



Breastfeeding Alliance of Northeast WI Meeting Minutes

June 16, 2022
10-11:30

Members Present:

Jess Moyle & Becky Lindberg-Appleton Health Department; Ashley Weselenak-Parent Connection; Claire Holzschuh-Menasha Health Department; Amanda Cassidy-FDL County

Topic	Discussion	Action
Welcome & Introductions		
Financial Report	No update today. No change from last meeting, "\$465.19 in checking and \$101.19 in savings. Had to pay for website costs. Sold 1 t-shirt at WALC conference. Taxes due soon."	
World Breastfeeding Week Walk	Low interest from FB survey and no community members offered to help. Walk planning meeting in May, was decided not to have a walk this year. Will focus efforts on media campaign (FB, radio, etc.) Material resources discussed for this could be WIC, DHS, WBC, WABA. We could also promote other local events that are going on (FDL's event 8/4 3-5pm, Brown County?, etc.)	
Formula Shortage	Not many inquiries about relactation. Discussion had about how this is really not a very feasible option for many, esp those that have returned to work. Discussed how breastfeeding promotion, support and protection has been missing in these conversations but perhaps this is the case for fear of seeming insensitive. Perhaps best to focus message on supporting those who have chosen breastfeeding (community, workplace, etc).	
Pandemic Recovery/Staff Turnover	No representation today from hospital/clinic setting. Limited discussion had, but wondering about the need for lactation education among staff related to turnover, staffing shortage. What kind of support and education are families getting in hospitals and clinics? Is there a place/way for BFAN to support this?	
Breastfeeding Friendly Childcare/Worksites	Childcare training is updated and available on the WBC website. FDL, Menasha and City of Appleton have all selected this as grant objective. Much effort mostly on child care, some discussion about how to engage worksites. Jess suggested possibly collaborating to put out an article that might go in Chamber of Commerce or SHRM newsletter about formula shortage and importance of creating supportive workplaces. Another grant requirement is completion of the Community Engagement Assessment Tool Survey. The tool is vague and there is confusion about who/how to distribute. Becky and Jess waiting to get more direction from the state. Next Learning Community Call July 26.	
Next BFAN Meeting	Next meeting will be held August 11 from 10-11:30. Zoom invite will be emailed.	

