



Breastfeeding Alliance of Northeast WI Meeting Minutes

July 27, 2017

8:30-10:00am

Winnebago County Health & Human Services

211 N Commercial St

Neenah, WI

Members Present:

Jess Moyle & Becky Lindberg Appleton Health Dept, Allison Lavery Montag & Billie Verbruggen Winnebago Cty WIC, Kristina Ingrouille & Sarah Wolf Waupaca County WIC, Kari Schneider Green Lake County, Amanda Cassidy Fond du Lac County Health Dept, Stephanie Eldridge Waushara County, Judy Oppelt and Cindy Brylski-Breit Outagamie County Public Health/WIC

Guests:

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	Minutes motion to approve but change chalk bubbles to Cindy.	
Financial Report	Billie gave a financial report stating our account \$1333.66 total. Of that, \$600 for the walk (plus \$250 from Thedacare Grant and \$733 for BFFCC and \$ for Oriental Trading bubbles, chalk and pinwheels. Billie paid for our non-profit in June \$75 WBC. Billie paid \$493 for the t-shirts. Raffle license \$25 fee was donated by Cindy. The license is good for one year. Raffles can be done anytime in the next year with this same license.	
Breastfeeding Friendly Child Care and Worksite	<p>Agency Updates</p> <p>Allison will have a conference call with Kelli Stader and Amber France to go over the worksite tool kit today. Winnebago County started creating something since workplaces do not have a standard tool kit already set to use. Allison said Amber said she has a tool kit almost ready so they will find out about that today. Allison is thinking 5 steps for worksites to make it seem more attainable. Allison said they had a BFFCC Training on Tuesday with 30 people in attendance. Allison said they used the newer PowerPoint at the Wood County website which seemed to take longer.</p> <p>Judy from Outagamie said yesterday Beth applied for our county to be more active in Coffective. Billie said she also did for Winnebago County did also. Judy said Outagamie County WIC has been doing weights and lengths for babies and MDs were asking if they are new since they haven't received referrals from them previously. Billie said she spoke with Beth at Brown County as they were a pilot site for Coffective and she said it is pretty disconnected. A barrier identified is that people do not have enough space on their phones due to the amount of mb the app takes. WIC has also been seeing this with the WIC app and it takes 100mb. There are 2 groups pushing the Coffective program out: the WIC program and maybe the Physical Activity Obesity prevention group ? but not sure. There has not been a lot of communicating with the WIC programs.</p>	

