



## Breastfeeding Alliance of Northeast WI Meeting Minutes

October 26, 2017  
 8:30-10:00am  
 Aurora Hospital  
 855 N Westhaven Dr  
 Oshkosh, WI

### Members Present:

Jess Moyle & Becky Lindberg Appleton Health Dept, Marla Hemauer & Joslyn Ware Fond du Lac County Health Dept, Cindy Brylski-Breit, Rachel Juckem & Judy Oppelt Outagamie County Public Health/WIC, Ashley Weselenak Parent Connection, Allison Laverty Montag Winnebago County Public Health/WIC, and Kari Schneider Green Lake County Public Health.

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	Minutes for September - no Corrections. If any corrections noted later please let Cindy know.	
Financial Report	No changes in balance for BFANWI accounty - \$2109.93 - Cindy will deposit a \$10 check from walk. A question was asked about the profit from the World Breastfeeding Walk. Currently there is no process to determine profit from events. Cindy will work with Billie on this.	
World Breastfeeding Walk T-shirts	We had decided at the last meeting to order a few of this year's walk t-shirts as they were very popular at the walk and the extras ordered sold out on the day of the walk. The group discussed ordering 15 additional shirts to sell at the WALC Conference in various sizes including some additional larger sizes. Ashley put together an inventory of the shirts still available and we still have a few of the golden/blue shirts from last year's walk. (These shirts did not sell well at the walk or WALC conference last year.) Jess asked that she put together an inventory sheet of what shirts we order and where they are sold such as walk, WALC conference etc. We have alot of onesies left that can also be sold at the WALC conference.	
WIC Coffective Update	Judy said OC WIC is working with coffective which is a program that the State bought. She said they are starting to get their feet wet. She said there are about 8 or 9 training modules that are an hour each. She said there are cheat sheets for workers for each of the modules. They have small cards that are available for specific things that the client might be interested in. She said there staff is doing 1 training per month. They are working on how to provide the training to clients involving the BF peer counselor and nutritionists. There is a free app for coffective. The concern at this time is it is a large app so if a client has the WIC app and the Coffective app that can take up a lot of room on the client's phone. Anyone can download the app. Judy said the WIC Director is planning to work more with hospitals. She said there is also a check off list that is on the phone app and a printed color coded check off sheet the client can be checked off as they receive. The biggest benefit is consistency in education clients. At this point Public Health nursing and clinics are not included in the education.	

