



## Breastfeeding Alliance of Northeast WI Meeting Minutes

May 24, 2018  
 8:30-10:00am  
 UW-Extension Office  
 3365 W. Brewster St  
 Appleton, WI

### Members Present:

Anya Farin Private Practice, Becky Lindberg and Jess Moyle City of Appleton Health Dept, Amanda Cassidy, Marla Hemauer & Marisela Krupp Fond Du Lac Health Dept/WIC, Sarah Delfosse Waupaca County WIC, Ashley Weselenak Parent Connection, Billie Verbruggen Winnebago County WIC, Samantha Metko Thedacare, Kari Schneider Green Lake County Health Dept, Amber Bastian Calumet County Health Dept, Rachael Young, Judy Oppelt and Cindy Brylski-Breit Outagamie County Public Health/WIC

Topic	Discussion	Action
Welcome & Introductions	Thank you note from Mother's Milk Bank was circulated for the group.	
Review of April Minutes	Minutes approved.	
Financial Report	Financial Report: No changes. Jess was added to account. Cindy will purchase a bubble machine – check if plug in and/or battery.	
Coffective Update	<p>Outagamie County finishing the last section of the modules. Beth needs to coordinate with the hospitals. Thedacare has done the survey through the state. Sam said they are looking at the PowerPoint platform for training. Sam is the person coordinating the training along with Mary Jo Biederman. Amy Bardon is the manager of both Appleton and Neenah Thedacare Hospital Birth Centers. Sam said she has talked with Beth in WIC previously.</p> <p>The group discussed where to find the video modules for staff training. Sam said she had access to some videos but doesn't have the login for Coffective videos. WIC staff said the videos have a lot of hospital based information. Jen Oertner is the State WIC person working with WIC Programs and Kelli Stader is the State MCH person working with the hospitals. Sam said the PowerPoint is adaptable for teaching staff or teach it to teach parents. She said there is a lot of information so it is a little overwhelming so they are trying to find out how to add the PPT to the LMS Learning system.</p> <p>Clinic staff and Public Health nursing staff were not included in the Coffective initiative so will need to have</p>	

	<p>bridge from clinic to hospitals and WIC staff to Public Health nursing.</p> <p>VIMEO has videos for Coffective- Ashley said she is having good success with having moms download the app for Coffective through her role in Parent Connection. The Coffective site is a little overwhelming. There is more info on the website though so important to refer families to the website.</p> <p>Waupaca WIC and Fond du Lac are not involved in Coffective yet</p> <p>Amanda mentioned Wauwatosa Health Dept held a half day conference for Coffective</p>	
Community Events	<ul style="list-style-type: none"> <li>• WIC BF Conference in June - hopefully will be able to pull Coffective info all together</li> <li>• April 6<sup>th</sup> Kidz Expo next year sponsored by Kiwanis- estimated 1000-1500 people actually attended this year even if with the blizzard. April 6th, 2019 is the next Kidz Expo.</li> <li>• May 4th Young Parent Conference - 40 attendees. Becky manned a booth and said she spoke with a lot of young parents with great questions. She said this was going to be the last year, but such a great response will continue the conference next year. Becky said child care has not been utilized because most parents bring their baby with them. The age of the parent will be increased to 24.</li> </ul>	
Fond du Lac WIC- World Breastfeeding Week Celebration August 2nd	<p>Marla provided information regarding this and would like BFAN members to promote it. The event will be on August 2<sup>nd</sup> 6-8 pm. They will have raffles with a variety of prizes such as gift cards. She will email the flyer to Jess to so she can email to the group. Marla said they would like to borrow the matching game made for the Kidz Expo Jess and maybe the bubble machine if available.</p>	
WALC Grant	<p>Grant was submitted for the Mom's focus group idea. Jess said grant was received.</p>	
Le Leche League Conference	<p>Community Education event November 1<sup>st</sup> and 2<sup>nd</sup> - Camie will be speaking and the focus of the conference is diversity. They are collaborating with WALC to bring in the speaker. Sam said Jen Oertner gave permission to handout the conference info for this at the WIC conference in June.</p>	
	<p>Phone call last week from a chiropractor Dr. Michaela Wiester- she was asking to attend and present. Discussed maybe doing a panel of chiropractor, craniosacral therapist and speech language therapist. Discussed who to invite Dr. Steffes, Dr Peterson Sherwood, Dr Fosso all have been seeing our clients. Jess will check with Allison about putting together a panel for a WALC Quarterly Meeting.</p>	
World Breastfeeding Week Walk	<p>The group discussed the T-shirt color and decided on the earthy green logo with word breastfeeding in white and BFAN image on the back in white placed between the shoulder blades.</p> <p>Jess will add the shirt image to the flyer for the Walk.. She will finalize the flyer and send out with share widely.</p> <p>Cindy will send the electronic copy of the 501C3 to Jess to send out to the group..</p> <p>Donations</p> <p>Becky: Appleton Downtown requested  Monkey Joe's contacted- waiting to hear back  Badger Sports- can pick up donation tomorrow  Building for Kids needs flyer to complete the request  Festival \$30 gift card  Valley Popcorn submitted- haven't heard back. If no response will check with Tom's  Kwik Trip submitted and resubmitted-waiting to hear back  Extreme Air- needs the flyer and then can submit request  Meijer – put in for cookies. They will let her know within 4 weeks</p> <p>The group discussed that we usually request donations for refreshments for after the walk, or family fun activity passes that we raffle off. Cindy completed Raffle License application for this year and sent it in.</p>	

