double from their norm)
 - (a) Milk Bank worked with Amber Clary to get milk to Mercy West.
 - (b) Need new walk-in freezer due to increase in milk donation
 - (c) Chris has now figured out how to get Medicaid to pay for donor milk other than just inpatient
 - (d) Most insurances do not cover bridge milk yet
 - (e) Jennifer Foster asking if Milk Bank still looking for milk depot in Cleveland area. Chris is holding off on this for now until they have another freezer for storage
 - (2) Allison Hazelbaker suggested Zoom meeting for members in Central area to share info
 - (3) Stacy asking for ideas for getting people engaged.
 - (a) Others suggest phone calls
 - (b) Facebook
 - (c) Virtual Meetings
 - (d) Go to events in person and virtually to network
 - (4) Stacy offered education for doulas, breastfeeding moms, midwives, etc
 - (5) Laura Atkinson reporting for Wright Patterson says that Tricare is covering banked milk now with a prescription so case managers are figuring out how to submit that
- c) SE- Liz Vandendries
 - i) New hire (Penny, RN, IBCLC) at O'Bleness Hospital
 - ii) Athens breastfeeding advocacy group is being revitalized (WIC office, professors, Dr. Chertok, hospital, and private practice
 - iii) A lot of virtual events for World Breastfeeding Week went on around the area

- d) SW- Missy Courts
 - i) Hospitals are seeing moms
 - ii) WIC is not seeing moms at this time, just making phone calls
 - iii) Good Neighbor House is now accepting Medicaid and Caresource for frenotomy (Dr. Notestine)
 - iv) Breastfeeding Awareness Month
 - (1) Public Health post some links on Facebook for videos
 - (2) Darke County had digital goodie bags and give-aways, children's story time, speakers, etc instead of in person. Was very successful!
 - v) Laura Atkinson was able to continue in-person visits through the pandemic at Wright Patterson.
 - (1) They had 100% breastfeeding rate for several months!
 - (2) Tricare still stipulating provider must be midwife or MD
 - vi) Missy reports that her grandson had difficulty with breastfeeding, was treated by chiropractor and was then able to breastfeed without difficulty.
 - (1) Dr. Peters (chiropractor) in area takes Caresource which is helpful for mothers who cannot afford visit fee
- 5) Treasurer Report (Terri Baumer)-see attached report
 - a) Allyson foresees OLCA being able to at least break-even for our conference this next year
 - b) Thank you to Terri for keeping close track with budget and to Laura Atkinson for minimizing losses due to pandemic restrictions
 - c) Taxes were filed and Terry received info back from the CPA that helps OLCA with taxes
 - d) Allyson would like to see OLCA be able to sustain support for our grants and scholarships with the funds that we have
 - i) Would like to see membership increase to raise funds
 - ii) Open to fundraising ideas to raise funds, also
- 6) Membership Report (Pat Bucknell)-nothing to add at this time
- 7) Publicity Report
 - a) Have someone interested in role
 - b) Hope to fill soon
 - c) Allyson filling in for now
- 8) OBA Report (Jennifer Foster)
 - a) OBA continues to hold the monthly Leadership Board Calls
 - i) Work has been slightly slowed due to the pandemic
 - ii) Continue to review bylaws and develop policies and procedures
 - b) Have continued to work as lead partner with Ohio First Steps for Healthy Babies for Ohio Breastfeeding Friendly Childcare Designation (released just prior to closure of childcare centers due to COVID)
 - c) Working on new program supporting Breastfeeding Friendly Workplaces (still in early stages)
 - d) OBA co-leads the Ohio Breastfeeding Workgroup with Ohio AAP
 - i) Hold several phone calls a year to allow networking and collaboration between various statewide agencies

