



## Breastfeeding Alliance of Northeast WI Meeting Minutes

September 27, 2018  
 8:30-10:00am  
 UW-Extension Office  
 3365 W. Brewster St  
 Appleton, WI

### Members Present:

Becky Lindberg, Jess Moyle &, Krista Waterstradt Appleton Health Dept, Caitlin Ovoteluschen, Kristine Jacobsen Menasha Health Dept, Billie Verbruggen & Allison Lavery Montage Winnebago County Health Dept, Ashley Weselenak Parent Connection, Krystal Sisel & Amanda Cassidy Fond du Lac County, Amber Bastian Calumet County Health Dept, Kari Schneider Green Lake County Health Dept, Rachael Young, Judy Oppelt & Cindy Brylski-Breit Outagamie County Public Health/WIC

### Conference all Members:

Dana Bain CCRR, Sarah Waupaca County Health Dept and Anna Kewaunee County Health Dept

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	August minutes- no corrections	
Financial Report	Financial Report: Billie: no changes \$2693.06 in checking. \$500.00 WALC grant for Women's Focus Group in our savings. The bill for the T-shirt order was just received.	
501C3	Billie received a letter from the Feds that BFAN had lost our 501C3 Status due to a form that was not submitted to the Federal Government for 3 years. She said she has been submitting a state form every year for the past 3 years but did not realize she had to submit a federal form as well based on a meeting with her, Cindy, and our lawyer when applying for the 501C3. She said she has been making phone calls to the IRS and found out she has to complete a form online and it will cost \$275. She said the woman she spoke with felt BFAN might have the 501C3 reinstated retroactively to May which is when it actually lapsed. Since we have all of our recent Bylaws and Board it should be pretty streamlined. The group thanked Billie for all her work on this.	
Secretary & Treasurer	Rachel Young is interested in becoming Treasurer. Ashley Weselenak and Amber Bastian are interested in sharing the Secretary role. Ashley did ask if they can use the recorder from Outagamie County. Cindy will verify this is okay. Jess will send out an official vote tomorrow.	

<p>WBW Walk Survey</p>	<p>Jess said she put out a survey on Survey Monkey that went to all emails of those who signed up for a t-shirt for the walk, on our BFAN email list, Facebook page and Fox Valley Breastfeeding Facebook group. 21 respondents- majority of people had attended or previously attended. Most heard about walk due to Facebook. Many heard through WIC, some Le Leche League and some their child care center. A lot people responded they would attend if the walk was in Appleton, Neenah next and then Menasha. Most respondents bought a t-shirt and liked the style of it. One person didn't like the v-neck. Someone didn't like the logo on the middle back. The sizing was small. The group discussed maybe changing the t-shirt for next year. Most people felt the pricing of the t-shirt was very reasonable. The group discussed having the walk at multiple locations and maybe some BFAN members could assist different locations. Fond du Lac Public Health/WIC had a great turn out- over 100 people for their WBW event. The only concern was to hold it later next year from 5:30-7:30pm. Marla had a lot of donations so many prizes may have helped that. There would need to be a point person for any additional locations. Jess emailed Lisa Urbaniak about availability of the church for next year and is awaiting a response. We will begin planning in March for next year's walk. Anna Intern from AHD helped in getting the Thank you notes out to raffle prize donors.</p>	
<p>WI Breastfeeding Coalition &amp; WALC Summit</p>	<p>November 13<sup>th</sup> in Marshfield. 2 main parts- an OT will be discussing "Identifying and Treatment Ideas for the Challenging Breastfed Baby &amp; the Benefits of Tummy Time" and the afternoon will be a panel re: Breastfeeding Friendly Workplaces. They have additional funding this year and the event is free for everyone. The money is coming from the COIIN Initiative. Eventbrite Registration – very quick and free. Rooms are blocked at the State rate of \$82. 3 CERPS are available. Starts at 9 am – 3:30pm. They are planning on 100 people.</p>	
<p>Breastfeeding Friendly Child Care/Worksites Updates:</p>	<p>Green Lake County re-designated a child care center and received the certificate. She said 2 of the mini-grants were in Green Lake County Jamie Family Health LaClinica and Julia in Princeton School District will be working with Green Lake County Health Dept.</p> <p>Outagamie- re-designated 2 of our child care centers. There is another one scheduled to re-designate tomorrow and then one that is not due until November. For Worksites we have 5 sites in Outagamie County that have a dedicated breastfeeding space for workers and 3 sites in the county that have a dual use breastfeeding space. They do not currently have employees that need a space but they have a dual use space for visitors and future employees who may need a space to pump.</p> <p>Winnebago County has a Public space open for visitors. Another space for employees. They have an additional child care center that is interested in becoming designated.</p> <p>Fond du Lac- not many updates. New nurse started that is also interested in lactation. They have a space but is pretty stark- long and narrow. They are working on furnishing it. It has a key to lock from the outside but need to be able to lock from the inside.</p> <p>Kristine of Menasha Health Dept said she sent emails to child care centers that are due for re-designated and hasn't heard anything back yet. She said the HR Director asked for assistance in</p>	

going through to business assessment. Tomorrow she is meeting with HR and Admin to help in creating policies.

Appleton- Anna intern was very helpful last summer but has going back to school. Anna started on a few projects within the city working with divisions in the city and are working their way through that. They received a list of the top 5 employers in the city based on number of employees, but have had issues trying to reach their HR or their Wellness person who are sometimes in a completely different location. Jess said they asked the community development director for this information and that has been helpful. She said they may connect with the Chamber of Commerce.

