

Wisconsin Breastfeeding Coalition Meeting Agenda

Tuesday December 7, 2004

10:00-2:00

McConnell Hall, Classroom #4

1010 Mound Street, Madison

Directions: From Hwy 12/18 take the Park Street exit. Go north on Park Street. From Park Street take a left onto Regent Street. From Regent Street take the first left onto Brooks Street. McConnell Hall is located on the corner of Mound Street and Brooks Street, directly across from the main entrance to Meriter Hospital. The hospital will be located on the left. Park in the hospital's parking ramp. A cafeteria is available in the hospital for lunch

Agenda

- ❑ Welcome and introductions
- ❑ Additions to the agenda
- ❑ At previous meeting we discussed focusing efforts a projects that promote longer duration and exclusive breastfeeding. Also, that breastfeeding is the norm in infant feeding. At the September meeting we looked at a booklet from Maine that was distributed to a variety of places for use in waiting rooms. It consists of short messages and a variety of colorful photos that present breastfeeding as a natural and normal part of life. Several members expressed interest in creating a Wisconsin version. In order to move forward with this project we need to answer some questions. So the bulk of the meeting will be spent on drafting a proposal for this project to solicit buy-in and resources, a distribution plan, and next steps. Bring your ideas!
- ❑ National Breastfeeding Campaign update – do we want to do anything to get the ads aired? Go to <http://www.adcouncil.org/campaigns/breastfeeding/>
- ❑ Brief Updates
 - Blue Cross Blue Shield grant application, Wisconsin Hospital Initiative – any news?
 - Loving Support through Peer counseling update – RFP to WIC Projects
- ❑ Local sharing/concerns/questions
- ❑ Update roster and local coalition list
- ❑ Schedule 2005 meeting dates