



Northwoods Breastfeeding Coalition

Annual Report 2013

Vision and Mission

Vision

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

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

Work Plan Progress 2013

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.

Work Plan Progress

- Objective 1: Strengthen the support for breastfeeding within the health care systems of Oneida, Vilas, Forest and Price counties. (*Health Care Systems Supporting Breastfeeding*)
- Objective 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. (*Community Systems Supporting Breastfeeding*)
- Objective 3: Strengthen the sustainability & position of the Northwoods Breastfeeding Coalition. (*Coalition's Position and Promotion of Breastfeeding*)

Work Plan Progress

Objective 1: Health Care Systems Supporting Breastfeeding

- Received **grant** funding from WI MCH/WIC to present the Building Bridges Program at St. Mary's Hospital & Howard Young Medical Center, Oneida County, August 2013
- Received **grant** funding from Security Health Plan to provide 3 evidence-based resource books for each organization represented by participants at the Building Bridges Program
- Letter of support written for State of WI CDC 5 Year Grant application from us and the Vice President of a local hospital
- Two of our members became CLS's

Work Plan Progress

Objective 2 : Community Systems Supporting Breastfeeding

- Received **grant** funding to pilot test: 10 Steps to Breastfeeding Friendly Child Care Centers Kit with online education
- Participate on the Northwoods LEAN Coalition of Oneida & Vilas Counties
- Yearly update to BF Resource Guide
- Website maintained with agendas, minutes, resource guide, journal articles, etc.
- Blog spots and media releases for Building Bridges and Breastfeeding Week
- Maintain our Facebook Page for families & health care professionals

Work Plan Progress

Objective 2 continued

World Breastfeeding week at Oneida County Health Department. The Breastfeeding Peer Counselor collected success stories from WIC moms. Stories are posted on the OCHD website:

<http://oneidacountypublichealth.org/?p=275>



Work Plan Progress

Objective 3: Coalition's Position and Promotion of Breastfeeding

- Continue to hold bimonthly Coalition meetings
 - Continue with Journal Club at Coalition meetings
- Continue to hold regular Executive Committee Meetings
- New Coalition members:
 - three nurses, from two local pediatric offices, one from a local obstetric office, & two of them are CLC's
 - one home visitation specialist
- Submitted three press releases to local media
- TV coverage of the Building Bridges Program
- Developed a three year Work Plan 2014-2016 with Coalition members
- Presentation on WI N&PA Coalition April Teleconference Call
- Presentation at 6/13 WI Breastfeeding Summit of the WI Breastfeeding Coalition
- Participation in 11/13 in Oneida County's Public Health Accreditation process, highlighting the Coalitions work over the past eight years
- Developed procedures & timeline for maintaining our Breastfeeding Resource Guide & credential log

Building Bridges: Connecting Bridges to Breastfeeding Success Program

- An innovative half day program created to build a community support system for new mothers. The program includes evidenced based training on the following topics:
 - Bridging the Breastfeeding gap between hospitals and community partners
 - Five 'Baby Friendly' practices that will increase breastfeeding duration
 - Baby led self-attachment/Laid Back Breastfeeding
 - Why are we supplementing?
 - Identifying feeding cues
 - Dealing with guilt issues
 - Breastfeeding the late preterm infant
 - How WIC helps

Building Bridges continued

The Oneida County WIC Program, with support from Forest, Price, & Vilas Counties WIC Programs & our Coalition, received the Midwest OA a \$7,400 grant to fund two sessions at each of the two local birthing hospitals in August of 2013.

◆ Participants learned new and different reasons about why they should be supportive of women's choice to BF as well as how to support BF women and infants.

- ◆ 65 health care providers attended
- ◆ Representing 10 disciplines
- ◆ From 22 health organizations covering 8 counties

Building Bridges Attendees by Job Profession*

• Nurses	30
• Nurse Practitioners	5
• LPN's	4
• Registered Dietitians	11
• Physicians	3
• PA (Physician Assistant)	1
• IBCLC	4
• WIC Breastfeeding Peer Counselors	4
• CMA (Certified Medical Assistants)	3
• Family & Child Services Workers	2
• Students	2
• Others	3

*Some duplicates as RN's, NP's & RD's are also IBCLC's

Building Bridges continued

Attendees from 22 health organizations covering 8 counties

- 12 medical professionals from Ministry Medical Group Northern Region, Rhinelander
 - 10 practitioners from the Women's Health Department
 - Prenatal breastfeeding support is often limited so pointing this out shows the support from this department!
- 9 obstetric nurses from Howard Young Medical Center
- 9 obstetric nurses from Aspirus Wausau Hospital that is working on becoming a Baby Friendly Hospital
- Directors of the WIC Program & Honoring Our Children attended from Great Lakes Inter-Tribal Council
- Health professionals from 3 tribal clinics

Building Bridges continued

Security Health Plan Charitable Contribution to Community Health and Wellness grant

- \$2,273 awarded
 - 3 evidence-based breastfeeding reference books provided to each of the 22 health care agencies that attended Building Bridges.
 1. Medications and Mothers' Milk 2012
 2. Breastfeeding Answers Made Simple
 3. Dr. Jen's Guide to Breastfeeding

Building Bridges continued

Security Health Grant required an outcome-based evaluation

- Received completed evaluations from 55 attendees, an 85% response rate.
 - Evaluations revealed that participants learned new ways of how to support breastfeeding in their work settings, but understand why their support is so important to women who have chosen to breastfeed.
 - ❖ Most surprising response was so many respondents did not previously understand the importance of their own role in supporting BF!
 - Additionally, participants learned BF's public health importance.
 - ❖ Most of the respondents were not familiar with BF recommendations from the CDC, the Surgeon General, US Healthy People 2020, and Healthy WI 2020!

