

November 2002
WIC Breastfeeding Update Attachments

Attachments

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Wisconsin Breastfeeding Coalition

Meeting Minutes – September 20, 2002

Attending: Anne Altshuler, Teresa Sisco, Mary Pesik, Sue Murvich, Kathy Bolgrihn, Terrell Brock, Sally Callan, Azani Kunkler, Jodi Klement

1. Reviewed minutes from May 17, 2002 meeting. No corrections or changes.
2. Recent marketing items
 - AAP's new breastfeeding book and Ross Products - Ross Products has purchased 300,000 copies of the AAP "New Mother's Guide to Breastfeeding" and will printing their corporate logo on the cover. This occurred without the knowledge of the authors of the book or the AAP Committee on Breastfeeding. There was an article on this in the September 18th issue of the New York Times.
MESSAGE: be aware of your professional organizations policies for selling and reproducing materials before authoring, also to assure that your professional organization has policies in place to prevent similar occurrences.
 - Mead Johnson's Labor Day offer - "for every woman giving birth on Labor Day 2002, Mead Johnson Nutritionals will provide them with a free case of Enfamil Lipil with Iron. Enfamil Lipil is also offering a special gift for breastfeeding moms - a free two month supply of Neuromins(R) PL Dietary Supplement of DHA for Pregnant and Lactating Women to help support the maternal intake of this important nutrient" excerpt from a Mead Johnson press release, August 22, 2002.
 - La Leche League's Labor Day offer - La Leche League International is celebrating Labor Day, Monday September 2, 2002 by offering mothers who give birth on that day a free copy of the informative book Breastfeeding Pure and Simple. Women around the world, who give birth on Labor Day, may obtain their gift by sending a copy of the baby's birth certificate to La Leche League International, 1400 N. Meacham Rd., Schaumburg, IL 60173-4808, Attention: Labor Day Promotion. Requests will be accepted until December 31, 2002. The promotion is limited to the first 2000 mothers who respond.
 - Local grocery store coupon promotion, for a free can a Carnation when another brand is purchased - interesting marketing technique. We wondered if it would be possible to partner with some grocery stores to include breastfeeding messages in this fashion.
3. Medicaid reimbursement of breast pumps
Wisconsin Medicaid has released a revised policy for breast pump reimbursement effective October 1, 2002. The policy can be found on the Medicaid website at:
<http://www.dhfs.state.wi.us/medicaid/updates/2002/2002-55.htm>

Some of the key changes include:

- ◆ The HCFA Common Procedure Coding System codes were adopted - this changes the procedure codes from W.... to E....
- ◆ Revised the specifications for E0603 - breast pump, electric. The pump must meet the following specifications:
 1. The pump must utilize suction and rhythm equivalent to the hospital-grade breast pump. This means it must have an adjustable suction pressure between 100 mm Hg and 250 mm Hg and a mechanism to prevent suction beyond 250 mm Hg
 2. The pump must have an adjustable pumping speed capable of reaching 60 cycles per minute.
- ◆ Revised the sample Breast Pump Order Form that providers may choose to use.
- ◆ Revised the maximum fees for each procedure code.

Note: the pumps that fit the specifications for E0603 include the Hollister Purely Yours™ and the Medela Pump In Style™ (original).

4. WIC Breastfeeding Update via email - how is it going?
Reported to be going well by members present.
5. WBC/Breastfeeding display at upcoming conferences?
The Wisconsin Breastfeeding Coalition does have a display board and display materials that is available to have at meetings and conferences. After a brief discussion it was decided to bring it to the November meeting to view and discuss updating and uses.
6. Childcare Module
Mary showed the module "How To Support A Breastfeeding Mother - A Guide for the Childcare Center" which was adapted for use in Wisconsin from Mississippi and Texas. The module is near completion with work remaining on the PowerPoint script. The module contains a list of contents, a letter to the trainer, what you will need, sign-in sheets, a bingo game, PowerPoint presentation with speaker notes, evaluations, certificate of attendance and participant handouts.
 - We discussed possible distribution - on the WAPC website, make a few sets available to be loaned, sets to local coalitions, etc. The goal is that local coalition members will serve as a resource and provide the training to area daycare centers. Also, work with the Child and Adult Care Feeding Program to present the training around the state.
 - The module recommends the use of a Texas video or Mississippi video.
QUESTION: what videos are currently being used to promote breastfeeding or to promote breastfeeding after return to work or school? If you have a video that you use, send the name to Mary to add as a resource to the module.
 - Discussed the type of labels that mothers use when taking bottles of breastmilk to the childcare center and if we should include some sample labels (what information to include) in the module, use this as an activity during the training. Also, discussed the possibility of this being a fun "give away" for a coalition activity.
ACTION ITEM: if you have some good samples of labels that could be included in the training module please send them to Mary as soon as possible.
7. Creating Breastfeeding Friendly Communities packet that has been adapted from Mississippi
"Final" packet shared with group and possible marketing strategies discussed. A few possibilities include putting it on the WAPC website, targeting non-traditional trade organizations, and share with the Center for Breastfeeding clearinghouse. As this was adapted from Mississippi it will be discussed at the Loving Support workshop in October. Mary will develop an implementation tip sheet and begin the distribution. May also consider the use of some of the Loving Support funds to print and distribute.
8. Loving Support grant and upcoming workshop
The Wisconsin WIC Program was selected to receive a special grant from USDA to develop a community-based breastfeeding promotion project. The national project, *Using Loving Support to Build a Breastfeeding Friendly Community*, is a community-based effort to provide the loving support the new mothers need with breastfeeding. As part of the project, a team from Best Start Social Marketing and the Mississippi State Department of Health will visit Wisconsin to provide a training program with strategies for improving support for new mothers, and a look at the comprehensive Loving Support program in Mississippi that resulted in dramatic increases in breastfeeding rates. The team will also lead Wisconsin in developing a state-specific community-based plan. The grant award is \$75,000. The workshop is scheduled for October 23rd and 24th in Madison with ~50 key partners from across the state planning to attend.
9. Other
 - Ongoing discussion of breastmilk storage guidelines - it was decided to include a general statement about milk storage in the childcare module and the packet due to the variability of recommendations that

