

## BFANWI Meeting Minutes

02/23/2017

**Members present:** Billie Verbruggen & Allison Laverty Montag Winnebago County WIC, Lisa Urbaniak St. Elizabeth's Hospital, Jessica Moyle & Becky Lindberg Appleton Health Dept, Kari Schneider Green Lake County Health Dept, Judy Oppelt, Rachael Young & Cindy Brylski-Breit Outagamie County Public Health/WIC, Ashley Weselenak Parent Connection, Kristina Ingrouille Waupaca County WIC, Marla Mulcahy Fond du Lac County WIC and Amanda Cassidy Fond du Lac County Health Dept.

### **Updates regarding Breastfeeding Friendly Child Care Centers (BFFCC):**

**Appleton Health Department** - Made a connection with an In Home Provider support group. She said they have a conference on March 4<sup>th</sup> and would like a presentation about becoming BFFCC. Jess and Becky are both able to go and plan to do this and give contact information for all health departments in the region. There will be 50 participants. Jess and Becky will also talk to the 10 people in a smaller support group. They have planned to do trainings at CCRR. We could work with them on the training. Jess explained it is possible that providers in other jurisdictions will want to participate in becoming BFFCC.

The group discussed the template letter from Celebration Daycare regarding obtaining an exception to re-feeding breastmilk that was discussed at the last meeting. The group decided this could be used in certain circumstances, but we need to stick to best practice. Jess will provide it electronically to the core group only to be used in certain circumstances. This template letter should not be included in the binders for BFFCC. Celebrations has given permission for BFAN to share the letter. Allison suggested saving just the verbiage without Celebrations letterhead, and without BFAN's information so it is not construed as we are promoting this for everyone.

**Outagamie County Public Health-** They have reached out to 4 large child care centers that did not participate last year in BFFCC. Also will be reaching out to child care centers with 50 or more children. They plan to work with a total of 10 child care centers.

**Winnebago County** - They have a BFFCC training planned for Monday April 3<sup>rd</sup> in the evening – at Winnebago County Health Department from 6:30-8:00pm. They have a capacity for 40. One of their centers may be bringing their entire staff, but Allison said they should still have a little room for more providers. Allison said they are also going to be outreaching to worksites. Their initial goal is to identify which worksites are Breastfeeding Friendly- they are planning to do an environmental scan.

**Green Lake County-** Kari said they are doing the Worksite objective. She said the WI Breastfeeding Coalition does not have a clearly designed template to work with worksites on their website, or on Wood County's website that is ready to go like the BFFCC, so each health department is kind of on their

own for worksites. The information for the Business Case for Breastfeeding was provided in a very small USB drive. Contact WBC if you did not receive this and are doing the Worksite objective.

**Waupaca County-** Kristina said they are training Waupaca Learning cottage in April. Searching out for business. Goal is to do one more childcare center and one worksite. She said it has been difficult to get the providers through. They start, but then get hung up along the way.

**WALC Booth Planning:** Kari and Becky are running the booth. The group decided to make it into 2 baskets with one having the wine, bath salts, and wine glasses. Rachel was going to get the wine. Billie purchased to hand painted wine glasses. Allison will get wine and put this basket together. The other basket will have the t-shirts. Rachael did the inventory for the shirts and emailed it to the core group. Judy and Rachael will put the t-shirt basket together and will have last year's shirt in a variety of sizes. Rachael will give Cindy the rest of the other shirts to bring to sell at WALC. Last year Allison said she took a picture of the artwork on the t-shirt in the basket because it was wrapped up and put it by the basket so people knew what they were bidding on. We can have a note that says they can exchange the t-shirt for correct sizes at the BFAN table. We will sell all of the t-shirts at the BFAN booth for \$10. We can consider reducing the price for Friday afternoon. Cindy will bring cash for the BFAN t-shirt sale. Jess will bring money box. Registration start time is when booths open - 9:30am. Becky contacted the Children's Museum for a donation of 2 tickets, but had not heard back yet. If they do contact her we will save the tickets for a raffle prize at the WBW Walk.

Kari will make save the date postcards for WALC. We will set out our brochures at the BFAN Booth. We need to bring brochures to the booth for the conference. The brochure needs to be updated to include all current members and emailed to the core group. Kari offered to do this.

Kari will make a like us on Facebook poster for the WALC Conference.

Jess was voted in as the incoming president. Cindy will be outgoing president. Cindy and Jess will touch base regarding moving forward.