<p>Website/Social Media Update</p>	<p>Jess and Cindy have been dealing with issues with the website for the last few months. Our current webhost B2 did not disclose they had never completed the transition from Fox Valley Web Design to them. Our domain came up for renewal and Gary from FVWD cancelled it without notifying us or B2. When contacted he said, "you are no longer my client". B2 knew something before we did because they purchased bfanwi.com and moved our website to that before the bfanwi.org was completely gone. Billie and the Alliance was able to purchase the bfanwi.org when it came up for auction so we now own that. More recently our website has shown up in a language with hieroglyphics, and links have not been functioning and we were told our website was hacked. We are working with B2 the current web host, but issues continue to happen. Jess said she checked right before the meeting and it is working today.</p> <p>Needless to say we have been very disappointed by the actions of B2. Because of this we have been looking at someone new for 2018. Jess, Cindy and Jeff Gremban met with Dillon Wages of Human Made. Dillon specializes in non-profit websites- Harbor House's website was one he made if you want to see what that is like. He said he builds the mobile friendly platform first. Discussed having him host our website for next year and then if we are able to secure grant funding later can have him redesign the website. He seemed to know a lot about opportunities for funding for non-profits. He also said when he creates a website he makes it pop up first on google searches. It would be over \$1000 to redesign the website. We had a discussion with Jeff about his availability to continue to make changes on our website. He said at this point he is able to continue to do that. Dillon said he designs websites using the Word Press program so it would continue to be editable.</p> <p>The cost for hosting the website would be almost exactly the same as we are paying B2 now. There would be \$100 transfer fee which Jeff felt was reasonable for the amount of time it takes. One thing Meghan had mentioned previously is that if there are any local people who would like their pictures posted on the website to have them sign the photo release and forward to her and Jeff can put on the website.</p> <p>The challenge is that we have an infected website. When we met with him he said that basically we need to get this cleaned up- he does not want to take it on as it is now.</p> <p>The updated Resource List is complete and it is updated on our website. The entire resource list was combined into one list. If there are any changes to the resource list needed please let Jess know.</p>	
<p>Coalition Engagement and Sustainability</p>	<p>WI Leadership Institute tools were shared at the WI Breastfeeding Coalition Summit in September which Jess and Cindy attended. In the past we have discussed doing a survey of members to determine what would help them be more engaged and the information learned can help us in this.</p> <p>Jess made a 10 question survey that she would like member feedback on. A description for Coffective was added Allison had the WIC folks look at it and was approved. Jess included questions on the survey about days of week, location, officer positions, subcommittee and suggestions for subcommittees. There are free options for conference call or video conferencing, and a question of who are we missing at the table.</p> <p>Rachel liked idea of flexible hours. She posed the question "what is the value add for the person attending the meetings, or for their employer?" She said through the Aurora half of the meeting is business and half education. What value helps employers to pay their people go to it. If people are interested in subcommittees maybe we have every other month large meetings and monthly subcommittee meetings. Another question is if person would be interested in an educational component. What would motivate your employer to send you to the meetings. Would you be interested in a leadership role? also listed as a question.</p> <p>Discussed community engagement from the WBC Summit. Reaching those most affected- top 5 group of people most important and how do we engage them. Community engagement- will do client survey with that info.</p>	
<p>Officer Terms and rolls</p>	<p>President is incoming for 1 year, president alone for a year and then outgoing president for a year.</p> <p>For 2019 – we will have elections for secretary, treasurer and incoming president.</p> <p>Cindy and Billie will get the treasury roll on a spread sheet and make it easier for perspective people running for treasurer to see what they are getting in to.</p>	

<p>Breastfeeding Friendly Child Care</p>	<p>BFF Child Care-  Appleton Health Dept- focused on Family Care Providers 25 approached- 3 designated. They presented at a Home providers meeting. Only 2 people signed up for Valley Assoc for Education for Young Children for the BFFCC centers. For next year they chose BFF worksite for the objectives. Their initial Priority is the Appleton Area School District. A person who deals with Worksite Wellness. They will have to re-designate childcare centers. Childcare Centers are supposed be retrained annually for one hour. WI BF Coalition was emailed by Jess and Amber said she has interns working on this. Kelli said they plan to discuss as a breakout at the MCH Summit.</p> <p>Winnebago County did worksites this year. Worked on Winnebago County BFF Public health Dept. with training at Public Health staff meeting in November. Allison said Amber made a 60 page tool kit. An HR person has already agreed to put the policy for BFF Workplace in the Winnebago County Policy. WELCOA wants to put in Breastfeeding Friendly Workplace as an option.</p> <p>The people designated as good businesses through WELCOA would be a good population to outreach to like Alta Resources, Oshkosh Truck, Wisconsin BF Coalition said they are making a few last minute tweaks and will be out there.</p> <p>Fond du Lac County is working on being designated for BFF they were recognized as a healthy workplace. Mercury Marine and school both have good breastfeeding rooms for employees and students.</p> <p>Discussed Bronze, Silver and Gold designations for employers. Could be a great competitive thing and help them agencies in hiring people interested in this..</p> <p>Green Lake did one workplace this year. Kari doesn't know what they are doing for MCH objective next year.</p> <p>Outagamie County designated 3 and have 1 that just needs the final walk through to be finished. They will be doing both Breastfeeding Friendly Workplace and Child Care Center objectives next year.</p>	
<p>Door Hanger/Posters for BFF Worksite and Childcare Centers</p>	<p>The group discussed door hangers. The state is able to provide door hangers that are free but pretty plain. Judy had an example for Julie- Julie was the cheapest at \$217.50 for 250 Insty Prints plus \$310.00</p> <p>The group discussed getting posters made that are culturally competent and decided to use the free door hanger from the state.</p>	
<p>Next Meeting</p>	<p><b>Next meeting picked November 30<sup>th</sup> per the doodle poll. It will be held at the UW-Extension Office in Grand Chute from 8:30-10 am.</b></p>	