- ii) Next call 9/25/20 at 10am
 - e) Please update any breastfeeding resources in your region on OBA's interactive website
 - f) Please join OBA if you have not already (only \$10)
- 9) CERP Coordinator- Mary Ann Blatz
 - a) Offering CERPs today during educational offerings in afternoon
 - b) Trying to find best platform for sharing our educational offerings in the future
 - c) If today works well, may try again in November's meeting
 - d) Mary Ann will send out certificates for CERP's after attendees fill out evaluation today (email Mary Ann at mab5@case.edu with first and last name, email address and IBCLC # if applicable). She will then email you eval. After eval returned, she will email your certificate
 - e) Debbi Smith-Moore and Jennifer Foster had meeting with GoToWebinar this week
 - i) They can give CERPs to attendees through this platform if we choose this platform for our conference
- 10) OLCA Library- Joni Gray
 - a) The library is still here and functioning with available resources
 - b) Resources for anyone studying for IBCLC exam
 - c) Books can be mailed to members if needed
- 11) Speaker Coordinator- Linda Smith
 - a) No report
 - b) Allyson suggests additional person to support Linda with this position (as has been suggested for other OLCA positions, also)
 - c) Debbi Smith-Moore offers to assist with this
- 12) Breastfest Committee Report-Chris Smith
 - a) Have discussed live, virtual and hybrid for Breastfest 2021 (March 19-20, 2021) and are recommending all virtual to Board
 - b) Still unclear how much will be live, via virtual and how much will be pre-recorded
 - i) Several of us participated in ILCA's conference this year
 - (1) Was one day live, then break-outs were pre-recorded and released next day
 - (2) Envision something like this for Breastfest
 - c) Laura and Karen from Helms Brisco have been negotiating with Marriott to modify/cancel our contract that we have for Breastfest 2021
 - i) Will need to make decision by end of October
 - ii) They are proposing smaller, in-person conference (possibly virtual), holding 2021 Board meetings on site in exchange for no cancellation fee
 - (1) This would add up to approximately \$5,000 for 15-20 people for a 2-day conference
 - (2) Cancellation fee until end of October will be approximately \$5,000, with half being held and applied to events/board meetings in 2021
 - d) Have observed and discussed Microsoft Team and GoToWebinar as possible platforms
 - e) Will be scheduling meeting for demo on GoToWebcast
 - f) Have spoken with Mark at Network Communications
 - i) He feels that he can help us
 - ii) Will schedule conference call with him next week

- g) Have started conversations with potential well known speakers
 - i) Cost per session will be about \$400-\$500 per 60-90 minute session.
 - ii) Cost for pre-recorded or live sessions are the same with speakers that we have contacted
 - iii) Will need to determine overall budget and cost of platform to determine how many speakers and length of conference
- h) Debbi Smith-Moore gives report of her research of various online platforms to host a virtual Breastfest Conference for 2021 that she has done over the last months
 - i) Debbi and planning committee have looked at the following platforms:
 - (1) NTT-Cloud Communications (not feasible as office we would be assigned to is in India and the committee did not feel like this would be a good fit for us with time differences, etc)
 - (2) Google (eliminated due to not enough aura of professionalism)
 - (3) Facebook Meeting (eliminated due to not enough aura of professionalism)
 - (4) Zoom (eliminated due to not enough aura of professionalism)
 - (5) Microsoft Teams/Steam (eliminated as they cannot support all the features that we will require)
 - (6) Health e-Learning (apparently did NOT host ILCA as we had thought and was eliminated due to not having the capability to meet our needs)
 - (7) Teachable (eliminated due to not providing enough information and was exceedingly slow in responding to questions)
 - (8) GoToMeeting (by itself, does not meet our needs)
 - (a) Parent company LogMeIn has many other platforms that are viable options for us to use
 - (b) Tuesday of next week, several of planning committee members will be meeting with LMI sales staff for a demo of another product in the hopes that we can commit to using them
 - (c) If we end up using LogMeIn as conference platform, we can use them for registration, rather than running it through our website and Weebly as we did for 2020.
 - (d) LMI offers variety of useful reports to aid us in tracking registrations, attendance to sessions and provides certificates to attendees once conference has ended
 - (e) LMI offers discount on account fees to non-profits
 - i) Speakers for Breastfest, 2021
 - i) Debbi still in talks
 - ii) No one has signed yet
 - iii) Has asked Liz Brooks and she has accepted (she was scheduled to speak at Breastfest, 2020)
 - iv) Have reached out to several other big-name speakers as without travel expenses, we may be able to afford
 - v) Has reached out to Dr. Jen and James McKenna to start with
- 13) Facilities Coordinator-Laura Atkinson
 - a) Working on contract for Breastfest through Helms-Brisco.

