Meeting Minutes Tuesday, October 2nd, 2012

Session Purpose:
To share brief updates on member’s breastfeeding activities and concerns, to provide education to members, to strengthen & sustain the coalition and to successfully implement our 2012 Work Plan.

Desired Outcomes:
- Increased knowledge of breastfeeding activities occurring in Oneida, Forest, Vilas & Price Counties
- Continue the work began with our CDC Nutrition, Physical Activity & Obesity Prevention Grant
- Promote breastfeeding education programs for area health care professionals
- Update the multi-county breastfeeding resource guide for completeness and accuracy & determine how best to make sure it is used by women & health care professionals
- Develop a social media presence for the Coalition with a website & Facebook page
- Increase coalition members knowledge of and implement the Business Case for Breastfeeding at one business

Attendance:
Debra Durchslag RD, CD, MPH, IBCLC
Paula Hanson RD, CD, CLS Public Health, WI DPH
Nancy Bauer RNC, MSN, WHNP-BC, IBCLC, Women’s Health, Ministry Medical Group-Northern Region
Hope Williams, RD, CD, CLS Peter Christensen Health Center
Brenda Husing, Brenda Husing RD, CD, CLS WIC Director/Dietitian, Oneida County Health Department
Jessica Belunes, RN, OB Coordinator Marshfield Clinic, Minocqua
Cheri Nemec, RD, CLS, Great Lakes Inter-Tribal Council
Via phone:
Leslie Borne RN, CLS, Price County Health & Human Services
Deb Bellamy RN, CLS, Forest County Health Department
Melissa Koengeter RN, BSN, IBCLC, Ministry Health Care - Howard Young Medical Center Birthing Center

Meeting Minutes August 7, 2012 Accepted

Chair’s Report
Facebook discussion- do people view and “like”?:
- Brenda thinks it is worthwhile
- Debra said she does not know who is going there as very few Likes on what is posted
- Hope said we can maybe do polls on FB, and will look into devising one
- Leslie “Liked” it since last meeting considered doing a link to her county page. Would be good to encourage moms to Like. If she can, Leslie will put a sign up to encourage moms to “Like” coalition on FaceBook
- Deb will continue renewed effort and enthusiasm with Andrea – if you have other sites that you use please can send a message to our FaceBook page and Deb will Like the link
- What about web page, yes it is used for agendas, minutes and resource guide a lot
- Debra posed “Do we want to spend dollars for developing our own web page in 2012??”

Update on Sept. 2012 Coalition meeting on Business Case for Breastfeeding:
- The following coalitions provided updates: Breastfeeding Alliance of Northeast WI; Chippewa County/Northwest Breastfeeding Network; Racine Unified School District
- *Deb will attach summary of meeting to minutes

**Other**
- Debra joined United States Lactation Consultant Association. They have live webinars – if members are interested in getting credits Debra can forward info.
- Association did a focus on marketing. Aetna is developing a database of IBCLC’s. Debra will attach.
- 2012 Hale medications book available through WALC for $20.00 plus $5 if you want it shipped.
- Debra shared WIC BF duration reports for counties

**Member Updates**

**Annual meeting plans (Brenda, Cheri and Paula)**
- Brenda shared Save the Date, had additional copies to share
- Purpose of the meeting is to highlight coalition’s work in the last year and gain organizational support
- Draft agenda shared. We are looking for updates on what was accomplished in 2012.
- We will send an email to all members to solicit their written comments, their own brief annual report, on this to include questions similar to what we are asking of the hospital policies.
- Plan to do a PowerPoint presentation – Debra confirm equipment
- Debra asked Mellissa about presenting hospital piece as Lynn LaFrenier is unable to attend

**Brenda**
- Was at the advanced lactation training in August
- Oneida Co. Health Dept. moved to old jobs center building across from Trigs
- Will have open house in November
- Northwoods Chronic Disease LEAN coalition, Oneida & Vilas counties, received a “Change” grant to do a formal assessment & will hire a person, we are formal members of this Coalition

**Hope**
- New WIC clerk in Flambeau Jodi Chapman

**Jessica**
- Have been a little bit busier more people are saying yes they want to breastfeed as she does education for pregnant women
- Movement on pumping room is still in physical therapy department have not heard back on time for pumping. Debra encouraged her to ask Rick Clark, Clinic Administrator to Dec meeting.

