



## Breastfeeding Alliance of Northeast WI Meeting Minutes

January 25, 2018  
 8:30-10:00am  
 UW-Extension Office  
 3365 W. Brewster St  
 Appleton, WI

### Members Present:

Jess Moyle & Becky Lindberg Appleton Health Dept, Marla Hemauer, Marisela Krupp & Amanda Cassidy Fond du Lac County Health Dept/WIC, Cindy Brylski-Breit, Rachael Young & Judy Oppelt Outagamie County Public Health/WIC, Billie Verbruggen & Allison Lavery Montag Winnebago County Public Health/WIC, Lisa Urbaniak St. Elizabeth's Hospital, Amber Bastian Calumet County Public Health and Kari Schneider Green Lake County Public Health

### Conference Call Attendees:

Dana Bain Child Care Resource & Referral, Sarah Wolf & Sarah Delfosse Waupaca County Public Health/WIC and Rachel Juckem Aurora Hospital

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	Review of minutes from November 30, 2018. No corrections	
Financial Report	Billie Verbruggen, Treasurer gave a financial report. She said after checks from the Walk were deposited and t-shirts purchased to sell at the WALC Conference we have a grand total of \$1786.44. She said soon she will separate out general BFAN money and World BF Walk money.	
Coffective Update	<p><b>Overview of Coffective:</b> Videos with each category that are 7-8 minutes each. There are 7-8 sections and anyone can download the app. Topics include: Skin to skin, support from families, involving dad and basic breastfeeding information. QR codes are on all the posters but not working. WIC Programs received stickers with new QR codes but they do not work to connect to the Coffective website.</p> <p><b>Outagamie County WIC</b> is going through the modules. The app is great but it takes a lot of space up on phones. Judy said they would like work with hospitals. The staff is doing one training video per month- so will take 8 months to get through them.</p> <p><b>Winnebago County:</b> Not pushing coffective yet, but are telling clients to go to the App Store to get the app if interested. Winnebago County and Outagamie County are 2<sup>nd</sup> round pilot sites. Billie said there are snippets that are broken down and could be texted to moms based on what they need. These are also on the website.</p>	

	<p><b>Fond du Lac WIC</b> not a pilot so are not doing anything with it yet.</p> <p>Rachael Young said when she talked to Jen Oertner at the state they realize that there is not enough support through the state. There is no funding involved and it is a lot more work – 8 hours worth of training. It is hard to fit in. She said Jen said your WIC projects can do what they want with these resources, but they are not planning on giving step by step directions to use the resources. It is especially difficult in busy WIC Projects. They can order the hand outs at no charge.</p> <p><b>Hospital Experience with Coffective:</b> St. Elizabeth is doing Baby Friendly but Coffective is not being done now. Lisa Urbaniak said they already doing a lot of work to become Baby Friendly and the items are very specific on certain things. The nurses have all done 20 hours of education and 5 hours of boot camps. The doctors have 4 hours of training and schedulers have a 10 min video they have had to watch.</p> <p>Allison passed around her training log for Coffective so the group could see what topics are involved.</p> <p>Aurora is using their own baby app. They also have Baby Scrips which is a Prenatal Educational program. They are waiting to see how WIC rolls out – the handouts are not pretty in black and white and Rachel is not able to print in color. Rachel said no one has mentioned they were receiving Coffective Education through WIC.</p> <p>Billie said the Coffective information is good stuff but we need to figure out how to use the materials and how to use it together. There needs to be a better concise training for WIC staff and the hospitals needs to be trained before it is rolled out to participants. Billie spoke with someone who works in the hospital at Michigan where this was created and they are struggling because it is not presented in an easy way for everyone to collaborate and go with it.</p> <p>There are no incentives except that moms can get all the right information in the same place especially helpful if they don't have ability to get to classes.</p>	
Website/Social Media Update	<p>Website Host was switched to a company named Human Made- Dylan Wages. He is local and specializes in non-profit. Jess, Jeff Gremban, and Cindy met with him.</p>	
Community Events	<p>Community Events: Fox Cities Kids Expo – good opportunity for BFAN to have a Booth. It is on Saturday April 14<sup>th</sup> – 9am-3pm. If we have our own table we need to have an engaging, fun interactive thing for families to participate in. One idea was spinning wheels, a lift up to see the cool facts about breastfeeding. It is possible for us to do this with the fee waived. Discussed possible options for interactive thing for families: Interesting facts for parents. WOTFV had a dice that you rolled and it would have hop on one foot, different foods and cups. Ie M&amp;Ms versus pretzels and the calories. Rachel Juckem has a fun breastfeeding trivia game that she is willing to share. Discussed staffing for the day. We can probably go to set up the booth the night before. Discussed breaking into 2 shifts of 3 1/2 hours. It will be held at the Fox Cities Exhibition Center. We need 2 people for each shift - so total of 4 people. Jess will send out an email for interest, so please let her know if you are available to help.</p> <p>Give away things for this event - Jess and Becky can take inventory of what is left from the walk. Educational-copies of the law for the state. We can order items from the state. We can put out BFAN brochures &amp; Resource list for breastfeeding. Last year we handed out save the date cards for the walk. Kari Schneider will find original and update for this year. This year the walk is on August 4<sup>th</sup>. The group discussed giving away magnets at this event.</p>	

