

NEXT MEETING at the MARSHFIELD CLINIC, Minocqua June 7, 2016 7:30am-9:00am



Northwoods Breastfeeding Coalition

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

Minutes: April 5, 2015, 7:30am-9:00am, St. Mary's Hospital, Conf. Room 4, Rhinelander, WI

Attendees: Leslie Price, Price Co; Cheri Nemece, GLITC; Nancy Bauer, MMGNNR; Jesse Weigel, MMGNNR; Lynn Larsen, FRC; Sammy Hoffman, Forest Co; Stephanie Bartelt, B-3; Andrea Johnson, Forest Co; Rebecca Schillinger, Marshfield Clinic; Laurel Dreger, Vilas Co; Debra Durchslag, Community.

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 2014-2016 Work Plan.

Agenda	Discussion	Actions
Welcome & Minutes		February Minutes accepted
Treasurer's Report		Presented
<ul style="list-style-type: none"> • Introductions • Member Updates • Work Plan Updates 	<p>SB: Reported there is talk that the Human Service Center is taking back the program Birth -3 from Headwater, who has run the program for the past 25 years, in October. RS: Working with a mom of twins who is still BF; LL: Caseloads continue to be high; working with 5 young BF moms, one 15 y.o. high school student is nursing and the high school is very supportive, also the HS has a daycare on site and she is given time for nursing breaks! Attended the WALC Conference in March. Has worked with Rhinelander HS: so any students who participate in their home visiting can earn HS credit; JW: Triage on phone with BF questions or offers apts. w/ Nancy Bauer; both work in Women's Health; recently completed online BF credits to maintain her CLC. Continues to walk through the clinic waiting rooms and throws out magazines with formula advertisement. Doesn't know who receives them and puts them in the waiting rooms. NB: Will attend Tongue Tie workshop in May; ACOG new bf information; LP: WIC numbers down in Price Co. but BF numbers stay up; continue working with mom, seems younger women are doing really well. Trying to help a mom who was told at a clinic to give up BF due to the problems she was having. Goal is to do a Media Campaign this summer: struggling with moms going back to work and workplaces not allowing BF women the time to pump. Will work with local newspaper to</p>	<p>LL: we discussed how an article on this High School highlighting how it supports teenage mothers could help other schools follow suit.</p> <p>NB: Here is the link to the ACOG Breastfeeding Toolkit materials. (If the link doesn't work then just Google what is underlined.)</p>

do an article on importance of working moms to bf, directed at employers;

SM: High incidence of BF at Crandon WIC so nurse, RD, & BF peer counselor are all working on increasing BF duration: increasing the number of contacts they have with clients during the 1st 6 months. Finding these increased calls help them to catch women before they quit BF. They don't call you. Example: baby BF beautifully and then began to have teeth, and mom was planning on stopping BF but they caught it and now BF at 7 months from 5. Celebrating with portraits this summer for 3 moms who nursed for a year.

AJ: going to BF Training in Rothschild Friday & Saturday; having success with moms getting back to her when she texts them rather than email or phone. These moms are happy to text back and forth. Others have found the same thing.

LD: incidence has gone up but drop at 6 months and need to work on duration also through phone contacts; attended WALC and submitted that for CLS;

DD: Gave the Treasurer's report (attached). Attended WALC in March, another great conference. Participated in the MCH BF Learning Community Conference Calls on 3/2/16 on BF Friendly Child Care Centers and Workplace Settings (notes attached). These calls are held the 1st Friday of the month from 9-10am. Email Kelli Stader for more information on them. Participated in the WI Monthly Coalition Networking Call also 2/23/16 & 2/22/16: Feb. discussed re-energizing your coalition using best practices, March was local BF coalition updates, open to all. Working on our 10th Anniversary Ed. Day: speaker, hotel, catering, sponsorships/grants, etc.