The group discussed new outreach for Spring. Allison suggested each member like the BFAN Face book page and then invite a member to join our Face book page. Jess has the electronic images from all of the past years from doing the Event Brite registration. She will create the post for Face book for a contest for t-shirt design for World Breastfeeding Week Walk with pictures of past walk t-shirts. Per the group discussion if we have a t-shirt design winner they will get 2 t-shirts in sizes of their choice. If we do not get any responses or winning designs we will use our Eat Local design from a previous year on the back of the shirt and the BFAN design on the front. Jess will have people private message their designs. The vote on the design will occur at the next BFANWI meeting.

**Outreach:** Jess said local health fairs would be a way for us to get the BFAN name out there. She asked that members look for these opportunities for us to have a table/booth at any of these. It would be most likely on weekends and the evenings but it would help us to get our name out. Ashley said she would ask about booths at the Teen Parent Conference. May 5<sup>th</sup>.

**World Breastfeeding Week Walk:**

We need to determine a location for this year's walk. Becky checked on FVTC Green Space ( it goes from FVTC parallel to Northland over the highway and to the stadium). She said it is free for 501C3 non-profit groups but said we need insurance to utilize this. Allison said her husband is checking on insurance for his soccer club. She said she will have him check on the cost of insurance for our group for the one day event. Becky will tentatively book this and tell them we are pursuing insurance. FVTC also has the lighted scrolling billboard that we could ask to have our walk promoted on. Cindy will check with Outagamie County to see if the county insurance could cover this.

Allison said she talked to Melanie of Le Leche League at their conference and she said she has been really busy. Allison said she will email Deb Tendick of Le Leche League to see if we could partner with them for the Walk this year.

Jess will start the WBW Walk outline for this year.

Members were asked to work on getting donations for raffle prizes for the walk.

Becky said she will talk to Kwik Trip and Festival as she worked with them both last year. If she does get a donation from the Children's museum of 2 tickets for admission we can use that for the walk raffle.

Cindy asked that people email the Core group with donations obtained so we aren't going back to the same places with requests for donations this year. Also this info is needed to make the Thank You for your Donations board.

Jess told the group there is a tongue tie webinar on March 30<sup>th</sup> noon to 1:30pm called Assessment and Treatment of Tongue Tie and Lip Tie. She said she will be watching this at Appleton Health Dept that day on the first floor of their building. Jess said she will email the registration information for anyone interested. If anyone would like to get the CEU's they need to register. The cost is \$15.

**Social Media Update:**

Meghan emailed our current website host, B2 Web Studios and requested a cost of updating our website and make it mobile friendly. She has not received a quote yet. Hopefully she will have that information by the March meeting.

Cindy will email Meghan with information to update website on newly designated BFFCC centers.

**Other updates:**

Breastfeeding Resource List: Ashley said Parent Connection has only Menasha listing CLCs. Parent Connection in Oshkosh has 3 CLCs.

Cindy posed question to Lisa Urbaniak of St. Elizabeth's becoming Breastfeeding Friendly and WIC Coffective. Beth Schleek is the new WIC director for Outagamie County and she asked if there were different staff at St. E's working on baby friendly and coffective or the same staff. Lisa said they are just doing Baby Friendly. She said they were looking at doing Coffective to train the clinic staff, but said they purchased the Step 2 program. She said the hospital staff is almost done with the training. They have to train all the clinics, OB/GYN clinic, the 2 Peds clinics, Family Practice clinics and the Residency clinic. St. E's is now Ascension and Lisa said there is a big push for becoming Baby Friendly. She said there are several Ascension Hospitals that are designated as Baby Friendly and they are actually working on re-designation in some of their hospitals. Lisa said Dr. Wagner is their physician champion, and he has been really been important in St. Elizabeth's becoming Baby Friendly. Lisa said she contacted the OB clinic in Oshkosh and was told their physicians aren't really interested in doing that right now. Lisa said St. Elizabeth is starting with training all of the hospital staff including ED, cleaning staff, and anyone else that touches the patient, and then will eventually train everyone in the hospital.

BFAN members shared clients experiences with Lisa, both good and bad. Lisa said this info helps them in training their staff.

Lisa said she welcomes any comments regarding client experiences - and asked that she be emailed. Her email is: [lurbania@affinityhealth.org](mailto:lurbania@affinityhealth.org)

The next meeting is:

Thursday March 23rd, 2017

8:30-10 am

UW-Extension Office

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