



Northwoods Breastfeeding Coalition

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

Minutes: April 7 2015, 7:30 AM—9:00 AM, St Mary’s Hospital – Rhinelander, Conference room 4

Dial in #: [866-334-5976](tel:866-334-5976); Conf. Code: 4998653837; Leader Pin: 95726

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.

Attendees: Telephone – Lynne Larsen Vice Chair, H.V. Child. Hosp. WI, Leslie Borne RN CLS Price CoHD, Ann Price RN Florence CoHD, Samantha Hoffman RN Forest CoHD, Jodie Harris RN Forest Co. Potawatomi H&W Cntr, Brenda Husing RD CLS Oneida CoHD, Stephanie Bartlett Birth-3, Nancy Bauer NP IBCLC MMG, Barbara Stoddard, Blaine Conley RN MMG, Andrea Johnson BFPC Forest & Oneida Co, & Debra Durchslag RD IBCLC Sec./Treasurer

Agenda	Discussion	Action put with work plan
Welcome & Minutes		Lynn called meeting to order Feb. 2015 Minutes accepted Make sure Stephanie Bartelt’s, Birth to 3, email address is added to our email list.
Treasurer’s Report	No expenses or income in the last 2 months. \$1,122.23 is available plus \$238.92 for BF Friendly Child Care Centers, if anyone is interested in working with a center in any county.	
Introductions, Member updates & work plan updates	<p>LL: Has been on vacation, nothing new to report.</p> <p>NB: Attended the WALC conference, reinvigorating. Decided to continue rounding in hospital but now is doing it on her own time, trying to get there daily.</p> <p>The clinic has recognized Jesse W. as a CLC, looking at her doing more at the hospital when Nancy can’t get there; Hospital needs to provide BF service as it’s not a clinic service.</p> <p>Still doing prenatal classes and seeing women prenatally</p> <p>BH: lots of wrap up as expecting her baby this week.</p> <p>A new position @ OCHD might take over their BF space, a nice room with chair and brightly colored for families, decisions will be made by the time she gets back.</p> <p>Theme World BF Week: Ret. To Work; is in the coalition’s work plan.</p> <p>Baby Behaviors Program is their nut. Ed. plan as only 23% of their moms meet bf goal but if better understood normal baby behaviors they might be more successful; will do a training by end of Oct. 4; it involves a 5hr DVD; others find the training helpful and</p>	<p>Begin planning for events for World BF Week in August: Andrea will work on that for OCHD;</p> <p>Lynn is interested in seeing the Baby Behaviors DVD;</p> <p>Milwaukee is having a fall conference: UC Davis present on Baby Behaviors;</p>

can borrow it, it is a UC Davis program.

BC: RN case manager; just realized that their peds. dept has been giving out a northern WI ministry infant feeding handout, developed by St. Point: anticipatory guidance that promotes bottle feeding by telling the oz. of formula infant should be drinking. BC & Dr. Slette are working to change it. Still no space for a BF room because of remodeling, but working toward a space for BF. Feels like women have fewer questions, have a handle on BF; there are always problem with wt gain, but much better transition form OB to peds; true of both 1st time and exp. moms. Lots more BF. She knows a local woman who has bf photos, and is promoting BF. Blaine will tell her about the coalition and see if she is interested in joining.

SB: working with more pregnant women than BF women. She is able to support them, asking and answering their questions.

BS: 2015 WALC conference, good speakers: Amber McCann talked about the Millennial Generation – will not go to class and listen to someone they don't know, they want to learn from friends, don't want to read books and pamphlets, want to go to the internet. There are very good and bad sites on social media, so recommended to list more of these resources on our website. Also see if we can include video that promotes BF from GLITC on the website; Long term BF among Native American women. Ho Chunk Nation has a BF video.

JH: WALC conference wonderful.

LB: Seeing more post partum referrals. Would like to request that when talking about BF prenatally please refer women to WIC because if not on WIC they have more typical concerns about milk supply and latch. She is seeing more BF moms.

BH did presentation to OB/GYN's at Marshfield Clinic about WIC and one said he never counseled about WIC, thinking it is a place to get formula not that it is a great BF resource. People do not know what WIC can provide, and Brenda got info from them, when pregnant, that WIC was a formula program.

SH: working with incentives to see increase of moms starting to bf and working with them to meet their goal. 3 have met goal of BF a year and they get a portrait from a photographer. Two county employees are using their bf room.

AJ: moms really appreciate the bf support and let her know that it

***Ped.s got rid of all formula except nutramigen as they have to document formula given out. Joint Commission requires logging all formula given as a sample medication. Most was being thrown away and this helps bf!**

Women's health doesn't give out formula.

Nancy thinks the hospital doesn't have to document the formula it uses. Blaine will check this out.

Barb shared that she developed a DVD on long term BF with Native American women. It can be purchased from GLITC for \$25, ask for Honoring Our Children Program coordinator or Elaine Allen. We are also trying to see if we can put the video on our website for free.

***Resources suggested by Amber are at the end of the Minutes.**

Remind everyone when they are providing prenatal BF counseling that they remember to refer women to WIC so they receive all the WIC BF support while pregnant.

Will try and get these moms to sign a release form so their photos can be used by the Coalition in helping normalize BF.