**Cheri**
- She also went to advanced concepts in lactation- they showed a variety of pumps and how they work. Good information.
- She noted that “Baby Behavior” UC Davis has been discussed at several conferences. California has trained all WIC staff and now looking to train hospitals. Cheri noted that parents see giving the bottle as one thing they can do to address babies crying. Debra said it would be nice to have “Laid Back Breastfeeding’ presented at WI WIC Conference

**Other**
- Debra noted the importance of sharing information on trainings available. We no longer have “WIC Updates” as this information is in WIC weekly report.
- **Discussion of Building Bridges August 14th and 15th 2013 (WIC and Hospitals.) Would be good to send a letter out on this from hospitals in support of having the training here. (Brenda has sent each member a request for a letter of support. Please consider sending one.)

**Nancy**
- Melissa let her sit on BF class. Nancy hopes to get something going in this regard.
- Noticed drop off in their prenatal BF ed. and support project and no data collection has taken place. Nancy will have to be responsible for getting the program back on track
• Obs. giving BF information – has slacked off
• Peds. are recommending formula supplementation

Mellissa
• Lost our pumping room, it has been confiscated by others as offices; Human resources rep is no longer here
• Glad to have connection with Nancy and would like to be able to share more info back and forth.
• Still having issue of formula coming out of clinic and pediatricians being barriers to BF.

Leslie
• Wants to encourage Melissa at HYMC to get together for BF education - & to use Price Co. Health Dept. for resources we love getting those referrals. Or call us directly.
• Melissa, if you have classes let us know about them
• We have a lot of moms interested in BF

Deb B.
• Peer is doing a great job in our county. We have clients that do not ask for help - don’t know how to reach those people- maybe we never can. Discussed that families have a lot of things going on that may interfere with BF.

Debra
• Northwoods Lean Chronic Disease Prevention coalition and membership agreement - they would like us to sign - asking if anyone is interested in providing education in the community.
• Debra noted that she has not been in touch with hospitals lately and the last she knew hospital nurses were doing Wellstart training. Nancy noted that it is a matter of putting what they learned into practice.
• Nancy noted that Obs. are very supportive of breastfeeding
• Deb will included a link on article on new WIC food package, second link, and another link from the Institutes of Medicine on how WIC can work to decrease obesity: Chapter 3 WIC & Obesity (BF) & Chapter 4 BF are very informative as they review research that has been done and contain information to inform our practices, such as BF classes . Both links are below.
  • http://www.fns.usda.gov/Ora/menu/Published/WIC/FILES/HealthImpactsWIC_IOM.pdf
  • http://www.fns.usda.gov/ora/MENU/Published/WIC/FILES/BirthMonth.pdf

Distribution of Resource Guide Please share the Guide and Letter with as many colleagues as you can
• Resource guide is available on website. We have wanted to get these out to people that may not think of BF as a top priority. In your own communities we would like to have people drop these off Brenda passed around- take as many as you want.
• Will post letter on website and send out an email on this

Bylaws revision Vote Report
• Bylaws revision to add treasurer approved by 13 members, none opposed.
• Paula noted we need to add sentence regarding 2 year term as described in other positions.
• Debra moved to add this sentence, seconded by Brenda, motion passed.
• Debra will add sentence regarding two year term and post new version of bylaws, dated Oct 2nd, 2012 to website.

Nominations for Officers
Nomination forms and Officer Descriptions were shared. Forms can be submitted electronically or paper to Debra Durchslag. Feel free to nominate yourself or someone else to the positions! Nominations are due by Nov. 6th. List of nominees will go out Nov. 13th, 2012.

Journal Club
Reviewed Baby Friendly Hospital Practices and Meting Exclusive Breastfeeding Intention
  Cria G. Perrine, Kelley S. Scanlon, Ruowei Li, Erica Odom and Laurence M. Grummer-Strawn, Pediatrics, online June 4, 2012; DOI: 10.1542/peds.2011-3633
Discussed the importance of not supplementing as well as overall support of breastfeeding.

Please think about recommending a journal article for our February journal club.

**ANNUAL Meeting: Tuesday, Dec. 4, 2012 from 7:30am-9:30am, Conference Room 1**