



Breastfeeding Alliance of Northeast WI Meeting Minutes

January 24, 2019
 8:30-10:00am
 UW-Extension Office
 3365 W. Brewster St
 Appleton, WI

Members Present:

Becky Lindberg & Jess Moyle Appleton Health Dept, Kari Schneider Green Lake County Health Dept, Kelley Krueger & Allison Lavery Montag & Billie Verbruggen Winnebago County Health Dept/WIC, Kristine Jacobsen Menasha Health Dept, Judy Oppelt & Cindy Brylski-Breit Outagamie County Public Health/WIC, and Amber Bastian Calumet County Health Dept.

Guests:

Mandi Dornfeld- Winnebago County UW-Extension

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	December 13 th meeting minutes approved. The group discussed having the minutes sent out once complete versus waiting until sending the agenda for the next meeting.	
Financial Report	501C3 process of reinstatement is complete. Checking and Savings account balances are unchanged since last meeting. \$1545.45 checking and \$500.38 in savings. Jess was not able to order the recorder discussed previously because it was no longer available. Jess researched and found a different recorder. After group discussion the recorder Jess found will meet BFAN's needs so she will go ahead and order the recorder from Amazon.	
Mandi Dornfeld- Facilitator from UW-Extension Winnebago County	Mandi said she was excited about facilitating our 2 Focus Groups for Mothers. Discussed possible dates/times. A chart was circulated amongst the group to determine BFAN member availability to work at the focus groups. The focus groups will be April 8th 6p-8p @ First Presbyterian Church, Neenah and April 30th 10a-12p @ Appleton Public Library, Appleton.	
	Discussed potential questions to ask the mothers at the focus groups around the topics of: Prenatal education, hospital, postpartum, returning to work and child care. The answers to the questions posed for the mothers will help to inform the work we do in BFAN.	
	Discussed having child care available. Many mothers will want to keep their infants with them.	

Focus Group continued	Mandi said we should consider subdividing the groups into women who were successful in meeting their breastfeeding goals and women who were not able to meet their breastfeeding goals. The group agreed we would like to focus our efforts on mothers who were not able to meet their goals.	
	The focus group sizes will be limited to 20-25 mothers maximum. Mandi said that people would be more comfortable sharing their stories in a safe space.	
Focus Group Locations	The group discussed location. Jess will contact Appleton Public Library for the daytime focus group. They have a large room with a partition to separate. One side could be the moms and the other side for children. The library director agreed to have staff put on a program for the children during the time of the focus group. The group decided the First Presbyterian Church in Neenah would be the best location for the evening focus group. Ashley will contact the church as Parent Connections utilizes the church for small groups.	
	Discussed recruiting for the focus group sessions. Each member of BFAN should put out a targeted ask of mothers they have worked with or are aware of. A question discussed was, "Was breastfeeding not what you thought it would be?" Discussed issues such as receiving conflicting information and from where, what aspects of breastfeeding were hard for you? Supply, latch, soreness? Discussed BFAN members reaching out to their professional networks to approach women they have worked with that might be a good fit and may be interested in attending a focus group.	
	Discussed providing a stipend for mothers who attend the groups of a gift card and if there is a parking fee, BFAN would pay that for the attendees.	
	Mandi recommended having 3 questions- one question at each table. 4-7 people per table would be ideal and then rotate so it would be a new group of people at each table. She said a 4 th question could be posed as a "tell us anything you would like to about your breastfeeding experience." She stressed we need to make sure that we can impact change with the questions we choose.	
	The group discussed the setting of questions ie: prenatal, hospital, the first 4 months postpartum, and community. The group also discussed the verbiage of the questions. Some ideas discussed were, "Looking back when was a critical time that you needed help and did or did not get it?" "Is there a thing, or multiple things that did not help you meet your breastfeeding goals?", "Where did you feel the most comfortable- what was your comfort zone?"	
Survey Monkey after moms are registered	The group discussed having mothers do a Survey Monkey survey with questions about the mother's breastfeeding experience ie: "What steps did you take prenatally to learn about breastfeeding?", "What was the most positive thing that helped you?.",	
Supplies for Focus Groups	Mandi said she will bring paper and markers. She said she would start the groups with a discussion of ground rules – level setting. She said she would like to have a dedicated group of table facilitators and ideally would like to meet with them prior to each focus group to orient them to their role.	
Post Event Evaluation	Mandi said the evaluation of the responses would identify themes around education, support, etc. She said some of the questions may be difficult for BFAN members to facilitate as the responses may bring up defensive feelings of the professional working with mothers, and said that is ok. She said when that is the case don't facilitate a table discussion for that topic. She said each table facilitator should be completely objective and guide the table in communicating their ideas.	
WALC Conference	The group discussed ordering additional t-shirts from our last World Breastfeeding Week walk to sell at the	

	WALC Conference. Jess will order medium, large and extra-large shirts. The shirts from previous walks will be sold as clearance items for \$5 each.	
Basket for WALC Conference	The group discussed putting women's, men's, youth size t-shirts (won't do t-shirts as these were not of interest) mugs, essential oils, wine glasses, and bottle of wine (pampering items) in the basket.	
BFAN Board for display at the BFAN Booth at WALC	This year we will do fewer pictures on the board but larger pictures. The topics will be worksite breastfeeding support and breastfeeding friendly child care. The non-profit 501C3 will be made smaller. We will put pictures of our county lactation support rooms on the poster.	
Next BFAN meeting	Thursday February 28 th . Mandi said she is able to come to the meeting to continue the discussion about the focus groups.	