	<p>wasn't there with their older children. BF Class in progress - collaboration between Oneida and Forest county WIC programs. DD: Reported that the updated Membership Directory will be posted on our website. Had a few questions about BF Resource Guide to complete its update. Shared that she presented March 20 on the WI BF Coalition's Networking call on our experience with Social Media. HYMC & Marshfield Clinic are bringing Dr. Jennifer Thomas to the hospital on May 7, 2015 for BF education. Fliers Attached. Working with Northwoods LEAN committee on Worksite Wellness for businesses. Conference will be held April 21 and Blaine Conley will be able to share the <u>Business Case for BF</u> program and a handout on "<u>Break Time for Nursing Mothers</u>" under the FLSA, will be in participant's folders. AP: None</p>	
<p>WALC grant suggestions:</p> <ul style="list-style-type: none"> • Resources for Physician's Offices • Step 3 Baby Friendly Physician's Offices/Health Departments/Clinics activities • Update our 2007 Physician Survey • Baby Café-supporting BF moms in the community • Injoy Breastfeeding Curriculum and materials purchase 	<p>Need in the community for breastfeeding education resources. We have been told by a physician that there is a barrier to print &/or purchase educational materials for patients. OCHD gives out the free <u>Your guide to BF</u> from the government: womenshealth .gov. MMG clinic purchases and gives the <u>Injoy Guide to Better BF</u> book. Good series with links to videos. Good overview of what you need to know first days and first weeks and encourage them to seek support and promotes WIC. Lynne - Home visiting does not do a lot of prenatal visits as most visiting begins after baby is born. So they are in need of additional bf resources. Brenda: lack of understanding for women's need for continuous hands on support for women, either peer counseling, women need a good girlfriend to call with BF questions. Barb women learn bf from other women – moms stop bf very early so between discharge and 7 days they need a home visit immediately. In the hospital she has help but when she gets home with she has no help. Lynne: must get in within the first 3 days they or they are done with bf by a week. The guidelines visit within the first 2 weeks is too late, and women don't call. Barb: give fathers one job: to call their support when they go home</p>	<p>WALC grant due May 1.</p> <p>Billboards could be used in every county and reach more people. Maybe advertising on Pandora, like Ministry does. Potawatomi Times newspaper covered the photo and billboard they did 5 years ago supporting BF. Lynne will ask a local photographer Bob Mainhardt is he is interested. Forest county uses photographer who donates time, she is one of the moms who works at the county. ACTION: Media campaign to normalize bf: billboards, videos, Pandora. Try and get various partners to support this: ministry to support an ad on Pandora, Jodie will look at her clinic and tie in BF as it helps decrease rate of diabetes and work together;</p>

	<p>from hospital!</p> <p>Baby café: grant would be to develop it, library, coffee shop.</p> <p>Jodie: what is the best way to go with print or social media: Andrea: mom's prefer the injoy videos as problem readying, very visual; if not acessable with phone then not interested; Barb: WALC blogs rec. 4 blogs ; Blaine: normalizing bf by using billboards, movie theater video trailers to get the ideas out; Lynn: moms don't want to leave house in case they have to nurse in public; changing rooms, toilet; bf friendly store notice; decals on doors; Should list on our guide /website where to go and nurse in stores; pods for moms to bf; ;Jodie: born to bf billboard up for many of the last 5 years: with kids now grown up; local moms talk about bf, Blaine and commercial get info from blaine, 500\$ billboards are less on hwy45, digital billboard 8/47 and brown st. Pandora Ministry advertises on it.</p>	<p>Debra willing to write the grant. Blaine, Brenda, Lynne, Samantha, Stephanie, & Leslie interested in working on this project. Anyone not in attendance who would like to work on this just let us know. Need to borrow or develop a release so photos could be used at local physician offices, billboard, website or books of photos. Include BF at all ages on the billboard.</p>
Promotion of Maternal Care Practices event	Debra shared Agenda and date June 9, 2015, Madison WI.	For primary care providers & NP.
Wrap-up		<p>Debra will write the WALC grant application with input from Coalition members interested in working on the grant.</p> <p>June 2 Coalition meeting we will begin working on the grant if we get it. Otherwise, see what we can do without it.</p>
Next Meeting:	June 2, 2015 7:30am-9:00am will be held at Marshfield Clinic, Minocqua. Ask at the desk for the room.	Our August and December meetings will be in Rhinelander. Our Oct. 6 Coalition meeting will be held at Marshfield Clinic, Minocqua.

Resources Recommended by Amber McCann, WALC 3/2015 Presentation

YouTube Videos:

Oxytocic Videos {Jessica Lang Kosa}
DIY Breastfeeding {San Diego Breastfeeding Center}
Videos by Jessica Barton, IBCLC
Embarrassed {Hollie McNish}

Blogs:

Bay Area Breastfeeding & Education
Best for Babes
Breastfeeding in Combat Boots
Breastfeeding Medicine {Blog of the Academy of Breastfeeding Medicine}
Breastfeeding Reporter
Lactation Matters {the Official Blog of the International Lactation Consultant Association}
Milk Junkies
Normal, Like Breathing
Nurtured Child
San Diego Breastfeeding Center
The Boob Geek

Facebook:

Australian Breastfeeding Association
The Boob Group
Breastfeeding USA
Clinical Lactation
Elizabeth Brooks, JD, IBCLC
Human Milk News
International Lactation Consultant Association
KellyMom.com
The Leaky Boob
United States Breastfeeding Committee
United States Lactation Consultant Association

Pinterest:

Breastfeeding Vision Board
Breastfeeding Center of Pittsburgh
Katy Linda, IBCLC