- i) OLCA was released from 2020 contract due to COVID
 - ii) In negotiations with Marriott through Helms-Brisco for contract
 - iii) Speakers and members asking for virtual conference
 - iv) Marriott asking for us to meet with 15-25 people at hotel to conduct virtual conference and that we use them for Board meetings (they assure us they can do safely)
 - v) If we do these things, they won't make us pay cancellation fees (1/2 of \$26,000)
 - vi) If we can't meet in person, they will decrease cancellation fee to \$6,000 (they will keep \$3,000 and apply \$3,000 to any future things we use Marriott for)
 - vii) Board will make decision prior to October 31, 2020
 - viii) Committee leans towards 15-25 people gathering at Marriott to conduct virtual conference
- b) Motion made by Jennifer Foster that we cancel in-person OLCA conference for 2021 and have committee meet in person at Marriott and that we hold in person November Board and member meetings at Marriott.
- i) Motion seconded by Susan Buchanan
 - ii) Roll call of Board members taken
 - iii) All Board members present are in favor of motion and motion is passed
- c) GoToMeeting will still be available to members who cannot meet in person for November
- d) Debbi Smith-Moore asks if Marriott could refuse to support our choice for platform?
- i) Laura hoping that Helms-Brisco can work on this on our behalf
- 14) Grants & Scholarship Report-see Vice-President Report
- 15) Website Editor Report-Debbi Smith-Moore
- a) No report other than Breastfest Conference research-see Breastfest Planning Committee
- 16) Diversity, Equity and Inclusion Report-Missy Courts and Angela Williams
- a) Keeping people aware of what is happening in community
 - b) Mary Ann Blatz asking for suggestions from Missy for getting African-American nurses engaged in promoting breastfeeding
 - i) Missy suggests simply reaching out to them personally via phone call or email
 - c) BOOBS (Breastfeeding Outreach for Our Beautiful Sisters) group in Cincinnati doing good work with diversity and inclusion for Black and Brown moms
 - d) "Restore" and "Reclaim" very powerful words for Black moms with regards to breastfeeding
 - e) LLL USA page-Missy was shown beautifully tandem breastfeeding her babies! We are so proud of the work and passion that Missy has for breastfeeding and in support of Black mothers and babies!
- 17) Third Party Reimbursement-Julie Gladney
- a) Article published in Clinical Lactation for this month-co-authored by Allyson Wessells, Chris Smith and Julie Gladney-Congratulations!
 - i) Focused on third party reimbursement through Ohio Medicaid for breastfeeding services and barriers that are present
 - b) Ohio Medicaid is beginning to work on this which is encouraging

- c) Julie and Allyson have reached out to legislators to try to broaden scope to all insurance coverage, not just Medicaid
 - d) COVID highlighted gap in care for breastfeeding mothers
 - i) We need to hear from parents regarding their experience
 - ii) Julie putting together survey for parents in Ohio to see if they have access to insurance coverage for breastfeeding services
 - iii) Want to do needs assessment
 - (1) Possible fund raiser to fund needs assessment
 - (2) Looking for suggestions
- 18) New Business- Allyson Wessells
- a) Policy and Procedure update reflecting conference committee planning policy and Board engagement will be sent to Board for vote
 - b) Openings
 - i) Publicity Chair (someone may be interested)
 - ii) Newsletter Editor
 - iii) Annual Conference Committee Team
 - c) November Education Recommendations
 - i) ACE training
 - ii) Terry Heaphy, OTR
 - iii) Open to suggestions
- 19) Outreach-Joni Gray
- a) ODH announced Ohio Breastfeeding Hotline in April *****(888)588-3423*****
 - i) Appalachian Breastfeeding Network staffing this
 - ii) 24/7 coverage
 - iii) Staff take 12 hours shifts
 - iv) 685 calls so far, 401 in-coming 284 follow-up calls
 - v) Average 22 calls/day
 - vi) End of March, 2020, started to get paid to staff hotline
 - vii) All staffers are CLC, CLS, or IBCLC. IBCLC always on call if needed
 - viii) All follow-up calls made by IBCLC
 - b) Survey project through ODH
 - i) "Share Your Breastfeeding Experience"
 - ii) Want Black/African American and Appalachian Ohioan moms' experiences