Hospital V.P Letter of Support:

..."Our breastfeeding task force was responsible for driving practice changes necessary to increase breastfeeding initiation, duration, and exclusivity. I am proud of the active engagement shown by our Birthing Center nurses, our obstetricians and our pediatricians on this task force. The facilitation and training provided to this group by the coalition and guest facilitators and speakers supported by the grant (CDC Obesity Prevention Grant 2010-2011) was invaluable. ***We have made gains, but it is very important that we continue to combat diabetes, heart disease and obesity any way we can, starting at birth.***"

Member's Successes

- 6 members attended the WALC Conference March 2013 for continuing education
- 5 members attended Wisconsin Breastfeeding Coalition Summit for continuing education
- Presentation of our work at Wisconsin Breastfeeding Coalition Summit June 2013 (Debra)
- Vilas County reports continued growth with their peer counseling program.
- 2 Coalition members completed Certified Lactation Specialist (CLS) training in May 2013.
- Childbirth Preparation class re-started with staff from both MMG Rhinelander, & St. Mary's Hospital, to include infant feeding

Member's Successes

- Price County noted an increase number of mothers who initiated breastfeeding.
- Price County provided support to a local factory that then allowed mothers adequate space and time to pump at work.

Breastfeeding Friendly Child Care Centers

Received grant funding from WI Department of Health Services - Chronic Disease Prevention Unit to implement WI's 10 Steps to Breastfeeding Friendly Child Care Centers Resource Kit

- 3 Coalition members are working with 6 child care centers
 - 3 in Oneida County
 - 2 in Vilas County
 - 1 in Lincoln County
- Program is also supported by the WI Breastfeeding Coalition.
- ◆ These Centers will be listed with the Child Care Resource & Referral as Registered Breastfeeding Friendly
 - ◆ Centers will also be listed on our website as Registered Breastfeeding Friendly

Journal Club

- Members reviewed and discussed current literature related to breastfeeding
- Articles provided by members at each Coalition meeting

2013 Funding

- Received \$7,400 grant for Building Bridges
- Received \$1780 from Northern Central Dietetic Group
- Received \$2273 grant for purchase of breastfeeding reference books for the Building Bridges Program
- Received \$4000 grant for Breastfeeding Friendly Child Care Center

Total: \$15,453

Moving Forward to 2014 - 2016

2014-2016 Work plan developed by Coalition members

Objective 1: Health Care Systems Supporting Breastfeeding & normalize breastfeeding

1. Members to adopt a clinic, health department or pharmacy
2. Promote breastfeeding friendly:
 - Physician Offices
 - Tribal Clinics
 - Health Departments
3. Promote BF Friendly Practices in other Health Care Settings to provide a continuum of care
 - Pharmacies
 - Emergency Rooms
 - Medical Suppliers (breast pumps)

Moving Forward to 2014 - 2016 con't...

4. Educate medical professionals & community about prescription drug abuse/addiction affecting pregnant and breastfeeding women (opioids)
5. Breastfeeding education presentations to nursing students
6. Hospital/Home visits by WIC breastfeeding peer counselors and family home visitors
7. Promote Breastfeeding Friendly Hospitals USA in Oneida County Hospitals
8. Support breastfeeding training of local health care providers/professionals

Moving Forward to 2014 - 2016 con't...

Objective 2: Community Systems Supporting Breastfeeding & Normalizing breastfeeding and empower families

1. Develop sustainable plan to effectively communicate community breastfeeding resources
2. Support the laws designed to accommodate nursing mothers
 1. Participate on local Chronic Disease Prevention Coalitions
 2. Business Case for Breastfeeding
3. Promote & support initiatives to increase community awareness of breastfeeding through print, electronic & TV media
4. Continue our work with the registering Breastfeeding Friendly Child Care Centers
5. Promote & educate men on breastfeeding
6. BF Week August 2014

Moving forward 2014 – 2016 con't....

Objective 3: Coalition's Position and Promotion of Breastfeeding

1. Recruit and maintain active membership
2. Share and publish breastfeeding initiation, duration and exclusivity data
3. Secure additional funding
4. Annual Meeting December 2014
 1. Increase attendance by Coalition members' supervisors and the media

Connecting to NWBF Coalition

- Check out our website:

<http://oneidacountypublichealth.org/?p=628>

- Like us on Facebook: Northwoods Breastfeeding Coalition

- See our members resource guide:

http://oneidacountypublichealth.org/wp-content/uploads/2010/08/Resource-Guide-6_2012-1.pdf

Northwoods Breastfeeding Members

Three of our current members had babies in 2013 – all of them were/are breastfed!



Brenda and Amelia



Misti and Madison

THANK YOU!

- Thank you to all of our Coalition members for their daily support of pregnant and breastfeeding women & families
- Thank you to our executive committee...
 - Brenda Husing, Chair
 - Cheri Nemec, Vice Chair
 - Debra Durchslag, Treasurer
 - Hope Williams, Secretary
 - Paula Hanson
 - Barbara Stoddard