



## Breastfeeding Alliance of Northeast WI Meeting Minutes

February 28, 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, Allison Laverty Montag & Billie Verbruggen Winnebago County Health Dept/WIC, Kristine Jacobsen Menasha Health Dept, Judy Oppelt & Cindy Brylski-Breit Outagamie County Public Health/WIC, Amber Bastian Calumet County Health Dept., Amanda Cassidy, Marla Hemauer & Marisela Krupp Fond du Lac County Public Health/WIC, Carrie Sawar & Sarah Wolf Waupaca Public Health/WIC and Ashley Weselenak Parent Connection-Oshkosh.

### Guests:

Mandi Dornfeld- Winnebago County UW-Extension

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	January 24 <sup>th</sup> meeting minutes approved.	
Financial Report	Purchased voice recorder to record meeting minutes, about \$30. That will come out of the account. Additionally, we ordered more t shirts to sell at the WALC booth so those will also be taken out of the account.	
Housekeeping	Discussed updating the email list as it has many people on it currently that do not engage and participate. We will send out an email that says we will remove you if we do not hear from you by a certain date. While it is nice to have a larger group when we get opinions, many email addresses get bounced back. Also discussed updating attendance list and moving to a prefilled spreadsheet of active BFAN members where people can initial next to their name. Ashley will create new attendance sheet.	
WALC conference and BFAN Booth	Marisela and Ashley will be at the BFAN booth at the WALC conference. Marisela cannot come Thursday, but will be there Friday. Ashley will be there both days, but is scheduled to help with registration Thursday morning. Jess plans to bring items for booth to conference and can help set up and sit at booth until Ashley can help. The poster was redesigned by Cindy and the brochure was updated.	
Basket for WALC conference	Items are bought for the raffle basket. Billie: glasses, Jess: bottle of wine and Judy: diffuser, oils and t shirts.	
Focus Group Flyer	Had lots of help from Cassie, public health educator. All agreed the flyer looked nicer with real pictures of parents rather than the clip art designs. Mandi suggested adding something about the "ask" (getting people's stories to	

	<p>impact change) and moving the gift card incentive to the left as we read left to right. Mandi sent the flyer to a few people as it was designed and she collected their responses. Overwhelmingly they were not sure what they were attending and suggested adding "hosting small group discussions to the flyer". Also, remove any acronyms as they are not universal and people want to know what they are coming to and why. The inclusion of the phrase "Was Breastfeeding not what you thought it would be?" was positive and strength based. Talked about logistical changes to the flyer concerning dates, times, RSVP and addresses. Allison, Cindy and Jess will meet to finalize flyer and add contact person (Allison), while deciding on registration platform.</p>	
Focus Group Registration	<p>Discussed the pro vs con of using Event Brite/ Google Forms. The group agreed that Event Brite can be confusing, however more people have experience with it. A decision will be made about which platform we plan on using and Allison will be listed as a contact person people can call if they do not want to register online, she will then add their information to the registration. Ask about childcare needs, how many children, which location, ages, etc. Staff will be providing child care.</p>	
Focus Group Invitations	<p>Flyer will be finalized by next week and ready for distribution. We highlighted the importance of a personal ask, if you tell a family you will be there to greet them, make sure you are. Most people will attend because they feel a personal connection to the topic and feel welcome. Distribute flyer on Facebook pages and on any platform you feel beneficial. If possible, help families register.</p>	
Focus Group Parking	<p>Library lot fills up quickly and volunteers are encouraged to park in the yellow ramp if possible. We will help support paying for parking meters, how exactly is still unclear. Add parking instructions to a follow up confirmation or at time of registration. We weren't sure how much parking would cost for the library, someone will figure that out before the next meeting.</p>	
Follow up Survey	<p>Mandi will help collect demographic data using a federally supported, inclusive tool. Survey can follow after the focus group has finished as a way to follow up on any loose ends and questions and provide space for people to reflect and then share.</p>	
Table Hosts	<p>After discussion about personal strengths and circumstances, agreed that having neutral (uninvolved) table hosts would work best to make families feel most comfortable. Mandi and many others supported the idea of asking Public Health Educators from Outagamie and Winnebago County as they would have no clients involved and a good sense of how to keep the conversation safe and productive. Possible options: Cassie, Heidi, Christine. Christine just recently was a table host for a prior event and said she would be happy to help.</p>	
Focus Group Questions	<p>Questions will be presented chronologically and all tables will work on the same question at a time. We reviewed the planning outline and individual questions. They will now be divided up into Prenatal, First 2 Weeks, and Postpartum. There was concern that many of the questions were originally worded in a way that made people feel as if they were "loaded" questions, with answers we already had preconceived notions about (especially surrounding the original "hospital" category..now changed to First 2 Weeks). Prenatal question notes: Identify what we are struggling with professionally concerning breastfeeding support. "When did you first decide you wanted to breastfeed?" is a very intriguing question and one that will provoke a deeper answer where we will likely also learn more about their family and lived experiences surrounding infant feeding. Encourage families to talk about all of the places that they received breastfeeding support and help and at some point, identify what their overall goal was for breastfeeding. Hospital/First 2 weeks Question Notes: Much discussion about what time frame we were considering and how using the category "hospital" was potentially targeted and would not actually highlight when many families first run into problems. First 2 weeks was agreed upon as a reasonable time frame to identify that first struggle with breastfeeding. "What was your first challenge with breastfeeding and what happened after?" "Reflect back on your first 2 weeks of breastfeeding, when was your first challenge and where were you?" Postpartum Question Notes: First identify what "postpartum" really is and recognize that this is often where professionals are involved and these answers could highlight concerns about the support we provide, so it will be necessary to have uninvolved and unbiased table hosts. "What do you think would have helped you more?" "What would have been the most meaningful support you could have received?". Families will be offered more opportunities to further discuss this topics via follow up survey and/or a "catch all/tell us everything else" topic at the group. We talked about the importance of letting families think about the focus group and then provide additional feedback as it might come to them after the fact. Often, this information is incredibly valuable.</p>	

Next BFAN meeting

Thursday March 21<sup>th</sup>. Jess will not be able to attend next meeting. Cindy will help run next meeting.