



Breastfeeding Alliance of Northeast WI Meeting Minutes

April 26, 2018

2:30-4:00 pm

Thedacare Regional Medical Center-Neenah

130 Second St

Neenah, WI

Members Present:

Kari Schneider Green Lake County Health Dept, Sarah Delfosse Waupaca County Health Dept, Amber Bastial Calumet County Health Dept, Rachel Young and Cindy Brylski-Breit Outagamie County Public Health/WIC, Marty Polzin, Samantha Metko, & Jill Nettekoven Thedacare Hospitals, Becky Lindberg & Jess Moyle Appleton Health Dept, Lisa Urbaniak St. Elizabeth's Hospital

Conference Call Attendees:

Dana Bain Child Care Resource and Referral, Marla Hemauer & Marisela Krup Fond du Lac WIC, Jamie Thiebedeau WIC/Family Health La Clinica

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	Minutes from last meeting reviewed. No corrections.	
Financial Report	No changes to the account. Balance remains at \$1922.45.	
Coffective Update	<p>Coffective- WIC basic information can document education in Rosie. Thedacare Hospitals are at a better place to do this now than they have been in previously.</p> <p>St. Elizabeth's Coffective information for baby friendly at St. Mike's. Sam asked what Beth is hoping to connect with the hospitals. Steven's Point uses it prenatally and get ready. They have a workplan developed prenatally and then something new at each visit. They use laminated sheets for education. St. E's will give hand outs. Trying to make it simple- LPN takes vital and gives patient the plan. Dr. Wagner is their physician champion. Lisa said they are still doing the 10 steps for baby friendly, it is just too expensive to achieve the Baby Friendly designation.</p> <p>Coffective materials are for hospital and WIC staff. Lisa said you need to have clinic staff invested and started then since that is when moms make their decisions on feeding their babies. Pediatricians, doctors and staff are trained already. It was a small group of people that were the initial group. Lisa brought up the idea of baby friendly. OB manager in clinic and on OB unit were both very supportive. She said once the people in upper management are on board it is easy to get others on board.</p>	

Community Events	<p>BFAN had a booth at the Fox Cities Kidz Expo on April 14th (during Blizzard Evelyn). Turn out was lower than last year, about 200 people versus 1000 people last year, due to the weather. A lot of great comments on the interactive trivia game we had at our booth which was matching feeding facts to the animals.</p> <p>Next Event- Young Parent Conference May 4th at Fox Valley Tech College Becky & Lisa. Jess will send out flyer for the conference. Baby behaviors and calming a fussy baby. Last year the paternity discussion was really good.</p>	
WALC Grant	<p>At last meeting the group had discussion about what we could apply funding for and discussed:</p> <ul style="list-style-type: none"> • Focus group • Billboards <p>History: In the past we wrote for and received money for tongue tie & childcare care center staff education. Cindy and Jess met and discussed focus groups- breastfeeding moms would be asked a question at each table. Would need at least 8 BFAN Members. May to May – so would not hold this until spring 2019. What are the barriers for moms to breastfeed.</p> <p>In working with the engagement tool kit it helped us to see that we don't have the breastfeeding moms at the table. The group discussed having one or two sessions of focus groups and could be different questions for different locations. The group was more comfortable having one focus group this year of breastfeeding moms/families and then decide if this is successful can do more next year if needed. Sam mentioned a free photo session that Mom and Pop place did. Parents really liked access to pictures. Discussed having door prizes for participants of the focus group. Jess and Cindy had a lot of the grant application ready in case the group would like to pursue it as it is due on May 1st. Jess will completed the grant incorporating discussion from today and send in to WALC by the due date.</p>	
World Breastfeeding Week Walk	<p>A small committee met to talk about the details of the walk this year. Jess passed around design for t-shirts that the committee designed. Women's cut t-shirt last year was well liked. The group decided to go with a charcoal grey and maybe light green for the writing. Jess will share the design in an email for those on the call or unable to attend. The group discussed the draft of the design and discussed changes. Discussed that the design is really busy. Breastfeeding is. . . . The walk committee wanted to convey, "you don't just get milk from breastfeeding- Breastfeeding is more than milk."</p> <p>Rachel will work on draft 2 with Judy. The group discussed the design needs more white space and would like to have Breastfeeding written big in the middle of the design. We plan to get womens, mens, onsies, and youth sizes. Rachael will ask Judy if toddler size shirts are available. The t-shirt prices for BFAN members will be: \$10 adult, \$5 children.</p> <p>Discussed reaching out for donations. The Flyer is available for the walk and can be given to businesses needing it for their donation. One suggestion last year for our flyer was to show diversity. Appleton Health Department had an intern who was able to add some diverse pictures. As soon as available the design of the t-shirt will be added to the flyer for 2018 with a message to order t-shirt.</p> <p>Eventbrite is ready to go once we have the shirt design. Rachael agreed to be in charge of The Big Latch again this year. Thank you Rachael!</p>	
Breastfeeding Friendly Worksite	<p>Bronze, Silver and Gold designations will be the same through the state, but the BFAN health departments will all use a 5 step tool kit that is consistent across our area that Appleton Health Dept has created from the materials in the Wood County Tool Kit. The group discussed that designated space is a pumping and breastfeeding room that could be a dual purpose room. Dedicated space is solely for breastfeeding moms.</p> <p>Jess said their health department is hoping for a change in the policy that when a visitor needs to pump they can either use the employee space which currently the policy doesn't support or that there will be a space for visitors. Jess said a question that has been asked is, "Who will own the room?" She said someone needs to take care of the calendar. She would like to make it easy for visitors coming to the City of Appleton. She asked if anyone currently has this in their policy?</p>	

Weight of the Fox Valley (WOTFV)	In June WOTFV meeting will be combined with Well Cities Fox Cities- Jess to present on Breastfeeding Friendly Business: why and how to be designated.	
COIIN	Children's Healthy Weight Collaborative Improvement & Innovation Network (COIIN)- doing a deeper dive into Breastfeeding Friendly Worksite(BFFWS). Participants in the COIIN initiative have done surveys with worksites to determine what the needs of businesses are and how they would like to be recognized upon becoming designated as a BFFWS.	
Next Meeting	Thursday May 24th at UW-Extension Office from 8:30-10am.	