



# Northwoods Breastfeeding Coalition

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## Participating Organizations

*Forest County Health  
Department*

*Forest County  
Potawatomi*

*Great Lakes Inter-  
Tribal Council*

*Headwaters, Inc.*

*Ministry Howard  
Young Medical Center*

*Ministry Medical  
Group -  
Eagle River  
Rhineland  
Tomahawk  
Woodruff*

*Ministry Sacred Heart -  
St. Mary's Hospital*

*Marshfield Clinic -  
Lakeland Center*

*Northland Childbirth  
Association*

*Oneida County Health  
Department*

*Peter Christensen  
Health Center -  
Lac du Flambeau  
Wellness Center*

*Price County Health  
& Human Services*

*Sokaogon Chippewa  
Health Clinic*

*Vilas County Health  
Department*

*Wisconsin Northern  
Region Division of  
Public Health*

## Vision Statement

As breastfeeding advocates we represent childbearing women and their families. We believe that breastfeeding is natural and provides the normal nourishment for infants, benefiting both mother and child.

We come together in this coalition to provide a strong unified voice in the protection, promotion and support of breastfeeding in Oneida, Vilas, Forest and Price Counties.

## Mission Statement

Improving the health of our communities by protecting, promoting and supporting breastfeeding in Oneida, Forest, Vilas and Price Counties.

## Goal

Increase the exclusivity, incidence, and duration of breastfeeding in Oneida, Forest, Vilas and Price counties in accordance with the U. S. Healthy People 2020 Breastfeeding Maternal & Child Health Objectives, Healthiest Wisconsin 2020, and in collaboration with local Community Health Improvement Plans.

## Objectives

**1. Strengthen the support for breastfeeding within the health care systems of Oneida, Forest, Vilas and Price Counties.**

### Strategies

1. Promote "Baby Friendly Hospital-USA" policies in the Oneida County hospitals.
2. Support training of local health care professionals in human lactation and evidence-based breastfeeding practices, education, and support
3. Ensure all members in the healthcare circle have up-to-date training and clinical skills in order to present this same evidence-based breastfeeding information to expectant and new mothers.
4. Provide networking for WIC clinics, hospitals, medical clinics, childbirth educators, tribal programs, community organizations and other health professionals.

**2. Empower families to make truly informed infant feeding choices by advocating for breastfeeding and increasing the availability of and access to breastfeeding resources in the community.**

### Strategies

1. Promote community breastfeeding resources, education & support groups for pregnant women, breastfeeding women and their families.
2. Promote and support initiatives to increase community awareness of the benefits of breastfeeding.
3. Support the laws designed to accommodate nursing mothers in the workplace, in schools, and in any public setting.
4. Support awareness of and sensitivity to cultural diversity as related to infant feeding practices.

**3. Strengthen the sustainability & position of the Coalition.**

### Strategies

1. Work on actions to further develop the Coalition's infrastructure, membership, and member's commitment to the Coalition's work.
2. Develop and maintain a presence on the Internet and Social Media.