CN: Busy couple of months for us: NWB Coalition planning team (Kim Ryan, Sammy, Lynne, Debra & Cheri) have been meeting frequently to plan the Coalition's 10th Anniversary Ed. Day program; and GLITC received the 3 year Kellogg Foundation grant to promote BF in tribal communities. The focus is on increasing BF rates with a 2 prong approach: BF ed. for providers in their communities; and a community based intervention plan so communities are promoting bf looking at intergenerational programs, worksites, etc. Attended the Kellogg's summit in DC last week, all about BF, fantastic, lots

DD: April Treasurer's Report attached.
Attached the MCH & WI BF Coalition Conference Calls minutes.
Next Coalition call April 26, 9-10am.

WI BF Summit: Sept 23, 2016

	<p>on Health Equity: how do we address different groups: Afro-Americans, how do we better involve our communities and change out communities to support bf? Kellogg’s supports a Resource person who works just to get formula bags out of clinics and hospitals; another working with men to better support BF: talking to barbers to teach them about BF and they then talk to clients about bf; there is a lot being funded through Kellogg’s foundation; how to train peer counselors outside of the WIC program, how as a community to do this; emphasis on young moms: see them as a diverse group themselves. (Our Coalition has talked about wouldn’t it be great to have community peer counselors but we always come up against needing liability/malpractice insurance. Perhaps Cheri can learn a way for us to do this, like a Baby Café?)</p> <p>Looking to hire a lead BF person for the grant. Will send position that is available to coalition members.</p> <p>One of Kellogg’s goals is to connect grantees with BF work already done, like a “warehouse” of programs so grantees can go and see what has worked and how it was done.</p>	<p>CN: Will share the position with Coalition members, please feel free to share it with others.</p>
<p>NWBF Coalition Education Day</p> <ul style="list-style-type: none"> • Save the Date – distribution • Sponsorships • Fundraising Committee: raffle baskets <p>Celebrating our 10th Year Anniversary</p>	<p>Decided to celebrate our 10th Anniversary by bringing to Rhinelander the UC Davis Human Lactation Center: <u>Secrets of Baby Behavior</u> on Tuesday, October 25, in Rhinelander. Kim Ryan’s sister-in-law is a graphic artist and designed our “Save the Date” flyer. We have been writing grants and sending sponsorship letters to cover the costs associated with bringing the speaker to Rhinelander. We are hoping to get enough funding so that registrations can be as low as \$25.</p> <p>Sponsorships: look at non traditional partners: business that might support BF ATTACH SPONSORSHIP LETTER FOR MEMBERS; JESSE: RHINELANDER FIRE DEPARTMENTEN; paramedics; Coalition Members will send press releases to county newspapers</p> <p>Raffle Baskets: baskets and sell raffle tickets, looking for anyone who has done raffles would like leader and anyone who would like to contribute to or seek contributions for baskets?</p>	<p>Tuesday, Oct. 25, 8am-4pm, Quality Inn, Rhinelander</p> <p>*Attached the sponsorship letter, please let Cheri know who you are sending it to so she can keep track.</p> <p>Lynn will contact:</p> <ol style="list-style-type: none"> 1. Child Care Resource & Referral Agency - Robin Mainhart 2. B-3 will send to 12 county region 3. FRC – 5 counties <p>Jesse & Nancy work with RMMG managers to promote it and hand deliver it Sami: Crandon & Laona clinics & to Jodie Harris FCPW Laurel: Vilas Co. Leslie: Price Co. Rebecca: Marshfield Sami will take on basket raffles with Lynne, FRC will contribute a basket. Walmart – go online to solicit support</p>

		Insurance Agencies Childcare Centers YMCA
Members: 2016 BF Promotion & Support Plans • What can be done to support 2014-16 Work Plan?		Reviewed 2015 Annual Plan which will be posted on our Website Journal Club - if you find an article and we can begin to review them again.
Projects for 2016		1. Begin to list activities you are working now for the Coalition's 2016 Annual Report. 2. Consider volunteering to be one of the Coalition Officers for 2017-2018 as we will be electing Officers in December 3. Look for someone to help with 2017-20 Work Plan, possibly from extension
Paula Hanson Memorial		
Adjourn	Next meeting	2016 Meetings: MARSHFIELD CLINIC June 7, Rhinelanders August 2, MARSHFIELD CLINIC October 4, & Rhinelanders December 6.

Links for recorded webinars of interest:

Illinois BF: <http://www.springfieldul.org/page.aspx?item=13>