

Breastfeeding Alliance of Northeast WI  
Meeting Minutes  
10/22/2015

**Members Present:** Rachel Juckem Aurora Medical Center Oshkosh, Jessica Moyle and Becky Lindberg Appleton Health Dept, Billie Verbruggen, Allison Lavery Montag, and Ashley Weselenak Winnebago County WIC, Cindy Brylski-Breit Outagamie County Public Health

**Breastfeeding Friendly Childcare Initiative:**

Jess and Becky said Jody Mosch-Ebling at the WI DPH Regional office was supportive of Appleton Health Dept choosing the Breastfeeding Friendly Childcare Center objective for 2016 with some minor changes. Jess said their letters to Childcare providers went out on 9/29/15, and Winnebago County sent out letters then as well..

Ashley said she called 8 days after the letters went out to follow up. She said 3 centers scheduled to do the pre-test, and 1 center is apprehensive but will take the pre-test and get more information.

Jess said AHD sent letters in regular mail to 14 Childcare Providers. They received one response by email 2 weeks later. They will do the pre-test and will receive information on what to expect in becoming BFF. She said they made follow up calls to childcare providers and will be working with approximately 4 childcare providers.

Cindy said that Outagamie County Public Health also chose the BFFCC objective for 2016, so can outreach this year, but will have to do the actual trainings in 2016. OCPH will be contacting the 5 largest Childcare Provider agencies to work with initially and then depending on capacity may be able to contact and work with more.

The group discussed that it may be helpful to say we trained x# of other centers so they realize other childcare providers are working toward BFFCC.

The group discussed that the purpose of the pre-test is to evaluate where the childcare provider/center is in becoming breastfeeding friendly. If they are definitely planning to work toward the BFFCC designation, the BFAN member will leave the BFFCC binder in the BFAN bag with mugs and pens. When each center gets close to approaching their designation the BFAN member will give artwork in a BFAN bag along with the children's books for the center.

Jess and Ashley said some of the centers are hung up on providing a private space for mothers to pump or breastfeed their babies. We need to be prepared to show the examples in the binder and discuss that the provider can use a shower curtain, blinds or curtains that can be rolled up, or strategically placed book shelves to provide privacy.

The Childcare provider determines who will be on their action team. Members of BFAN/Health Departments will make ourselves available to educate and answer questions.

Jess said that with their pilot daycare they had 2 informal meetings with the director and gave the binder at the second meeting. Then the staff did the pre-test. She said they encouraged the director and staff to complete the nap sack assessment. She said the beginning went very well, but the provider lost their steam along the way, in part due to construction at the facility and during that time Jess went on maternity leave. Jess said the director did not respond to multiple emails, so they sent a regular letter and are still awaiting a response. She said they will make a site visit, as possibly the director has changed since their meetings earlier this year.

Jess and Becky discussed possibly offering a large training at Child Care Resource and Referral so multiple centers could be trained if the childcare providers were open to that and it worked with their schedules.

The group discussed we should take pictures of "spaces" for breastfeeding mothers in addition to those in the training power point.

The group discussed breast milk storage magnets. The CDC is using the old ABM guidelines which do not address fresh breast milk. Discussed that some child care providers keep frozen breast milk in the freezer at the center and some have mothers bring in milk for each day.

Allison and Jeri will make a document that encompasses all breast milk and is very specific for providers. Rachel will look for magnet sleeves in 4" x 6" and 5" x 7" sizes so the guidelines can be kept on the refrigerator.

Billie gave an update that as of the last meeting we had a balance of \$721 dollars left for the WALC grant. We have since purchased 20 Mama Mama children's books at a cost of \$129.

The group discussed that the materials purchased through BFAN will be equitably distributed. Each health department will also have to provide in kind binders and materials for the childcare providers, as well as staff time.

### **WALC Conference Booth March 2016**

The group discussed having a table at the WALC Conference. Billie is on the Vendor Committee for WALC and will register BFAN for a spot.

Cindy will make a handout on how people can get involved in BFAN. Our membership number receiving emails is up, but the actual work is getting done by the "core members".

### **Professional Education:**

Mary Fochs wasn't able to attend the meeting, but she emailed that she met with 2 classes at Marian University to provide breastfeeding education on Monday Oct 12. She spoke for 1 ½ hours to each class.

**BFANWI Website:**

Meghan obtained information regarding internet providers and internet hosting. She is not able to attend, so will be emailing the information.

Cindy will send out the photo release for BFAN. Rachel said that Aurora recently updated all of their OB unit artwork. She said she will see if she can get a release to use some of the artwork for BFAN.

**Other Items:**

Jess said she is working with the city of Appleton regarding becoming breastfeeding friendly for their employees. She inquired if BFAN could make a brochure that explains what our Alliance is. She passed around a brochure from La Crosse that looked really nice and encompassed many of the things we are working on in BFAN. Billie and Allison will see Kim from La Crosse and will inquire if we can use their template to create our brochure.

Cindy and Sarah C from Outagamie County PH will be presenting at Childcare Resource and Referral on November 16th and can mention BFFCC then.

Allison said she, Dr. Katie Jacobe and Karen Metzler are putting together a presentation for the WALC meeting in January regarding a follow up to Building Bridges. The purpose of the training was to encourage use of community supports for breastfeeding after hospital discharge.

**The next meeting will be on the 3rd Thursday of November as the regular meeting day is Thanksgiving. So that meeting will be:**

**Thursday November 19th**

**8:30-10 am**

**UW-Extension Office in Grand Chute**

**3365 W. Brewster St**

**Appleton, WI**