

Breastfeeding Community of Practice

November 16, 2010

Captain William Spry Community Centre



Present Keely Fraser, Valerie Blair, Kylie Field, Hilary Marentette, Marianne Blair-Cutler, Tracy Longley, Kathryn Hayward and Christine Preston



Share Your Ideas with the CoP

Share your ideas for new breastfeeding projects, events, education sessions, networking opportunities, etc with the CoP. The CoP is a member driven group based on the wants, needs and passions of its members. All ideas welcome!

Make Breastfeeding Your Business



A CoP member shared her experience in approaching a local business to ask if they were interested in becoming breastfeeding friendly. She shared the “**Make Breastfeeding Your Business**” tool kit with them. We realise that many people within the CoP may not know this tool kit exists and that it would be great to begin sharing/using it. As a first step, a decision was made to organize a workshop to share this resource with CoP members at our January 20th meeting.

For members that may have a passion for this project one idea discussed was to develop a list of local businesses we would like to approach over the next year to become breastfeeding friendly. This is a very tangible project that could be another “*quick win*” for the CoP. The number of businesses that have been approached and the number that have become baby friendly could be tracked as a measure of progress.

Please contact **Keely Fraser** or **Christine Preston** if you are interested in helping to plan the “Make Breastfeeding Your Business Workshop.”

Make Breastfeeding Your Business Workshop

Learn more about the “Make Breastfeeding Your Business” tool kit, hear first hand experiences from CoP Members, breastfeeding mothers and more. Learn how we can use this tool to evoke change in our community.

Thursday, January 20 (1-4pm)

Location: TBA

Hold the Date



Building Momentum

We discussed ramping up our advertising efforts to ensure the CoP continues to build momentum, grow and continue to engage new members (see ideas below). If we rely solely on advertising our meetings/events through the CoP email distribution list, we risk not maximizing the groups' full potential or reaching a broader audience.

- Advertising CoP meetings through free online community classifieds such as Craig's list and Kijiji.



craigslist

- Employing multiple methods of communication to reach people. For example, creating posters advertising meetings/events that could be distributed by email or printed and posted on public bulletin boards, etc.
- Creating a Facebook group as a way to stay connected, announce events, and communicate with the CoP. We plan to launch a Facebook group in January titled "**Breastfeeding Advocates in Halifax & Area**" - stay tuned!

facebook

Community Helping Tree



An interest has been expressed in creating a helping tree of breastfeeding supports in the community. A helping tree is a particular tool for arranging supports. Some of this work may already be completed. Erin Hemms and/or Shannon Hardy created a list of breastfeeding resources recently. Resources are also available at www.first6weeks.ca, in the Loving Care package given to all new parents and through the Prenatal Community Support Network. At the February CoP meeting, we could discuss a draft of a helping tree, work together on schematic and identify resources to be included.

If you're interested in working on the helping tree please contact **Kathryn Hayward** or **Valerie Blair**.

What's New?



Single Parents Centre: The centre has recently changed its name to "Chebucto Family Centre". Hilary Marentette, from the Volunteer Doula Program recently discussed the possibility of offering free doula training to medical students with Lynn McDonald who is in charge of medical residents' education at Dalhousie.

CoP Meeting Schedule: CoP meetings will be held on the 3rd Thursday of every month, beginning in 2011.

Next CoP Meeting: January 20, 2011. Mark it in your calendars now and plan to attend for a dynamic discussion!