



Northwoods Breastfeeding Coalition

Annual Report 2012
Presented at the Annual Meeting
December 4, 2012

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 2012

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

- Green Belt Project - Nancy
- Clinic Education – Nancy
- “Breastfeeding Welcome Here” signs - Leslie
- Breastfeeding resource cards with after hours contact provided to clinics and hospitals – Leslie
- Well Start Program-St. Mary’s Hospital-all staff completed

Objective 2 : Community Systems Supporting Breastfeeding

- Updated BF Resource Guide - Barb
- Website – Debra/Brenda
 - Blog spots
- Facebook – Debra
- LLL – Katrina (or representative, I don’t think she will be there)

Objective 3: Coalition’s Position and Promotion of Breastfeeding

- Bylaws created/adopted - Paula
- Annual Meeting - Cheri
- Recruitment – Brenda
- Initiation of Journal Club

Member's Successes in 2012

- 2012 Obesity Prevention Superhero
- HWPP Presentation – Brenda



Member's Successes cont...

- Hosted WALC meeting with Dr. Jennifer Thomas
- Presented at Wisconsin Breastfeeding Coalition Summit June 2012 (Debra)
- Vilas County reports continued growth with their peer counseling program. In 2012, the counselor recorded 22 contacts during pregnancy and 14 for breastfeeding dyads. Plans for 2013 include: infant feeding classes, increased availability during WIC clinics.
- Several members attended the Advanced Clinical Concepts in Lactation training provided by the State of Wisconsin.
- GLITC trained one peer counselor in 2012 and will train 1 in 2013. The Honoring Our Children Program continues to provide breastfeeding support to tribal communities.

Member's Successes cont...

- Price county provided WIC clients a face to face meeting with the Breastfeeding Peer Consoler regardless of their desire to breast or bottle feed. Clients were provided information on hand expression to relieve engorgement as well as accurate information to their questions on breastfeeding resulting in some moms to choose to breastfeed vs. bottle feed.
- Northwoods Breastfeeding Coalition display at the State WIC Conference



And more successes!

- Update from Forest County Health Department
 - One staff member completed Clinical Lactation Specialist training
 - Continued with WIC initiatives to support and promote breastfeeding
 - Completed second year of Breastfeeding Peer Counselor program.
 - Increased exclusive breastfeeding duration for 1, 3, and 6 months.
 - Provide reduced price breast pumps for sale to general public in addition to WIC breast pumps.

Success story :

- I have a client who totally breastfeed her second child and was quite impressed with how her oldest was more sickly as an infant. This compared to second child who did not even get so much as a common cold until she was about 14 months old. She quit breastfeeding at 12 months but is expecting third baby in middle of June 2013. She says she will try and breastfeed longer with the third baby.

Success Story

“Baby was breastfeeding, but things were not going well, mom was cracked and sore and needed a pump, baby was not gaining weight. We were able to provide a quality breast pump to the mom and also give her some much needed education on latch, pumping, keeping up milk supply and nutrition. The next day, I was able to do a home visit and make sure she knew how to use the pump and answer any other questions she had. My co-worker and I visited the family on Monday and asked about tongue-tie. We looked in the baby’s mouth and found the baby’s issues were stemming from the fact that his tongue was indeed tied, also known as “ankyloglossia”. I immediately made many phone calls to try to help the family have this taken care of. I called Wausau Aspirus hospital and though the nurse was doubtful any provider would see the newborn for the same reason, at the end of the day, one doctor was willing to see him for the 15 minute visit. The family was able to get the baby to Wausau the next day and he has been successfully breastfeeding and gaining weight ever since! He is now 6 months old and full of chubby little rolls we love to squeeze. “ Clinic RN

Funding

- Completion of Nutrition, Physical Activity & Obesity Prevention Grant
- Received \$1780 from Northern Central Dietetic Group
- Bylaws were changed in 2012 to include Treasurer's position to manage funding.

Moving forward to 2013

Objective 1: Health Care Systems Supporting Breastfeeding

- Building Bridges – Save the dates August 14th and 15th - Brenda
- Adopt a hospital, clinic, tribe – Hope
- Communication with local Pediatricians-coalition
- Research related to obesity and impacts of breastfeeding

Objective 2: Community Systems Supporting Breastfeeding

- Business Case for Breastfeeding
- Media releases
- BF Week, August 2013

Objective 3: Coalition's Position and Promotion of Breastfeeding

- Recruit
- Annual Meeting
- Press releases

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

THANK YOU!

- To our executive committee...
 - Debra-who completed her 7th year as chair~
 - Brenda
 - Paula
 - Barb