



## Breastfeeding Alliance of Northeast WI Meeting Minutes

March 22, 2017  
 8:30-10:00am  
 UW-Extension Office  
 3365 W. Brewster St  
 Appleton, WI

### Members Present:

Jess Moyle & Becky Lindberg Appleton Health Dept, Amanda Cassidy, Marla Hemauer & Marisela Krup Fond du Lac County Health Dept/WIC, Cindy Brylski-Breit, Rachael Young & Judy Oppelt Outagamie County Public Health/WIC, Ashley Weselenak Parent Connection, Allison Lavery Montag & Billie Verbruggen Winnebago County Public Health/WIC, Lisa Urbaniak St. Elizabeth's Hospital, Jamie Thibodeaux Family Health LaClinica/WIC and Sarah Delfosse Waupaca County WIC.

### Conference Call Attendees:

Dana Bain Child Care Resource & Referral, Meghan Gremban St. Elizabeth's Hospital

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	No changes.	
Financial Report	Financial Report- Billie- Deposit of \$150 March 19 <sup>th</sup> from t-shirt sales at WALC Conference. Pinwheels ordered for Fox Valley Kids Expo Booth on 4/14/18 -which leaves a \$1922.45 balance.	
	Anthem Blue Cross Breast pump coverage. Jess sent a letter to Anthem and received a respond. They wanted to clarify how this will impact their customers. It is 7-10 days to get a pump- pump in style is not included. There is an online petition and Allison will try to share to the BFAN Facebook page.	
WALC Conference 2018	WALC Conference was held March 8 <sup>th</sup> & 9 <sup>th</sup> . Went really well- lots of great conversation at booth. We sold 12 shirts at the end of both days. Jess asked any thoughts for next year to do things differently. Some suggestions were to list the area that we cover on our board or put it on a map so people can see that. Megan said the location was on a previous poster – will find that for next year's board. Dr. Peterson who previously attended our meeting had a booth at the WALC conference. Lisa Urbaniak said she observed a tongue tie revision with Dr. Peterson. She reminded the group he had put that invitation out there. Cindy said when she talked to Dr. Peterson he said he has been getting some reimbursements back from dental insurance and he now has a template of the letter for medical necessity that can be submitted to health insurance providers. Parents do have to pay up front but there may be more option for reimbursement now and parents would then be refunded.	

	<p>Billie said again the 2 people sitting at our booth includes their registration fee for the conference. She said it doesn't include the CERPS, syllabus or the meals and it may be more cost effective to do the Cerps and meals separately and sit at the booth. The conference will be in Oshkosh for 2019.</p> <p>Jess said we end up with a lot of onsies because we have to place a minimum order to get the deal price The group discussed using those for prizes at the walk in August. We could also decrease the price of the onsies.</p>	
Coffective Update	Judy still working on watching videos and 2 or 3 sections. Rachael promotes when she meets with peer counselor. Judy promotes website because it has nice videos.	
Community Events	Fox Valley Kidz Expo- April 14 <sup>th</sup> – Interactive game for families and will use our board that we had at the WALC conference. The giveaways will be pinwheels. Cindy and Lisa Urbaniak will man the booth in the morning and Jess and Judy will man the booth in the afternoon.	
St. Elizabeth's Ascension Update	<p>Lisa Urbaniak gave report that St. E's no longer doing Baby Friendly- too many cutbacks after combining with Ascension-not allowing time and funding to do this. Because the Perinatal core measures being measured at all hospitals are about breastfeeding they will still do 10 steps. She said there is a goal of working on prenatal education. They will not be giving any formula packs. She said they are using up magazines and gift bags that they have with pictures of baby from the formula company. Has about 50-100. She said a patient's first appt is with an LPN- nurse educator. She is still doing the Step 2 education so has been educated about breastfeeding.</p> <p>Judy will check to see if they can get Coffective printed materials to give to hospitals so they don't have to print it. (St.E's)</p>	
Jess Coalition Engagement Part 2	<p>The group discussed, "Who are the people most impacted by breastfeeding issues?":</p> <p>Billie has names for Appleton Le Leche League as contact for the WALC booth- she will reach out to them: Affinity just let Mom and Me facilitator go. Not sure if the group will continue.</p> <p>ThedaCare Regional Medical Center Appleton - still has Mom &amp; Me at AMC on Mondays</p> <p>LaClinica WIC has a Mommy &amp; Me group</p> <p>Discussed having focus groups of breastfeeding mothers and get information from moms, If a mom is really interested she could continue to be involved in BFAN.</p> <p>St. E's hands out a folders at 28 weeks with a lot of information. The group discussed creating a hand out that discusses what BFANWI is and what it could do. Also having someone from BFAN present in person.</p> <p>Depends on the mom- could be different opportunities and they might bring ideas we didn't think of. It would be nice to get a mom from each area- full time worker, stay at home mom and so on.</p> <p>Parent Connection has a play group – facilitator is a CLC- Allison could facilitate what moms are interested in such as younger generation. Maybe we change the focus a couple of times/year to children's museum or library or YMCA, etc. First Presbyterian Church in Neenah Parent Connection uses May be in a focus group format. The groups are open to anyone 21 or under do not have to be Parent Connection clients.</p> <p>Marla suggested talking to other coalitions to find out what they do with their moms. Discussed doing a survey of other coalitions.</p> <p>Lisa said there are a couple of providers that are pregnant and will be returning to work. Megan said we would need to have something for moms to do 2-4 times/year to keep their interest.</p>	

