



Northwoods Breastfeeding Coalition

Annual Report 2015

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 2015

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

Supporting BF training of local health care providers

- MD's and RN's attended presentation by Dr. Jennifer Thomas (May 2015) titled Common Problems Moms Experience with BF and Strategies for a Successful Practice
- 5 members attended the WALC Conference-March 2105
- 4 members attended the WBC Breastfeeding Summit-June 2015
- Debra Durchslag participated in organizing and attended the WBC Conference on Maternity Care Practices for Physicians- June 9, 2015. This event was promoted to local physicians but none participated.
- Brenda Husing provided a presentation to Ministry Health providers discussing the purpose of the WIC program and describing the services provided.
- HYMC and Marshfield Clinic created a BF Improvement Project-members Misti Lavin, Leslie Borne and Melissa Koengetter are participating

Promote BF Friendly Physicians Offices

- Blaine Conley working with Dr. Slette to remove infant formula and assure that Women's Health Office is not providing formula.
- Jesse Weigel has removed magazines that are not supportive of BF from waiting rooms.

Promote BF Friendly Health Departments

- MCH funding focused on two BF objectives in 2015

Prescription drug addiction affecting pregnant and breastfeeding wome

- Vilas County reported follow up with providers regarding opioid addition and BF protocols from 2014 Annual Meeting presentation.

Work Plan Progress

Objective 2 Community Systems Support Breastfeeding

Develop sustainable plan to effectively communicate breastfeeding resources

- BF Resource Guide updated

Support the laws designed to accommodate nursing mothers

- Presentations by Debra Durchslag at Worksite Wellness Summits by Northwoods LEAN-information provided on [Business Case for Breastfeeding](#) and WI BF law.

Promote and support initiatives to increase community awareness of BF through electronic, print and TV media

- Northwoods Breastfeeding Coalition on Facebook
- Press releases

Men's perspective on breastfeeding support

- Breastfeeding education classes offered at St. Mary's
- Members attended session at WBC Summit focused on fathers and breastfeeding

Promote BF to other community organizations

- Debra Durchslag presented the NWBC Experience with Social Media for the WBC March 20, 2015 networking call

BF Friendly Child Care Centers

- Three members attended the Train the Trainer Session for BF Friendly Child Care Centers

Work Plan Progress

Objective 3. Coalition's Position and Promotion of Breastfeeding

Maintain coalition structure

- 6 bimonthly meetings
- Election of leadership in 12/2016

Recruit new members

- 4 new members joined in 2016

Promoting NWBC in the community

- World Breastfeeding Week events
- 2015 Annual Meeting with Panel Discussion from members

Member's Successes

- WALC meeting
- 5 Members attended Wisconsin Breastfeeding Coalition Summit for continuing education
- Lynne Larsen completed the CLS course-June 2015

2015 Annual Meeting

- Session Goal: to improve breastfeeding support in our communities
- Objectives: Identify current medical and community support for breastfeeding in our community
- Strengthen relationships between health care providers and breastfeeding support program
- Speaker Panel:
 - Samantha Hoffman, Public Health Nurse-Forest County Health Department
 - Andrea Johnson, Peer Counselor-Forest/Oneida Counties
 - Nancy Bauer, WHNP, IBCLC-Ministry Medical Women's Health
 - Written responses provided by Dr. Holly Frost, MD-Marshfield Clinic

World Breastfeeding Week- Breastfeeding and Work-Let's Make it Work!

- BF in the Park-Forest County
- WJFW - Oneida County Health Department provides tips for World Breastfeeding Week

Breastfeeding takes time, support, and space, but a lot of working moms may struggle gaining access to those resources.

<http://wjfw.com/stories.html?sku=20150805123141>

- NWBF Coalition at the County Fairs-providing baby stations including: place for breastfeeding, changing table, and BF handouts and coalition information.
- Forest County Potawatomi-special event with games and information on breastfeeding
- Lac du Flambeau-educational event with local providers and ice cream sundaes

Moving forward to 2016

2014-2016 Work plan developed by coalition members

Objective 1: Health Care Systems Supporting Breastfeeding

- Adopt a clinic, health department or pharmacy

Objective 2: Community Systems Supporting Breastfeeding

- Normalized breastfeeding and empower families

Moving forward....

Objective 3: Coalition's Position and Promotion of Breastfeeding

- Recruit and maintain active membership
- Share and publish BF data
- Secure additional funding
- Annual Meeting

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

Please email us at: [**northwoodsbfcoalition@gmail.com**](mailto:northwoodsbfcoalition@gmail.com)

THANK YOU!