

Wisconsin Breastfeeding Coalition

Meeting Minutes – February 27, 2004

Attending: Anne Altshuler, Amanda Schmidt, Kathy Bolgrihn, Sally Callan, Marcia Barritt, Mary Pesik

1. Welcome and introductions

2. National Breastfeeding Campaign Update

A press release excerpt: on January 22, 2004, representatives of the United States Breastfeeding Committee met with Kevin Keane, Assistant Secretary for Public Affairs Department of Health and Human Services (DHHS) to learn the status of the much anticipated National Breastfeeding Awareness Campaign. The launch date for the Campaign had been moved to allow for the appropriate research review process within DHHS to verify the science behind the ads. Representatives of the infant formula industry and others had voiced concerns about the strength of the scientific evidence for a risk-based approach. Assistant Secretary Keane reported that the Campaign would be launched this spring. In a report to members of the United States Breastfeeding Committee on January 23, 2004, a senior agency official from the DHHS Office on Women's Health described the Campaign changes as minimal. The risk-focused campaign strategy remains intact and communicates the increased risk of diarrhea, ear infections, and respiratory illness and the possible increased risk of childhood obesity when children are not breastfed. The Campaign also stresses the importance of exclusive breastfeeding for 6 months. While ads targeting childhood leukemia and diabetes have been removed, further research has been authorized by DHHS to explore the relationship to not breastfeeding. Specific risk ratios were also removed from the ads. Assistant Secretary Keane indicated that he would also meet with representatives from the infant formula industry to inform them of the Campaign content just as he met with representatives of the USBC. He assured the USBC representatives that more information would follow when a launch date has been set.

Anne reminded us about Kiran Saluja's presentation on the Breastfeeding Campaign as part of the California Department of Health Services Public Health Grand Rounds on Thursday, August 14, 2003 on "The Impact of Infant Feeding on Obesity and Diabetes." I have attached copies of this presentation for your information.

3. Abbott Laboratories announced on February 20th a new program, Business Backs Breastfeeding™, designed to help companies support mothers who continue to breastfeed after returning to work. Shared and discussed for informational purposes. For more information go to: www.ross.com or <http://www.ross.com/images/library/business%20backs%20breastfeeding.pdf>
4. Prevention of Rickets and Vitamin D Deficiency in Infants fact sheet - Mary shared a final draft of this fact sheet that was developed for healthcare professionals. Follow-up: the fact sheet is available on the website and may be downloaded, http://dhfs.wisconsin.gov/dph_info/bfch/WICPRO/Nutrition/nutrition_fact_sheets.htm or is attached.
5. Website and email listserve - Mary showed a mock-up of the breastfeeding information that will be on the Department of Health and Family Services website. Follow-up: the breastfeeding information is posted, go to, <http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/index.htm>. The Building Breastfeeding Friendly Communities in Wisconsin packet and the DPH Breastfeeding Education cards are available on this site. Mary also discussed the possibility of setting up a listserve for Wisconsin breastfeeding professionals and advocates as part of the Loving Support project. The group description would be "The <<group name>> group is for Wisconsin breastfeeding professionals and advocates to share information and network. This group is a forum for asking questions and learning from each other. Group members may also share announcements about upcoming conferences and trainings, and breastfeeding resources and materials. This group was initiated as part of the USDA/FNS, Using Loving Support to Build a

Breastfeeding Friendly Community in Wisconsin project. The goals of this project are to increase breastfeeding initiation and duration rates, to increase public awareness and to decrease the racial/ethnic disparities in breastfeeding". Some suggestions for the group name included: WItalksBF, LovingSupportinWI or WIBFnetwork. This could be set up through Yahoo groups. Discussed other possible hosts for such a listserve (WALC, WAPC).

6. Blue Cross Blue Shield conversion funds - discussed some possible opportunities for funding through this program. There are 2 levels of funding: a planning grant up to \$25,000 and an implementation grant up to \$150,000. The request for proposals should be released later this Spring and these funding opportunities should be ongoing. For more information go to: <http://wphf.med.wisc.edu/index.php>. Terrell is refining a proposal for the Baby Friendly Hospital Initiative.
7. Planning for 2004 WBW - we spent much of the afternoon brainstorming on ideas for WBW. The 2004 theme is "Exclusive Breastfeeding: the Gold Standard, *Safe, Sound, Sustainable*". The words safe, sound and sustainable were discussed as they may be perceived differently by different groups if used without the definitions, which are quite long. Some materials/ideas that are useful for local coalitions/organizations include:
 - Governor's Proclamation - one original has gone out to the contact of the local coalitions on Mary's list. Concern expressed that the proclamation doesn't duplicate well and there may be better ways to use the proclamation locally. The text of the proclamation can be shared and adapted by local coalitions to get similar proclamations from the Mayor or County Executive. The text may be printed on nice certificate paper for displays (wouldn't have the Governor's seal or signature) but the message would be able to be shared.
 - Template for bookmarks - brainstormed a few ideas decided to see what ILCA comes up with before developing our own.
 - Decal/stickers - Mary had designed a decal with Loving Support but it had not gotten produced, may be able to make this available as a template that could be printed locally. Decal and sticker paper is available at most office supply stores.
 - Gold ribbon campaign - Sally's project had success with this last year. Sally will share the "how-to" for this project.
 - Sample press releases/articles
 - Display board materials
 - Handouts
 - Tie WBW theme in with Relay for Life, Susan Koman and similar events
 - Events at fairs
 - The Milwaukee Breastfeeding Coalition has a poster available - Contact SallyFollow-up on availability of WBW materials from national sources:
 - The La Leche League website - 2004 logo and action kit is available. The website is <http://www.llusa.org/llusa/wbw.html>
 - The World Alliance for Breastfeeding Action (WABA) has the 2004 information posted at <http://www.waba.org.my>
 - The toolkit from the International Lactation Consultants Association (ILCA) should be available to order in April/May. The 2003 Media Relations Guide is available to download and has some good information. For information go to: <http://www.ilca.org/news/wbw.php>
 - INFAC Canada should have their WBW kit available by the end of May. For more information go to: <http://www.infactcanada.ca/InfactHomePage.htm>
8. The Breastfeeding Committee for Canada is a good resource and has materials that may be able to be used for WBW and other uses. "Baby-Friendly Initiative in Community Health Services: A Canadian Implementation Guide" can be viewed/downloaded at <http://www.breastfeedingcanada.ca/html/bfi.html> May also want to consider promoting a similar initiative in Wisconsin???

9. Roster and list of local coalitions updated.

10. 2004 meeting dates

- Monday, May 10, 2004; 10:00-2:00 in Madison
- Friday, September 10, 2004; 10:00-2:00 in Madison
- Tuesday, December 7, 2004; 10:00-2:00 in Madison

Attachments:

PowerPoint presentation from Kiran Siluja

Prevention of Rickets and Vitamin D Deficiency in Infants fact sheet

WBC Roster

Local Coalition list