

Breastfeeding Alliance
Meeting Minutes
September 22nd, 2016

Members present: Rachael Young, Judy Oppelt and Cindy Brylski-Breit Outagamie County, Jess Moyle and Becky Lindberg Appleton Health Dept.

Breastfeeding Friendly Childcare Initiative:

Jess/Becky- City of Appleton-5 certified, 5 waiting on communication back

Cindy-Outagamie County - 4 certified, 1 in process plan is to be designated by end of November

Amber - Calumet County - 1 certified, 1 in process

Posters for daycares handed out. Can we get a bigger size?

Evaluations to be sent out in the next week. Eval should be put in body of email rather than as attachment

Discussed ordering books for childcares.

- Best Milk-(sale ends 9/30/16) Plan to order 20 white family, 10 African American family and 20 bilingual books. Center to chose which book would suit their facility best.

- Cindy to email Billie about ordering info and grant monies available; Billie to order books

- Jess will look for board book (qty 20-30 dependent upon price)

- Books can be given to day cares when we check back with them

Cat and dog nurslings stuffed animals available on walmart.com for \$19.99recently

Future Idea-Certifying work places as BF friendly. Discussed the challenge of finding the right person to contact to initiate the process-HR?

WI Breastfeeding Coalition Summit (9/23/16)

Cindy to send BFANS strategic plan to Jess

Goals:

- Outreach to OB providers/ped offices to stop giving out formula

- Trainings (Milk Mob) for ped/nurse staff

- Call facilities to find out if formula samples are given

Coeffective App-WIC and hospitals working together to promote breastfeeding

Rachael and Judy to provide more information next week after teleconference

Website Update Ideas

Breastfeeding Friendly Childcare

- description of what it is
- link to tool kit
- link to Wood County
- recognitions of which centers are designated

Tongue tie page

- To be titled "Infant Lip and Tongue Tie"
- Links to handouts
- Signs of tongue tie check list
- What to do if you think baby is tongue tied?
- Resource list