



## Breastfeeding Alliance of Northeast WI

WORKING TOGETHER  
to make a difference in the Northeast Region

### Breastfeeding Alliance of Northeast WI Meeting Minutes 08/27/2015

**Members present:** Jeri Loewe Green Lake HD, Allison Montag Winnebago County, Ashley Weselenak Intern Winnebago County, Amber Bastian Calumet County HD, Becky Lindberg and Jess Moyle Appleton Health Dept, Meghan Gremban Community member, Billie Verbruggen Winnebago County WIC, and Cindy Brylski-Breit Outagamie County PH

Jeri brought folders for 2011 Community and Breastfeeding magazines and distributed to group members. Some information from the packets could be updated and useful for future projects.

#### **Discussed BFANWI Walk:**

We have left over shirts from the walk. Judy will get exact number of shirts remaining, but thinks we have about 25. The group decided to sell the remaining shirts at the WALC conference next year. (Update: Per Judy we have the following # of shirts:

- Children-6
- Onsies- 5
- Mens- 1
- Womens- 7

#### **Reviewed what went well:**

BFANWI members were organized with registration for the Big Latch and t-shirt sales, sign making. Our turnout was lower this year than the 2 previous years but there was still a decent turnout. Pictures are posted to our website. Jess' route worked really well from the Outagamie County lawn to Jones Park. The location was great with a lot of visibility to the public.

#### **What could be improved for the next walk:**

- Target outreach and distribution of flyers for next year's walk to specific places such as the Birth Centers for each hospital to put into their patient packets.
- Coordinate with La Leche League to promote the walk. Jen Davel, Deb Tendick and Amanda Leigh from La Leche League would like to be included in the walk next year.
- Next year we plan to get a better count of all participants. Thirty women signed in this year, but we didn't collect the total number of participants. Next year we will have all attendees sign in and will add "How did you hear about the walk".
- Planning for next year BFANWI walk will begin in January. We would like to have the walk flyers ready by April and ready for distribution in May to birth centers, and other community sites.

**BFANWI Website:**

Meghan's husband, Jeff put BFANWI Walk pictures on the website. Thank you!

He changed some things in the background of the website to clean it up. Meghan and Jeff will look into making our website more mobile friendly. Cindy will meet with Meghan and Jeff next week regarding updating the website.

Meghan said Jeff can update the website easily. He can update our pictures on the website. The group was encouraged to collect pictures and to get signed releases. She said she will have Jeff make a link to the Wood County Breastfeeding Coalition and put a link on our website to the Wood County BFFCC information.

The PPD Mental Health Resource List needs to be updated. Cindy will check with another OC PHN who is on the Mental Health Coalition. Once ready can post to the website. Cindy will post updated LLL Resource List to BFANWI's website.

**Discussed BFANWI Breastfeeding Friendly Childcare Center Project:**

Lisa Smith resigned her position as the Director for Childcare Resource and Referral. She took a new position as the 2-1-1 Manager.

The group discussed the draft of the letter Jeri created for childcare providers to outreach for Breastfeeding Friendly Childcare. Jeri will make revisions to the letter and send out to the group.

The group discussed the supplies needed to work with childcare providers in becoming Breastfeeding Friendly. Billie said that BFANWI was awarded \$1350.00 for this project from the WALC grant. Meghan purchased the baby books and said the total for that purchase was \$108.46. The Donated by BFANWI will be put in all books. Additional items that need to be purchased/obtained include:

- 20 - 1" Clear view White binders
- 20 - sets of binder dividers
- 800 - Plastic Sleeves (40 sleeves per Childcare Center site)
- 20 - BF Window clings that say "Breastfeeding Welcome here " available at Noodle Soup
- 40 - We were planning to get the milk storage magnets from Noodle Soup (50 cents each) if they fit the guidelines. The discrepancy now seems to be the storage of milk for 5 days in the refrigerator when USDA says 3 days.
- 20 - Board books
- 20 - Best Milk books

Jess will email the binder documents to Ashley W. so she has the electronic copy.

Ashley W. will compare breast milk storage guidelines for DHS, Academy of BF Medicine and AAP, and email to the group. Jess will clarify with Amber from Wood County which breast milk storage guidelines to use with our BFFCC providers.

Jeri said that at the end of the grant cycle, May 2016 - 6 childcare provider sites need to be designated as BFFCC, and a total of 20 childcare provider sites need to be engaged in becoming designated for BFFCC.

Jess gave an overview of the process Appleton Health Dept used to work with their pilot daycare:

- Met with the Director of the Pilot Childcare site and presented the information
- Director completed the Nap Sac Assessment
- Selected a date to meet with all of the staff for presentation
- Met with the staff - utilized pre and post training tests and gave presentation- conversational style
- Childcare Site met to complete the Action Plan including policies
- Board reviews and approves policy change

Becky Lindberg will order the Breastfeeding Friendly Childcare Resource Kits and Breastfeeding Welcome Here Window clings which are free from the state.

Allison will look into the best prices for 20 board books and 20 Best Milk books.

Jess will get an estimate for re-usable bags to put the binder, book gifts, mug and pens into for each BFFCC site. She will check with 4-Imprint. Cindy will have Judy get a quote from her friend Julie at Hype Solutions also since we have ordered from her before.

The group discussed making an inventory of all supplies and items BFAN currently has and update as materials are used.

Jeri said she has the list of HMO's in this area and said she will work on finding/writing grants for BFFCC supplies and materials.

Next meeting Amber will bring her pre-made binder and we will assemble the initial 20 binders for this project.

**Next meeting is Thursday September 24th, 2015**

**8:30-10 am**

**UW-Extension Office**

**3365 W. Brewster St**

**Appleton WI 54911**