**Northwoods Breastfeeding Coalition**

**Minutes, October 3, 2017**

**Marshfield Clinic, Minocqua, WI**

**Call to Order:** The meeting began at 7:30 a.m.

**Attendees:** Debra Durchslag, Misti Lavin, Rebecca Schillinger, and Jennifer Ledferd. Jodie Harris, Jaycee Anderson, Blaine Conley and Andrea Johnson joined by phone.

**Approval of Minutes:** The minutes of the August 1, 2017 meeting were approved as presented. There were links added to include the Sesame Street and Mr. Rogers breastfeeding clips and the Coeffective Initiative. Debra asked coalition members to share the minutes at staff meetings and with colleagues.

**Treasurers Report:** There is a current balance of $2,100. The funds spent were $768 for the website and domain, Wisconsin Breastfeeding Coalition membership dues and Oneida County Fair registration.

**Introductions, Member Updates, Work Plan Updates:**

**Jaycee Anderson:** This is Jaycee’s first meeting. She is the Public Health Nurse in Forest County, WIC and PNCC. She refers moms to Andrea when they have questions. She has one year of experience helping new moms breastfeed. Jaycee was informed that the coalition has funds available to support breastfeeding education if she needs it.

**Jodie Harris:** Jodie reports that she continues to work on the MCH Grant with breastfeeding focus. She has been talking to day cares and businesses in the area. She introduced the government wide breastfeeding policy in a 15 minutes presentation to inform them of the policy. Her supervisor has retired and not yet been replaced.

**Andrea Johnson:** Andrea attended the “Building a Breastfeeding Legacy” meeting in Lambeau Field with Jenny Thomas. She reports that the “Loving Support” curriculum is being revised in 2018. It will be available to everyone and not just WIC. She also attended the WIC Peer Counselor training. The Coeffective Initiative will be rolling out to all Wisconsin WIC, hospitals, and parental clinics. They ask that we let all moms know about the app that is available.

**Misti Lavin:** Misti reported they have left one of the posters made for WBW in the pediatric office. Debra asked about the lactation room being used and Misti said it was. Debra requested photos of the room and if they could post the Marshfield Clinic BF policy on the website. Misti said she would talk to her supervisor about the policy and would get phots of the lactation room.

**Jennifer Ledferd**: Jennifer discussed the Baby, Baby! Prenatal class that was taught in Lac du Flambeau and will be offered to all tribes at the October 17 Native BF Coalition of WI meeting. She is also working on a class for teenagers. The Camie Goldhammer videos are on the website [www.nativebreastfeedingwi.com](http://www.nativebreastfeedingwi.com)

**Debra Durchslag:** Debra attended the Northwoods Lean meeting. It was a teleconference with businesses. The Rhinelander School District shared their breastfeeding support presentation.

**Rebecca Schillinger:** Rebecca said she does have photographs of the BF poster but has not forwarded them to Debra yet. Dr. Frost is no longer with the Marshfield Clinic. The nurses at Howard Young Medical Center are trained in lactation support but they do not have a Lactation Consultant now.

**Blaine Conley:** Blaine may have a family to speak at the annual meeting. She is prepared to share a case study.

**Health Equity- United States Breastfeeding Committee Conference:** Both Cheri Nemec and Jennifer Ledferd attended the USBC conference in Arlington VA. There was tribal representation from Alaska, Arizona, Oklahoma, Minnesota, Washington, and Wisconsin. The focus of the conference was health equity, racial equity, and seeing breastfeeding through an equity lens. The Government Alliance on Race and Equity shared a Racial Equity Toolkit, [www.racialequityalliance.org](http://www.racialequityalliance.org) The National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control (CDC) presented a cooperative agreement to implement innovative and evidence-based BF programs at the community level. There are free webinars [www.breastfeeding.naccho.org](http://www.breastfeeding.naccho.org)

**2017 World Breastfeeding Week Event Sharing:**

* Marshfield Clinic had their posters up and still have one in pediatrics.
* Lac du Flambeau had an ice cream social with BF booths and about a dozen families.
* Forest County Potawatomi had their Baby Shower like a mini health fair with ages & stages, dental, family resources and BF booths. They served healthy food and had about 30 moms and dads.

**Annual Meeting:** The meeting will be in Rhinelander St. Mary’s Hospital on December 5 at 7:30. The parent speakers should arrive about 8:15 for food and will begin speaking at 8:30 to 9:30. Andrea, Jodie, Blaine and Rebecca have parents/families they hope to participate. They will be confirming by Friday October 20th. The families will be offered a $20 gas card for coming and sharing their stories about breastfeeding. Good questions need to be developed to have for the families to answer.

**Breast-sleeping Panel Event: V**olunteers to work on the event are still needed. Debra reached out to Dr. Jenny Thomas but no word back yet. South Central BF Coalition has excellent articles on breast-sleeping and have been contacted with a request to share.

**Case Study- Blaine Conley**: Blaine met with a stay at home mother of a five-month-old baby who was still using the nipple shield plus supplementing with artificial baby milk (formula). She only breastfeeds four times a day about five minutes on each side and then follows up with a 5-ounce bottle of formula. Blaine wasn’t sure how to encourage her to stop using the nipple shield and breastfeed longer without going to the bottle of formula. **Suggestions:** tell mother to massage her breast while baby is nursing to get more milk out and pump in the evening to stimulate milk production. It is not uncommon to use the breast shield for months when latch issues are present and should be offered for mothers whose baby struggles to latch after evaluation. The recommendation is for baby to start solid food at 6 months and WIC has good handouts for introducing solids.

**Sharing Resources:**

* Workplace BF Programs- Family Friendly Business Initiacie.com- encourage area businesses to be aware of BF needs of customers and employees. Andrea is doing a letter and window clings. Nurses may use their personal time to approach businesses they frequent and schools in their areas. Jodie suggests that we identify needs of the community and share knowledge with library, schools, businesses.
* Website update and review- appears user-friendly and looks good. [www.NorthwoodsBFcoalition.org](http://www.NorthwoodsBFcoalition.org)
* Resource Guide update staff changes
* WBC Summit Conference: No one was able to attend.
* Mother’s Milk is Cancer Prevention flyer shared.
* Lac du Flambeau BF moms share milk with Bad River EBF 3-month-old baby whose mother passed away.

**Action Steps:**

* **Encourage Breastfeeding Friendly Businesses in your area.**
* **Review Breastfeeding Resource Guide for staff changes.**
* **Volunteer for the McKenna Event.**
* **Give case study to members prior to meeting so research can be done.**
* **Submit any suggestions for coalition website to Andrea or Debra.**
* [www.Zipmilk.org](http://www.Zipmilk.org) **submit Breastfeeding Peer Counselor, CLS/CLC trained people to their site**

**Adjournment:** Meeting adjourned at 9:00 a.m.

**The next meeting will be 7:30 – 9:30 am on December 5 at St. Mary’s Hospital, Conference Room 2, Lower Level, in Rhinelander. Conference call will be available.**

***If you are ever unable to make it to the meeting in person, a teleconference option is available and directions and phone number is on the Agenda.***