	<p>Question why isn't Public health at the table? Billie said it is going on in Michigan and the hospital nurses give the info, app etc but do not get any feedback positive or negative so are feeling disconnected. The group discussed really need a champion to bring the Collective information to a captive audience. At Aspirus they did glucose tolerance tests as a group so they could present the information for pregnant women all at one time at Riverview, Aspirus in Wood county. Amber France did a presentation for the health systems it seemed pretty effective.</p> <p>Waupaca County: Sarah Wolf new supervisor came from Portage and has been very helpful in providing direction for Kristina. Sunny Day Child Care finished and My First Adventure Child Care is nearly finished. Susan may come from My First Adventure to the walk. Each Health Department needs to notify CCRR of any centers that obtain designation Discussed obstacles of Child Care Centers including they were initially told there had to be a completely separate space and that was a barrier to some even considering pursuing Breastfeeding Friendly Designation. Cindy will contact Dana at CCRR and see if she can put a blurb in a newsletter to help dispel any misinformation.</p> <p>Fond Du Lac said they have 5 that are almost done with BFFCC. It can be helpful to ask for real life experience, by asking if you could say one thing you learned?: Responses included "it was easier than I thought", "I learned so much about breastfeeding" etc. They had a training with 60 people in attendance, which was almost too big.</p> <p>The group discussed some parts of the PowerPoint can be challenging to address at any training, such as: Lower IQ- helpful to explain this is based on statistics and does not mean every person who is formula fed will not be smart. Important to help Child Care center staff to understand that some mothers work very hard to breastfeed and are not successful- and for some mothers it does not work in their life circumstances. Encourage staff not to judge a mother based on breast or formula feeding. Another point discussed was that formula needs to be hidden from view. Helps to explain that breastmilk is always hidden, so if formula is displayed it appears the center is promoting formula feeding.</p> <p>Appleton HD has a center from last year that finished up and 2 In homes designated and 1 In home in process. Becky discussed that someone came in for a meeting at AHD and needed to pump and had to pump in a closet because the one there is in a secure area. Something to keep in mind when designating workplaces as BFF. There is a "Moms Pump Here App". Workplaces/businesses were contacted to see if women could go to their business and use their pumping room. Moms can find where she can pump by utilizing the App. This may be something for BFAN to consider as a project in the future. Anyone can add sites to the App. Our region could plug in and download on the app. Currently the App sites are more populated in Portage and Marshfield areas. Women can go on the app and rate the room.</p> <p>Cindy will email Fond du Lac with Amber France's email as they are needing to recertify BFFCC.</p> <p>On the MCH call they said continuing education was their #1 priority but worksite toolkit was also a #1 priority. The group discussed creating a Continuing Education PowerPoint. Topics discussed included: Fussy baby-baby behaviors. This would have to happen once the walk is done. Revisit this once we finish the walk and the new schedule and place for meetings. Winnebago County said they notify their designated child care sites when they are doing a training so they can send new staff and the trainings are also available online. Waushara Co will do BFFCC objective next week. Look for the # ordered</p>	
	<p>Door hangers discussed – current ones are not sturdy and do not fit all doors. Jess had a sample from Insty print- minimum order of 125- \$2.48 a piece. Amanda of Fond du Lac received 10 from the WBC that are plastic but have the same door hanger. They are very sturdy. BF Matters More Now Than Ever poster is most liked by centers. Everyone check in with any connections to printing companies. We could possibly get a deal for printing posters and door hangers together. The group discussed finding the Reasonable Break Time for Nursing Mothers poster- we need to get the original electronic version so we can have more printed. Each health department receives MCH grant money so inquire if each agency could contribute a small amount of money for supplies needed for worksites/BFFCC.</p>	

Weight of the Fox Valley (WOTFV)	Update to the group regarding the Early Care and Education Action Team- This group has been narrowing down topics to work on as an Action Team- down to 2 now which are: Fruits and Veggies where children are or Breastfeeding Friendly Communities and could actually pick both. One of the things that came out of this has been the provider disconnect- they don't realize how much they can influence a mother to even consider breastfeeding and to support her in difficult times. It was discussed that WOTFV could connect to work with BFANWI if they choose breastfeeding as a subject area.	
Community Outreach	The group discussed Community Outreach Efforts. Jess said that Amber found out they are not doing Belly Birth and Beyond health fair this year. County fairs coming up: Waushara County, Waupaca County- thinking of highlighting their breastfeeding friendly designated CCC, Winnebago County August 3rd-6th	
Website/Social Media	<p>Our BFANWI.Org website was temporarily completely down and was noticed by a Bfan member. Upon investigation B2 Web studios told us that Gary from Fox Valley Web Design had never transferred our domain to them. They said they had made requests for this to happen but it did not. B2 must have known something was going on because they moved our website to BFANWI.com. So the site itself is still working just at the .com site. When contacted Gary said he cancelled our domain because we were not his clients any longer. Brett from B2 has not provided proof that they contacted Gary since the initial conversion in January of 2016. However B2 has billed BFAN for the domain fee for the last 2 years. Update: We were able to "buy back" our domain so now BFAN owns the BFANWI.org domain. If someone types in the .org they are automatically re-directed to the BFANWI.com. We have contacted B2 to have this changed back.</p> <p>The group discussed updating the Local Resource List and the tongue tie resource list. The group reviewed the resource list and made updates. Jess is working with Sam Metko Thedacare on the Local Resource list. It will be one list instead of separate lists for each area. It will be organized by city/county in alphabetical order.</p>	
WBC Annual Summit	August 24 th 8:30-3:30 Marshfield Jess and Cindy are planning to attend and will share updates at the next meeting.	
World BF Week Planning	World BF Week Walk is on Saturday August 5th. Final preparation for walk discussed	
Next Meeting	<p>World B Week Wrap up: August 10th Appleton UW-Extension</p> <p>Next regular meeting Thursday September 28th 8:30-10 am</p> <p>Winnebago County DHS Building 211 N. Commercial St Rm008 Neenah</p>	