

Wisconsin Breastfeeding Coalition Teleconference

Tuesday, December 6, 2005

10:00am -12:00pm

Attending: Anne Altshuler, Marcia Barritt, Terrell Brock, Sally Callan, Jodi Klement, Barb Stoddard, Kate Pederson

- **Creating a Breastfeeding-Friendly Workplace CD Update.** The Creating a Breastfeeding-Friendly Workplace CD and request form, employer evaluation and template letter was sent out to Local WIC Breastfeeding Coordinators, Local Breastfeeding Coalitions, Wisconsin Breastfeeding Coalition members, and participating Wisconsin companies with lactation workplace programs - Land's End, UW-Madison, American Family Insurance, and WEA Trust. Requests are starting to come in - please feel free to request CD's for employers in your area or others that may benefit from viewing.
- **National Conference of State Breastfeeding Coalitions.** The United States Breastfeeding Committee (USBC) is hosting a National Conference of State Breastfeeding Coalitions - *Building Community Capacity to Advance Child Health through Breastfeeding* on January 21-23, 2006 in Alexandria, Virginia. USBC is inviting representatives from each state to attend (one from the state coalition and two from local coalitions) to attend this meeting designed to promote and strengthen the capacity of each state to work within coalitions to improve breastfeeding rates. The emphasis will be on building skills in developing effective coalitions, sharing the latest information on best practices and research, and networking. Kate will be attending the meeting and has invited the 2 chairs from the African American Breastfeeding Alliance in Dane and Milwaukee areas to attend as well. We anticipate sharing lots of useful information upon our return to Wisconsin - tune in to our February 16th teleconference (9:00 am-10:30am.)
- **Loving Support through Peer Counseling Update.** Through USDA Breastfeeding Peer Counseling funds, training and stipends for breastfeeding peer counselors are being offered to Local WIC Projects in FY 2006. All training costs will be covered by the WIC Program and a \$5,000 stipend to cover the cost of peer counselor salary and activities will be made available to all participating projects. (\$4,600 will be available for local projects that participated in the 2005 training and are sustaining their peer counselor program in 2006.) Applications and proposals were emailed to local projects on November 11, 2005 with a deadline of December 9th. Projects will be notified by the end of December regarding acceptance in the WIC

Breastfeeding Peer counselor Training Program. The peer counseling program will be expanded in 2006 to include training of Native American, African American, and White peer counselors as well as maintain our current Hispanic and Hmong counselors.

- **Mother's Milk Depot Project Update.** The not-for-profit Mother's Milk Association of Wisconsin (MMAW) is up and running. The first breastmilk shipment (1900 ounces ~ 15 gallons) from the Mt. Horeb milk depot has arrived at the Ohio Milk Bank for processing. Wisconsin milk will be returned when there is a request for it with a prescription from the healthcare provider, however, the request must be handled by the Ohio Milk Bank and cannot be done in Wisconsin. MMAW is currently involved only in facilitating the donation of milk to the Ohio Milk Bank. Any mothers who are interested in donating breastmilk, can get more information by calling 608-333-4955 or sending a request for donor information to mothersmilkwi@yahoo.com.

- **WBC Co-Chair, WAPC meeting feedback, and future of WBC.** Kate shared WAPC Nutrition Committee's position regarding the absence of support for a WBC co-chair and for the state breastfeeding coalition. At their November 4th meeting, the WAPC Nutrition committee suggested that perhaps there wasn't a need for a state coalition and that WBC's mission is being fulfilled by local breastfeeding and obesity coalitions. A lot of discussion ensued with the majority of the group agreeing that the mission of the WBC is not being fulfilled by any other entity and that there is a need for a state organization that can function as an umbrella for local coalitions, as a venue for resource sharing and support. It was suggested that we need to revisit the Loving Support Plan and review what was accomplished and what still needs to be done. Kate shared that she will be writing a final program report for Loving Support that is due December 30, 2005 (funding ended September 30, 2005), so she should be able to summarize what was accomplished. Also discussed -- that the co-chair should ideally represent a local breastfeeding coalition, although not enough representation from local members has been an issue with quarterly face-to-face meetings. We decided to hold bi-monthly (every other month) teleconferences with a possible annual face-to-face meeting to address the on-going issue of travel and allow more representation from local coalitions, as well as AWHONN, WDA, UW-EX, WALC, hospital and physician reps. Position responsibilities of the Chair/Co-Chair still need to be identified - Kate shared that she wasn't aware of any formalized organizational structure for WBC. (It was suggested after the teleconference that we facilitate a "membership drive" to include AABA and all the local breastfeeding coalitions.)

- We began addressing several strategic questions - who, what, where and how - Who are we and why are we meeting as WBC, What do we have to work with (resources), Where do we want to be? And How do we get there? Our mission is broad - "assist in the protection, promotion, and support of breastfeeding in Wisconsin communities." It was suggested that we break this down into more specific, attainable goals and action steps - again the Loving Support Plan was referenced as needing revisiting. Available resources will continue to be a limiting factor, especially since the end of the relatively loosely defined Loving Support funds as well as WAPC's questionable support. It was recommended that WIC continue to assume the cost of the teleconferences. Questions regarding writing for additional breastfeeding funding and what sources of funding other coalitions receive were also mentioned as food for thought. After lengthy discussion on the first two questions, we decided to continue our strategic planning at a future teleconference -- February 16th (9:00 am-10:30am.) At this point in time, Kate will have attended the USBC National Conference of State Breastfeeding Coalitions and will have (hopefully) lots to share from the skills building sessions as well as the networking that takes place with other state breastfeeding coalitions, e.g., structure of coalitions, funding sources, sustainability, etc.

- **Future teleconferences.** Next phone conference of the WBC will be held February 16th, 9:00 am-10:30 am, with remaining 2006 teleconferences determined at this time. Agenda and audio access information will be sent in early February.