	<p>Really push that any breastmilk is awesome- early expression and may need to use some formula. We need to change the dynamic from all breastmilk or nothing.</p> <p>St. E's lactation coverage of all patients and will see moms at least once and will be seen in the NICU once. Used to do follow up calls- now sends out a letter. At Mercy only a CLC covering is limited. CLS – Allison said someone at the Clinic in affinity responded.</p> <p>ThedaCare Pediatrics- CLC coverage at Appleton and Neenah Clinic sites. Hospitals are able to see inpatient only. Since this is a priority area they are looking staffing to be sure all mothers can be seen.</p>	
WALC Grant	<p>WALC Grant to be continued- due on May 1<sup>st</sup>. Need to hear mom's voices. Discussed doing a grant for focus groups for moms. Also discussed scholarships to Milk Mob Training.</p> <p>Discussed having a meeting for Walk planning separately since most people who want to participate have to leave. Jess will send out a meeting doodle.</p>	
Child Care Resource & Referral	<p>Dana said in the past Amber Franz could give her the information she needed for an annual report so she can highlight the Breastfeeding Friendly Childcare initiative and partnership with local health departments. She said this year the registry said it would take too long to split it out. Dana asked if each local health department could email her data on the number of Child Care centers designated as Breastfeeding Friendly and the number of child care staff trained. Please email Dana with the number of centers designated by your local health department and the number of child care center staff trained as soon as possible.</p>	
Weight of the Fox Valley Worksite Action Team Collaboration	<p>Jess is also part of the WOTFV Worksite Action Team. They recently had a joint meeting with Well Cities Fox Cities (Wellness Coordinators within Businesses) and there was a lot of interest in Breastfeeding Friendly Worksites. There was a lot of great conversations. Many were very interested in the tool kit. Jess said she may have an opportunity to present on Breastfeeding Friendly Worksite with this group. The group discussed the tool kits: Wood County Tool Kit. Allison from Winnebago created a much smaller tool kit and Appleton Health Dept has designed a tool kit that is in between the size of Wood County's and Allison's. The group discussed that as a region we really want to be consistent and have consistent messaging. The group discussed all of our agencies using the same tool kit- the group reviewed AHD's tool kit. They took the steps down to 5 from 8 and condensed Wood County's quite a bit.</p> <p>The criteria would remain the same: Gold, Silver and Bronze and that would be consistent throughout the state. Discussed the criteria in each level. The state had not determined a length of time that designation lasts yet. We need a logo for the worksites similar to the Child Care Center logo. Becky, Jess, Amanda and Cindy are part of a COIIN project- which is a deeper dive into business worksite support. Each of us is doing a questionnaire with businesses to gather some of this information. In the mean time we need to be consistent in what we do in Northeast WI. AHD had a support staff convert the version from Amber into an editable version- the support staff person was able to get it into a good format. If you need to change anything it could be very difficult but each jurisdiction can personalize the tool kit for their area. Jess will email the tool kit to the group.</p> <p>Appleton Health Department has had a good conversation with the Appleton Public Library and they are very interested in becoming a breastfeeding friendly place. The state RedCap Data asks for demographic information such as ethnicity, race etc. Jess and Becky had the library do a business self assessment and return it to them. They used green 3 prong folders for the tool kit.</p> <p>Appleton Health Department also met with the Appleton Area School District. They are very interested, but becoming breastfeeding friendly will be a huge undertaking with all the different locations and spaces and will take some time. The process to get a policy could take over a year. They may actually have a space to pump before the policy. The approach they are taking is using money they received for a mental wellness/mindfulness space could also be used as a lactation space.</p> <p>The group discussed the MCH Objective is different at each jurisdiction. Waupaca County- Sarah sent out a survey and received feedback from several businesses. She also reached out to the Chamber of Commerce</p>	

	<p>and they sent out something to all of their businesses. Sarah met with the City of Clintonville yesterday and they are looking at getting all of their city buildings breastfeeding friendly; city hall, the library etc.</p> <p>Jess clarified that a local business would have to work with their local health department- they are the contact to the state which is where the designation actually comes from. At this point there is not a plaque or a certificate for businesses. Discussed using the international symbol window cling for businesses since it is recognized already and displayed in Breastfeeding Friendly Child Care Centers.</p> <p>Marla &amp; Amanda discussed a high school in Fond Du Lac that has a very nice breastfeeding room that is set up for students and has a refrigerator. They will find out if staff are able to use that room and if not what they are using for a space to pump. Discussed the difficult in teachers getting the time in their schedule to pump.</p>	
Fond du Lac WIC Update	<p>Marla is expecting! She said she will be the first person to pilot bringing her baby to work. She said there are currently 12 counties doing this and her director is very supportive. She said she had a very specific policy and it brings in the CDC recommendations. She said she has to have someone in the office who can stand in if needed, and has to have arrangements made for childcare if her child is sick. Once baby becomes mobile usually around 6 months cannot bring them to work. The goal is to help normalize breastfeeding. Marla said she would be happy to share the policy she has which is from Oregon. Jamie from Family Health WIC</p>	
Next meeting date	<p>April 26th 2018 at ThedaCare Regional Medical Center Neenah</p>	