	<p>Oshkosh Waterpark - Ashley will reach out for a family pass  Appleton pool passes- Jess will reach out for a family pass  Sam's Club donated last year- Ashley will request a donation for this year</p> <p>The left over Leading Lady bras from last year will raffle/give away at the walk this year  Mom and Pop Place was discontinuing some brands of cloth diapers may be willing to donate if they all don't sell- we could check with her when the walk gets closer.</p> <p>Discussed speaker for this years Walk. Allison, a nurse midwife and Jess were past speakers and we had the Breastfeeding Friendly Child Care Center recognition. The group discussed Calda Roy- a breastfeeding mom running for governor as a democrat or maybe her husband as a speaker for the walk. The group discussed if we invite her to speak it would only if the politics can be left out.</p> <p>Billie said her daughter's boyfriend works at Schneider. She said she will have her daughter's boyfriend ask for Schneider truck  Becky will find out about Mile of Music  Fond du Lac Children's Museum- Amanda will check with them  Group members were also encouraged to think of new donations for this year.</p> <p>The following can be there the day of the walk:  Judy  Rachael  Cindy  Maricela  Ashley W  Sarah  Amanda  Becky  Amber</p> <p>The group discussed we have used the chairs at the walk for women who want to participate in the Big Latch but don't want to be in the group picture. We most likely won't need to use the Easy up tent because the Fellowship Hall may be an option if the weather is bad.</p> <p>Rachael's mother in law did a great job with pictures last year - Rachael offered to check with her to see if she would be available this year to take pictures at the walk.</p> <p>Cindy emailed Presentation Rental for microphone and speaker rental. No response yet.</p>	
BFAN Supplies	<p>After the walk is over the group discussed making an inventory of BFAN supplies and how often each thing has been used.</p>	
Breastfeeding Friendly Child Care Centers/Worksites	<p>Breastfeeding Friendly Child Care  Fond du Lac- City/County Building 7 buildings waiting for data on how many breastfeeding moms.  Sarah in Waupaca has met with Libraries, hotels and city of Clintonville did training  She condensed the tool kit and goes through the info with</p> <p>Discussed Gold, Silver and Bronze- Gold needs to have a multi-user pump, refrigerator &amp; sink, Silver needs to have a refrigerator and sink also.</p> <p>Appleton has been working with the Human Resources contact- embarking on a journey to include visitors in the</p>	

	<p>policy. Police, fire, facilities management- library and city hall on board already. Solution at present for visitors is if someone is at the City building for city business then the meeting coordinator is the one who schedules the lactation room for them. Jess and Becky said they are also working with Pfeffeler the company that owns City Center about creating a lactation space for public use.</p> <p>One of the group members worked at Timber Rattlers and said they made a lactation room out of an old bathroom and it was basically a chair and a little table.</p> <p>Outagamie County – Cindy and Jo Ellen met with Human Resources staff and discussed the Breastfeeding Friendly Worksite. They were very receptive and within a couple of weeks all of the sites except 2 had a space. Our HR was very pleased that with in the county there are 5 permanent sites and 3 temporary sites just about ready for worksites designation. The Airport is undergoing remodeling and they plan to include a nice lactation space. HR is updating the county's breastfeeding policy and will have the county board vote on it in August. The group discussed what we designate them with and discussed utilizing a Publisher template from Breastfeeding Friendly Child Care for the certificate. Cindy said our HR wanted something for their Website/Facebook page designating them as Breastfeeding Friendly.</p> <p>The group discussed having workplaces website link back to our BFAN site. Facebook – let us know if businesses are designated.</p> <p>Jess - June 21<sup>st</sup> Worksite /Well Cities Fox Cities Oshkosh – Jess will be presenting on Breastfeeding Friendly Worksites</p> <p>Next meeting June 28<sup>th</sup> at Aurora Hospital from 2:30-4pm.</p>	