

Breastfeeding Alliance
Meeting Minutes
01/28/2016

Members present: Billie Verbruggen Winnebago County WIC, Vicki Schultz Menasha Health Dept, Cindy Brylski-Breit Outagamie County PH, Jess Moyle Appleton Health Dept, Judy Oppelt Outagamie County WIC, Meghan Gremban Community member and St. Elizabeth's Lactation, Becky Lindberg Appleton Health Dept, Kortney Dahm Menasha Health Dept, Jeri Loewe Green Lake County Health Dept, Mary Fochs St. Elizabeth's Hospital Lactation, Ashley Weselenak student and Allison Laverty Montag Winnebago County WIC.

WALC Conference: Billie will be the Vendor contact for the WALC Conference. Billie is signing up BFANWI for a booth. If we do need to pay it would be \$50. The WALC Conference is in Oshkosh. Discussed having members manning the booth during the conference. Jeri Loewe and Jess said they would man the booth at the conference.

BFANWI brochure: Cindy will make the updates. Discussed education and awareness for posterior tongue tie, Breastfeeding Friendly Childcare and the World Breastfeeding Week Walk. Cindy will update the BFANWI brochure and email to group.

Breastfeeding Friendly Child Care: Winnebago County Health Dept had a Breastfeeding Friendly Child Care Training- 21 people attended. Winnebago health dept. Rethink has a cable show and Breastfeeding Friendly Child Care Training will be on it. Winn County has 3 daycare centers that are close to being certified. They have only done in person training in Winnebago County. The online training is not captivating to the audience. They had 13 at last nights training.

Allison met with Cindy Draws how are we going to measure success? The group discussed doing a survey for parents of kids at daycare to see how satisfied they are. This would not be a good measure for the MCH Objective since we don't have the starting information.

The group discussed the measures to show success in the :

Short term: Measure how many daycares are we involved in training and how many staff are trained.

Long term: Measure the breastfeeding rates, and see an increase over time.

It seems that daycares and parents can have a disconnect about how bf friendly the daycare thinks they are, versus parents expectations. Discussed that Child Care Resource and Referral will be a site that BFFCC designees will be listed in addition to BFANWI website and WI Breastfeeding Coalition website.

Discussed breastfeeding classes mention the need to look for Breastfeeding Friendly Child Care.

Allison discussed there is a student this semester that would like to set up a research study but can't do the survey, but we could have future students and it could be a project future.

Allison and Jess said that CCAFP (Reimbursement program for daycare feedings) has a lot of rules that are being misinterpreted. It is nice in the in person training to give the opportunity for questions.

Outagamie County PH has a group of core staff that will be trained initially in working with Breastfeeding Friendly Childcare trainings. Eventually the core group will be paired with another nurse that is not in the core staff so that all staff are involved in the MCH objective.

The group discussed the username and password for each local health department. The WI Breastfeeding Coalition sent this information to who ever signed the Partnership agreement with Childcare Resource and Referral.

The group discussed door hanger printing costs, with one side saying only privacy please and the other side saying. The door hangers also have a BFAN logo : 2 sided 100 are \$33.00 with discount \$24. We need to be sure we order the most recent update for the door hanger.

We can use Winnebago County can laminate putting magnets on the back .

Appleton and Winnebago County have the daycares fill out the NAPSACC on paper and then the health department does the data entry online.

Certificates for CEUs for Childcare Providers Pre-test and post test has to go to Wood County. Check with CCRR and with Kelli if not able to find out.

Jeri asked that the Google Doc be filled out for each jurisdiction for Breastfeeding Friendly Childcare.

Color scheme in PPT is not good- email it Megan to see if we can print in white

1st trip to daycare: Speak with the Child Care Director. If interested in participating give the BFF CC binder in a BFANWI bag, with BFANWI pen or 2 and a mug.

2nd trip to daycare: Monitoring what they are doing, staff training if doing in person and answer questions

Last trip to daycare: Give children's books and artwork and giving designation once we know they have met all the steps.

The group discussed recognizing daycares at the World Breastfeeding Week Walk and encouraging Childcare Centers to advertize the walk to their families. This could be our media event for the MCH Objective.

In the Breastfeeding Friendly Train the Trainer conference we were told to check with CCRR to see if they have funding or know where to direct Child Care centers to get funding for rocking chairs etc. Some may have mini grant applications available.

World Breastfeeding Week Walk: This will be held at the Outagamie County Lawn and end at Jones Park. Cindy will check with Mary Dorn PH Officer for Outagamie County regarding speaking at the event. Allison will be a speaker at the even. Jess said that their PH Officer - Kurt would most likely be interested in speaking at the Walk.

February agenda- Walk info to be advertized and discussed fitted shirts.

Link to 2016 WBW <http://waba.org.my/end-of-year-thank-you-and-announcement-of-wbw-2016-slogan-and-theme/>

**The next meeting is
February 25th, 2016 8:30-10:00
UW-Extension Office
3365 W. Brewster St
Appleton**