	<p><b>Young Parent Conference May 4<sup>th</sup> at Fox Valley Tech.</b> Becky is presenting on Safe Sleep at this event. Last year Appleton Health Dept had a booth and it was very busy. Becky can be there and will have our BFAN board that we create for the WALC Conference.</p>	
WALC Conference Booth	<p>Every year at WALC we have a nice board that GIS from Green Lake County. We could also use it for other events. We will have a WALC booth. For one table 2 people can assist at the booth so are able to attend the conference at no cost. If people at the booth would like CERPS they need to pay \$60. If they would like a syllabus - \$10 for each one. The lunch on Thursday is \$20 and Friday breakfast \$25 and Friday lunch is \$25.</p> <p>BFAN members whose work will not pay for the conference would be a priority to assist at the booth. Billie needs names of who will be at the booth for name tags. Email Jess if interested in sitting in the booth. Last year Becky and Kari did the booth. If there is a lot of interest we could split it into one person each day- up to 4.</p> <p>Cindy and Judy will do the board. We need a donation basket. Last year we did the wine baskets. Needs to be done by the end of February. Judy will get the wine glasses and everyone should bring a little something to put in the basket. Sell the yellow shirts cheap - \$5! The new shirts will be \$15. Rachael and Judy will check on the shirts in the storage room at Outagamie County. Price sign needs to be found also. Cindy can make new sign for costs this year.</p>	
Zipmilk.org Resource	<p>WI BF Coalition had a Coalition BF Networking call. WBC is looking for volunteers. One thing they mentioned was Zipmilk.org needs updating. It is an online resource for lactation support and professionals. WI BF Coalition wants each person to go on the zipmilk.org website and update their contact information and if not on the list add yourself. Massachusetts Breastfeeding Coalition created the site and there are several other states on there as well. There are categories- each person can edit their own. Search by zip code and a little flag shows up that anyone can click to edit their own. The reason this is important is that the WBC is doing an initiative to update the zipmilk.org site because they will be using it as a resource for pharmacies and others. If they needed to help a person find a resource or if they need one themselves they could use it.</p>	
Certified Lactation Specialist Course	<p>The Certified Lactation Specialist course will be in Marshfield April 9-13, 2018. The CLS doesn't come to WI very often. This is structured to be a stepping stone for the IBCLC. The CLS can be renewed by retaking the course, taking an exam or submitting 25 CERPS.</p>	
Breastfeeding Friendly Child Care Updates and Worksite Initiatives	<p>Fond du Lac Amanda- 5 daycares became designated. Plan for MCH 2 worksites and childcare centers</p> <p>Outagamie County Cindy – total of 9 child care centers designated. This year OCPH plans to designate one work site. The number of child care centers was not designated.</p> <p>Calumet County Amber -not doing child care or work site MCH Objective this year but Amber will still be able to work on it if there is interest.</p> <p>Winnebago County Allison- 3 child care sites designated last year. 2018 will be doing Work site and Child Care Centers this year. Winnebago County made themselves a Breastfeeding Friendly worksite based on an previous criteria for Breastfeeding Friendly Local Health Department. This next year will be focusing on Winnebago total of 1100 employees.</p> <p>Allison developed their own worksite training. The state said do whatever you want. Allison will send her tool kit in an email-it is much smaller and easier. The Wood County toolkit for the state is too lengthy and too much. Regionally we should be consistent so the group decided we should all use the Winnebago County tool kit.</p> <p>Waupaca Sarah- 2017 certified 5 child cares. There was a policy in place for Waupaca County. It is going out to new and maternity leave packet. Waupaca County is Breastfeeding Friendly in all the departments. They plan to</p>	

	<p>assess the county businesses and determine what is needed. They have been working with the Chamber of Commerce. Their goal is to work with 3 businesses to designated as Worksite B. They are using the assessment tool for businesses that had been created on the Wood County site.</p> <p>Green Lake County Kari- 1 child care center last year- may work with a work place this year. Will recertify the child care centers from last year. Princeton library new building- so plan to outreach to them to create a lactation space.</p> <p>Appleton City Becky: They will continue to work with daycares. – they have a total of 9 so far. Becky said they have a letter that will be sent out to all of their designated day cares with updated BFAN resource list and a reminder about continuing education for new hires and give them their date of designation and that they will redesignate them. They also plan to work on worksites. They are in the process of working with the library, AASD and maybe the city of Appleton.</p> <p>Self appraisal questionnaire as well as NAPSAC need to be done for re-designation.</p>	
Collaborative Improvement and Innovation Networks (CoIIN)	<p>CoIIN- is a quality improvement project specific to breastfeeding friendly work places. If interested in participating contact Shawn Meyer at the State of WI and have her add you to the email. They talked about being consistent statewide. They just started and have had one conference call so far. Participants were told to ask businesses what they want or need. What is most meaningful by a business to be recognized- ie Chamber recognition, Health Department recognition, and Marketing was another area discussed. Plan to have a list of BF friendly work sites. There are monthly conference calls. This is very helpful for pursuing accreditation.</p>	
Weight of the Fox Valley	<p>WOTFV- Early Care and Education Action – Breastfeeding goals – increase the number of breastfeeding friendly child care sites by 5% and 10 worksites will adopt breastfeeding friendly practices.</p> <p>This group will be changing their name due to confusion with Weight Watchers and other things.</p>	
Coalition Engagement and Sustainability	<p>This discussion will be continued at the February meeting which will be held on February 22, 2018</p>	