Jess said she is on Weight of the Fox Valley and said Winnebago County Chamber expressed interest in a Breastfeeding Friendly Worksite presentation. She said the Weight of the Fox Valley and WELCOA had her do a training at a joint meeting. Jess said she has reached out to those groups but hasn't helped her in reaching the right people. Winnebago wanted to make Breastfeeding Friendly Worksite designation to be in WELCOA. Jess said she and Becky re-designated all childcare centers - not too challenging for them.

Rachael of Outagamie County said she has worked with moms who work at McDonalds have had to quit breastfeeding when they returned to work. Kwik trips are also questionable for moms- depends on the location. She asked if there are any solutions. An idea was put out there to work with a national organization so the larger chain stores/restaurants. Allison said Kwik Trip has a tent that they move from location to location for moms to use. Amanda said she has a mom that works in a day care center that is designated as Breastfeeding Friendly and she didn't have enough time. She said there is so much turnover in employees.

Judy said Woodman's has a pumping room available for employees now.

Waupaca- Sarah working with Waupaca Foundry and with Veterans home in King. They have a student that is working there so nice to have an in. There is a policy and it is going to the state for approval at a state level because it is state owned. Looking at an employer that has a location in New London and Clintonville location and are looking at recognition. Sarah Robbins is an intern at King that is a student. Rachel knows a nurse that works there and is really pregnant. Sarah said King has really embraced it and is really interested in the business aspects of retaining employees etc. It really wasn't a hard sell. Sarah asked what type of business recognition has been given. The group discussed that Health Departments have individualized the recognition to what the employer wants. Jess explained we are working on this through the COIIN Project. Explained employers are not necessarily interested in a plaque or even certificate but many are interested in social media recognition for their website or Facebook page. Unfortunately, there are not templates for the

	<p>social media recognition. We do have a template for a certificate for businesses.</p> <p>Sarah said she has found a window of opportunity for businesses when they have employees that are pregnant or newly postpartum they have this on their radar and if not, they really don't seem to get it or have it on their radar at all.</p> <p>Anna- Kewaunee County- working with the county to become a Breastfeeding Friendly Worksite. She said finding a room in each building has been an issue. Hoping to work things through so they can find a space through each department. Working with Libraries in Kewaunee and Algoma. Both are on board- just need to figure out what room they are going to have for their lactation space. Jess said they met with the director of each location and they had ideas. Cindy said they worked with the HR Director and when she told sites they needed to figure out a space. All areas jumped right on it and within 2 weeks had it pretty much figured out.</p>	
<p>COIIN- Collaborative Innovation and Improvement Network</p>	<p>COIIN- 10 mini grants -10 applicants. Local participants: Julia Green Lake County, Becky &amp; Jess Appleton, Amanda Fond du Lac, Cindy - Outagamie</p> <p>This group is looking at the Worksite Toolkit and suggestions on that and also looking at the designation piece. Another thing being worked on is the logo for worksite designation.</p> <p>YMCA in Neenah/Menasha – Mary Sievert is pushing very hard to get all of the YMCA's designated as BFF Child Care. Cindy and Becky did a BFF Child Care training for an annual training.</p> <p>WALC had their logo designed for \$100 from the same place that Brown County used. They are Logo Boutique out of Florida- it would be electronic logo, camera ready that could be an electronic logo made into anything including window clings. Jess shared her idea for the Logo would be the Universal BF symbol inside the State of WI, with a statement such as "Designated Breastfeeding Friendly".</p>	
<p>WALC Grant</p>	<p>Mom's Focus Group- WALC Grant Funds to do this project. World Café style as in the first kick off for BFAN- ultimate goal of figuring out what is working and what needs to be improved. We need to be strategic about what we are asking. We need to figure out how much manpower and if a person commits to helping how much time that would involve.</p> <p>County Building, we could use one for free and space we want to get people who normally can't make it- so would need to be in the evening. UW-Extension staff to facilitate if possible. Our questions depend on the population. Jess had a sign up at the World BF Walk- about 5 people gave their email addresses for this.</p> <p>The group discussed having a UW-Extension person facilitate the event as we did in the past and at</p>	

	<p>that time there was no cost to have a facilitator work with us.</p> <p>Discussed having a Kwik Trip gas card for moms who attend. The group discussed what we want to ask will depend on which moms we will want to invite. Discussed having moms who have breastfed within the last 3 years.</p> <p>Do we do it somewhere they can bring their children? Ashley said they have hired child care workers for Parent Connection that are back group checked etc. Ashley said she can check into BFAN utilizing their staff to do child care.</p> <p>When WALC gave us the grant they said they wanted us to target moms who are not generally at a group like Le Leche League. The group discussed, “Do we try to target teens, lower income and different ethnic backgrounds?” We would like to get a better gauge of what is going to help these moms meet these goals. Discussed having a focus group during the day and during the night so most moms could come. We are hoping to have a BFAN member at each table.</p> <p>Oshkosh and Appleton- locations to make it happen twice in one day and cover all of Northeast WI. Billie asked that the group realize that we have some additional money from our checking to use towards the focus group as long as everyone agrees. We don’t have to just rely on the grant money.</p> <p>Jess asked that the group consider our options in the next month and we will have more of a discussion at the next meeting.</p>	
	<p>Allison said there will be a Milk Mob Training at Wittman Field in January or early February. WALC is in March- so April might be a good month to hold the focus group.</p>	
<p>Next Meeting:</p>	<p>Thursday October 25<sup>th</sup> at St. Elizabeth’s Hospital from 2:30-4:00 pm.</p>	