

Breastfeeding Alliance of Northeast WI
Meeting Minutes
October 27, 2016

Members present: Ashley Weselenak Parent Connection, Allison Lavery Montag and Billie Verbruggen Winnebago County WIC, Jess Moyle Appleton Health Dept, Jessica Hermes UW-GB student with Appleton Health Dept, Kari Schneider Green Lake County Health Dept, Rachael Young Outagamie County WIC, Kristina Ingrouille Waupaca County WIC, and Cindy Brylski-Breit Outagamie County Public Health

Breastfeeding Friendly Child Care Initiative:

- City of Appleton Health Dept has 5 centers designated and 2 in process including CELC training with Bridges in Richmond Center training in November
- Waupaca County Health Dept has 1 center designated and others in process.
- Outagamie County Public Health has 4 centers designated, and 1 center in process will be designated by mid-November
- Green Lake County Health Dept has 2 centers designated.
- City of Menasha Health Dept has 4 centers designated.
- Winnebago County has 3 centers designated, and others in process.
- Calumet County Health Dept has 1 center designated and another in process.

The group discussed lactation outpatient coverage options in the Northeast Region. The current brochure we have for BFAN can be printed and distributed to any interested OB/GYN, Peds or Family Practice clinics. Group members were encouraged to keep track of where they distribute brochures.

WIC Coffective

This is a community based approach to prepare mothers for breastfeeding after delivery. WIC staff are receiving training on coffective. The goal is to educate moms during pregnancy and postpartum through WIC, the doctor's office and the hospital with consistent messages regarding breastfeeding. There is a hospital webinar for hospitals airing today. The tools look professional, and there are many materials that are downloadable free of charge. More information is available at:

<http://www.coffective.com/learn/>

St. Elizabeth's Hospital in Appleton is working on becoming a Baby Friendly hospital and is interested in learning more about the WI-Coffective Initiative. The lactation team has outreached to WIC Programs with interest in adding a member of a WIC office to their Baby Friendly Hospital Initiative Task Force.

The group discussed training for providers on November 6th in Madison

Primary Care Breastfeeding Medicine for Healthcare Providers* *presented by The Milk Mob*

With Anne Eglash MD, IBCLC, FABM Kathy Leeper MD, FAAP, IBCLC Jennifer Somers MD, IBCLC

Per the flyer, the topics to be covered include: Identify special properties of human milk that provide immunoregulatory, anti-infective, and tissue maturation activity. Recognize history and physical findings that may have a negative impact on lactation. Describe optimal breastfeeding management of common problems including failure to latch, sore nipples, inadequate infant growth, and low milk supply. Explain to a mother how to use her breast pump.

The group discussed "Should BFAN put on a training for providers?" Allison said it may be possible to have Ann Eglash do the training of we decide to go that route.

WI Breastfeeding Coalition Summit- Jess and Kari gave an overview of the Summit. They said there were not a lot of answers, but WI Breastfeeding Coalition (WBC) asked a lot of questions. Local Health Departments shared what they have been doing. It was a good opportunity to meet people out of our area involved in breastfeeding. They said participants wrote down what local coalitions want from WBC. Each card was read and ranked. They said it was loud and clear that coalitions want WBC to be the hub of connecting coalitions together, leading, and technical assistance. During the meeting potential regional reps were discussed for communication to report to WBC on what each region was doing and vice versa. It was confusing as to if the reps would be WBC or a Department of Health Services staff person. The attendance was about 50 or so people. They said WBC didn't say what the follow up would be to participants and nothing has been received back so far.

Planning for the Future of BFANWI:

Discussed updating our Strategic Plan and looking at roles of co-chair, treasurer and secretary.

Discussed the fact that our group has had a steady core group of attendees, but we need to create an inviting environment for anyone interested in breastfeeding to join and participate in the Alliance. This would help the Alliance get fresh perspectives, ideas and new people involved so we can evolve as an Alliance.

The next meeting falls on Thanksgiving Day. Upcoming meeting dates are:

Friday	November 18th	8:30-10:00 at UW-Extension Fox Valley
Thursday	December 22nd	8:30-10:00 at UW-Extension Fox Valley