



Breastfeeding Alliance of Northeast WI Meeting Minutes

December 13, 2018
 8:30-10:00am
 UW-Extension Office
 3365 W. Brewster St
 Appleton, WI

Members Present:

Jess Moyle & Becky Lindberg Appleton Health Dept, Kelly Krueger & Alison Lavery Montag Winnebago County Health Dept, Ashley Weselenak Parent Connection, Kristine Jacobsen Menasha Health Dept, Amanda Cassidy, Marla Hemauer & Marisela Krupp Fond du Lac Health Dept/WIC, Kari Schneider Green Lake County Health Dept, Judy Oppelt, Rachael Young and Cindy Brylski-Breit Outagamie County Public Health/WIC

Topic	Discussion	Action
Welcome & Introductions		
Review of Minutes	Minutes from last meeting- the date was actually October 25 th otherwise no changes.	
Financial Report	Allison said Billie reported there is \$500.38 savings (WALC Grant), \$1545.45 checking The group discussed purchasing a recorder for BFAN- discuss ordering an Olympus recorder that is refurbished for \$21.77. Cindy will order it.	
BFAN Secretary and Treasurer	Newly elected Secretary position will be shared by Ashley Weselenak and Amber Bastian Newly elected Treasurer is Rachael Young	
2019 Meeting Planning Survey	Meeting Planning Morning meetings preferred. A lot of people wanted to keep the meeting times the same in the morning 8:30-10:00. People are open to going to different places. The meeting attendance is best in the morning. Location that works best: Appleton 50%, Oshkosh 31% and Neenah was 18%. Number of responses 16. We have the Extension booked for every other month on the odd months. 4th Thursday 8:30-10am. Discussed reaching out to other sites for the even months at the 8:30-10 am. There were some comments of people wanting to participate but were unable to. The conference line option has been really appreciated. We will continue to provide this option for	

	<p>meetings in 2019.</p> <p>WI BF Coalition has a Zoom (an electronic video conferencing option) membership and will be rolling this out in January. . Zoom can only have one meeting at a time. Jess said once WBC has a chance to use Zoom she will see if they like it and if it works well for them. If all goes well Jess said she will check to see if we can use their login versus having to buy our own membership.</p>	
Coffective Update	<p>Hospitals have asked for some of the Coffective resources such as posters. Judy said the Thedacare Neenah and ThedaCare Appleton hospitals have filled out a plan of where they would use the posters. The Coffective website is updated and it can be hard to navigate. The videos are really nice on the website. Hospitals would like to see more of the Coffective materials utilized in the clinics. They felt the hospital stay is too late to get this info to their patient.</p> <p>Currently Outagamie County WIC is trying to work with St. Elizabeth's Hospital and have them do a plan for Ascension. This health system and Aurora both have the OB providers that work directly with the clinics and are employed by the Health system and their patients deliver at their hospital.</p> <p>Giving WIC handouts to the hospital promoting the WIC Program. Rachael is putting together packets using Coffective materials and WIC handouts to give to the hospital. The point of the packet was so all staff are saying the same thing.</p> <p>Judy said there are grants to assist in more of community focus so WIC could reach out to clinics and Public Health and assist in distributing materials and info about Coffective. There was a conference call for Coffective in October. During the call they talked about the match making to help Public Health and WIC Programs to connect. They talked about doing a luncheon for doctors as an option. More to come on this- Jess will find out more info and bring it back to the group.</p> <p>Jess had a handout for Coffective she received from the WBC Summit. The handout talked about building the Coffective collaborative. It also promoted a vague MCH objective that promoted continuity of care working with community groups and providing consistent messaging. None of the health department staff present at the meeting had taken this objective because it was so vague.</p>	
WALC Grant Focus Groups	<p>Focus group for women- need to find out a date and where: Want to have a space that was easy to access and can bring their children to. Would like to do a daytime and a night time focus group during the same week, but not the same day. Childcare may be important.</p> <p>Festival Food Menasha- Cindy spoke with Emily from the Menasha location for Festival Foods. She said the room is only available to non-profit groups with a maximum of 40 people capacity. She said there is a one hour time limit and only 10 children maximum can be in the Tot Spot at the same time. She said the Tot spot is meant for shoppers and the Tot Spot would not be available to meeting attendees. Cindy tentatively booked 4 dates in April and the space would be available in the evening from 5-8 pm. Since child care is not available and there may be safety concerns this option may not work for us.</p> <p>The group discussed having the children stay in the same room as the focus group and just having</p>	

BFAN members available to help entertain any older children.

