

Wisconsin Breastfeeding Coalition

Meeting Minutes – September 10, 2004

Attending: Anne Altshuler, Marcia Barritt, Wendi Rebholtz, Margot Harris, Mary Pesik

1. Welcome and introductions - Margot Harris attending representing WI AWHONN.
2. National Breastfeeding Campaign – Margot spotted a billboard near Milton, but no others had seen or heard the ads on television or radio. Brief discussion on how to get the ads aired. Will wait until after the election to pursue this more.
3. Blue Cross Blue Shield grant – Terrell Brock, Larry Greenbaum and Bonny Whalen wrote a grant to promote the 10 Steps to Successful Breastfeeding and provide education about Vitamin D and Rickets. The grant was submitted to the Medical College of Wisconsin in late August. The awards will be announced in early December. The website for more information about these grant opportunities is <http://www.mcw.edu/display/router.asp?docid=433> or <http://wphf.med.wisc.edu/index.php>
4. National Immunization Survey – CDC has released state-by-state breastfeeding data. The data available includes information on breastfeeding initiation, 6 and 12-month duration and 3 and 6 month exclusive breastfeeding. The data were gathered as part of CDC’s 2003 National Immunization Survey (NIS) which is a survey of mothers in 50 states. The National Immunization Survey uses random-digit dialing to survey households with 19-35 month old children. The website for more information is [www.cdc.gov/breastfeeding/NIS data](http://www.cdc.gov/breastfeeding/NIS_data)

Wisconsin data

	Breastfeeding Initiation	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive Breastfeeding at 3 months	Exclusive Breastfeeding at 6 months
Wisconsin	69.9%	35.1%	14.0%	42.1%	16.0%
Milwaukee County	60.0%	25.1%	12.3%	30.4%	8.0%
Rest of state	72.6%	37.8%	14.5%	42.2%	17.9%

5. Breastfeeding Resource Directory – the directory is currently on the WAPC website and needs to be reviewed and updated. Discussed possible changes to the format and document contents to make it more useful. Some suggestions included: adding email addresses, category of specialization (special needs, IBCLC, multiples, NICU, general breastfeeding, etc.) and a summary page of what each category meant. This revision will be a future project. Website: <http://www.perinatalweb.org/association/bfeed.html>
6. Breastfeeding legislation – review issue paper from the U.S. Breastfeeding Committee and discussed which type of legislation is most needed in Wisconsin should the opportunity arise in the future. The “right to breastfeed” and employer support for mothers returning to work were felt to be important areas.
7. Peer Counseling/Support Groups –
 - Update provided about the “Loving Support through Peer Counseling” initiative that will be implemented as a pilot in the few WIC projects with funding from USDA.
 - Anne Altshuler provided a revised copy of the Wisconsin La Leche League groups with contact phone numbers. The information is also available on the La Leche League website, <http://www.lalecheleague.org/Web/Wisconsin.html>
 - Some additional resources on mother to mother support were shared. Each DPH Regional Office has a binder of materials to loan.

8. Hmong posters – as part of the Loving Support project the La Crosse County Health Department developed a series of poster based on the 3 themes of Loving Support (embarrassment, support, time). Mary is in the process of having these posters printed and will let everyone know when they are available.
9. MCH Hotline – the Maternal and Child Health hotline is an information and referral number that is funded by the Maternal and Child Health Program and is the number that appears on many WIC and MCH publications. There is also a website, www.mch-hotlines.org/maternal.html. The hotline has a number of breastfeeding related referral places listed (search on breastfeeding). May be good to check and see if your organization is included and/or add it if not currently included.
10. ILCA Sharing – Anne Altshuler shared that there were 800 delegates from 19 countries at the conference. The next conference is July 8-12, 2005 in Chicago. There were 33 CERPs available at the 2004 conference. Among the many sessions were: Katherine Shealy from CDC talking about the NIS Survey, Ted Greiner has moved to Washington DC (great opportunity for US), Lars Hanson talked about his book, “Immunobiology of Human Milk”. Other information: Molly Pessel’s position was eliminated from Evergreen Hospital (the first Baby Friendly Hospital in the US).
11. Resources – several new or revised publications are available
 - “Bestfeeding” by Mary Renfrew has a new edition
 - “Breastfeeding and Human Lactation” by Riordan has a new edition
 - The 2004 edition of “Medications and Mothers’ Milk” by Thomas Hale is available
 - “Why Should I Nurse My Baby?” booklet by Pamela K. Wiggins has a new edition.
12. WALC Conference is March 11th & 12th at the Radisson Paper Valley Hotel in Appleton. The focus is on early feeding issues concerning term and pre-term infants. The two presenters are:
 - Marsha Walker, RN, IBCLC from Weston, MA. She is on the Board of Baby Friendly USA and Executive Director of the National Alliance for Breastfeeding Advocacy.
 - Nancy Wight, MD, IBCLC is Attending Neonatologist at Children's Hospital in San Diego, CA, Vice-President of the Academy of Breastfeeding Medicine, and is a positive force in the promotion of breastfeeding for all infants.

Conference topics include:

 - Breastfeeding the near term infant
 - Human milk in the NICU and for the pre-term infant
 - Hypoglycemia in the breastfed infant
 - The what, when, why and how of supplementation
 - Effective discharge teaching
 - Ethical issues (will meet the IBLCE CERP requirement)
13. California Public Health sponsored a Breastfeeding Grand Rounds via satellite downlink. Anne and Mary viewed the broadcast and thought it was very good. FOLLOW-UP: Mary had copies of the tape made and sent the tapes out to those who requested them.
14. Discussed is anyone had used the Medical Expense Flexible Spending Account to purchase breast pumps – no one had experience with a breast pump. Apparently it is an allowable expense with at statement of medical need.
15. A business called “Lactation Liaison” in Groton MA and run by Mary King, RN, BSN, IBCLC sent some information on educational resources that she has available for a reasonable cost. They are powerpoint presentations that can be used as a presentation or as an automatic slide-show with narration. There are modules geared for both the professional and mothers. For more information go to: www.lactationliaison.com

16. Discussion of ways to promote exclusive and sustained breastfeeding – a brief follow-up from the May WBC meeting. The group felt that the WBC should focus efforts on supporting moms who initiate breastfeeding so they will continue to breastfeed longer and to support exclusive breastfeeding. The Maine WIC Program has developed a spiral bound 8 ½” x 11” booklet as a non-threatening promotion of breastfeeding in waiting rooms. The booklet contains very short concise messages with many photos. It is being distributed in three waves. The first wave is to hospitals, physician and WIC offices and Head Start Programs. The second wave will be to dentist offices and the third wave will be to businesses. The group felt this would be a good project for the WBC to pursue.

Other resources for promoting sustained breastfeeding include:

- ❑ Working Mother, Nursing Mother
- ❑ How Weaning Happens
- ❑ Adventures in Tandem Nursing
- ❑ New Beginnings Newsletter
- ❑ Mothering Your Nursing Toddler

Next Meeting

Tuesday, December 7, 2004 from 10:00-2:00 in Madison