The group discussed other locations. Jess mentioned the CELC in Appleton. The building is an old elementary school and it houses a child care center, Appleton School District positions and other agencies. Jess said she connected with the director of the day care in the CELC. They have a gymnasium and they have lots of toys. It would only be available in the evening. Becky pointed out the gym is still owned by the church so would need permission from the church to use this site. There is a cafeteria that might be available that is a wide open space that could be partitioned off.

Jess said she reached out to the Appleton Public Library because they have a great space for children that could possibly work for our Focus group. Melanie from WIC now works at Appleton Public Library and could be a good connection for BFAN.

Discussed churches as a potential site for the focus groups.

Parent Connection has a teen closet at First Presbyterian Church in the basement, central in Downtown Neenah. There are a lot of toys. It could be open for daytime or nighttime. Ashley will check on the availability on this space for us.

Winnebago County Coughlin Center- They are right off the highway and Winnebago County so we could utilize this space at no cost.

Ashley will check on the church and the YMCA for availability of dates.

The group discussed it would be a good idea to meet with Mandi Dornfeld to facilitate. Allison said she will check with Mandi on her interest and availability for beginning of April so people working on sites would have dates. Our next meeting is January 24th- we could have Mandi come to this meeting and could discuss the Focus group first and she could leave right after that.

Youngstar has a community engagement piece. Promote the breastfeeding Friendly Child care to help them not charge for location (YMCA)

Jess said she reached out to Leslie Wolf of Healthy WI Leadership Institute- the information BFAN used last year for community engagement came from them. (Maybe they know something about Focus Groups ☺) Leslie said there is a lot of work being done in the Public Health sector and hosting what they call Community Conversations versus Focus Group. Focus group implies extracting information versus discussion.

Leslie said What's not working is negative- should use asset based questions which are positively framed. ie If you have all the tools you needed to succeed what would you need? Another thing Leslie mentioned the meeting could be hosted could be somewhere people already are ie Parent Connection. Personal invitations mean a lot more. Incentives for participants – gas or gift cards.

Target audience would be women who breastfeed or have ever breastfed. May need to tightly facilitate the tables so it doesn't go negative. Establishing ground rules at the beginning of the

	<p>groups. Most people do not want to offend anyone, so this could help shape what is discussed. There is a lot of value in having diverse experiences at the same table. The plan currently is to do a morning meeting 10 am-12pm and an evening meeting from 6-8pm in the same week but not the same day.</p> <p>Discussed creating a survey we can hand to individuals that can't make it? Mandi could answer this. The group discussed having the survey electronically (Survey Monkey) after the focus group for people that could not attend.</p>	
BFAN BFF Child Care and BFF Worksites MCH Objectives	<p>City of Appleton worksite and childcares as they request designation. Winnebago County is doing worksite and childcare that request designation.</p> <p>Outagamie County worksite and child care as they request designation.</p> <p>Calumet County staff wasn't present at the meeting. Jess will reach out to Amber for this info. Waupaca County staff wasn't present the meeting. Jess will reach out to her. Fond du Lac County – Amanda will email Jess the 2 centers not yet on the list of designated centers.</p>	
WOTFV	<p>Weight of the Fox Valley- Allison spoke at the last meeting with very little notice as Dr. Jen Thomas had a family emergency and Allison gave a great presentation! WOTFV Next Generation – more to come. The Early Care and Education group has been a great collaboration- the YMCA BFFCC training came out of this.</p>	
COIIN	<p>COIIN Mini grants for worksites plan to do this again next year window cling. The group is also working on the recognition piece for Breastfeeding Friendly Worksite. Allison suggested this logo could be used for t-shirt logo for next year's world breastfeeding week walk also.</p>	
WBC/WALC Summit	<p>WBC WALC Collaboration on November 13th – Speaker was awesome- PT and craniosacral therapy- very great discussion in terms that were easy to understand. Jess will send this info out to the group.</p>	
Upcoming Events	<p>Outpatient Champion training January and February please send info to any clinics. Allison said 11 people are already signed up and she would like to double this number of participants. Great triage tools for staff.</p> <p>WALC Conference Save the Date – March 7th and 8th, 2019 We can have a booth and 2 people are needed to staff the booth. It can be divided by day if people want to split it. Need to let Jess know if your employer will not pay for your conference registration and you are interested in sitting at the BFAN booth for one or both days of the conference.</p> <p>Kids Expo- April 6th 2019 Saturday 9-3pm. Appleton Expo Center. Last year BFAN was able to have a booth for free. Jess has contact info for Jean to see if we can get a booth for free. Could bring the survey and have a raffle that moms could get tickets for. Jess needs to know if there are people available to staff this event before she pursues the free booth. Please let her know if you are available to help. Last year we have 4 people doing 1 - 3 hour shift each. It was the day of the blizzard last year but still had good attendance.</p>	

Next Meeting Date	January 24th 8:30-10 am Thursday	
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