exist. A new publication from USDA for childcare centers, "Infant Feeding: A Guide for Use in the Child Nutrition Programs" can be found at http://www.fns.usda.gov/tn/Resources/feeding_infants.html.

- Anne Altshuler shared Meriter's milk storage guidelines that were developed by Ann Eglash.
- Information on the Better Badger Baby Bus Tour can be found on the Wisconsin Children and Families website, <http://www.wccf.org/projects/bus.html>
- Amy Spangler has an electronic newsletter that is very good. Anne Altshuler also passed around the Pocket Guide - Breastfeeding Your guide to a Healthy, Happy Baby and a Bookmark - Important Signs That Every Breastfeeding Parent Should Know. The newsletter can be found at <http://www.daddymommyandme.com/newsletter/septoctober2002.html>

10. Wisconsin Breastfeeding Coalition roster updated.

ACTION ITEM: Please review the WBC roster and send any corrections or additions to Mary Pesik.

NEXT MEETING: Friday, November 15th 10:00 – 2:00 Madison

Attachments:

Updated WBC roster

NOTE: If you have questions please contact Sue Murvich at 608/782-7300 ext. 3335 or <mailto:sjmurvic@gundluth.org> or Mary Pesik at 608/267-3694 or <mailto:pesikmj@dhfs.state.wi.us>.

Milwaukee County Breastfeeding Coalition

Meeting Minutes
September 25, 2002

In Attendance:

WIC

Amy Brieske	City of Racine WIC
Becky Litwaitis	City of Milwaukee Health Dept. WIC
Jodi Klement	Milwaukee County WIC Office
Sally Callan	16 th Street
Tonya Temple	Aurora Health Care WIC
Maria Herrera	16 th Street WIC
Jenny Rogers	Seeds of Health WIC

Hospitals

Linda McNamara	Children's Hospital
Janetha Johnson	Aurora Sinai Samaritan Hospital
Kay Fontaine	St. Joe's Hospital PNCC
Alyce Tylicki	St. Joe's Hospital
Diane Oakland	Birth Place at Columbia Center
Liz Hofer	St. Michael's Hospital

Partners

Cindy Wirth	Hollister, Inc.
Elaine Burns	Cardinal Stritch University
Becca Haack	La Leche League
Valli Sternig	Alverno College
Judy Fitzpatrick	Up Connection

Announcements

- Wisconsin Medicaid has released a revised policy for breast pump reimbursement effective October 1, 2002. The policy can be found on the Medicaid website at:
<http://www.dhfs.state.wi.us/medicaid3/updates/2002/2002pdfs/2002-55.pdf>
This eliminates the minielectric.
- The AAP has a new breastfeeding book New Mother's Guide to Breastfeeding. It was learned that Ross Pediatrics has purchased a quantity of the book to be distributed to parents and health care professionals and will add their logo to the cover of these books. A pediatrician had requested (via the listserve LACNET) that comments be sent to AAP regarding this issue. The contact information for the AAP is
The American Academy of Pediatrics
141 Northwest Point Boulevard
Elk Grove Village, IL 60007-1098
USA
847/434-4000
847/434-8000 FAX
New Publications/Products mailto:newpubs@aap.org
Publications Marketing mailto:marketing@aap.org

Guest Speaker: Karen Michalski MA, MSW
Fetal Infant Mortality Review Project Coordinator
City of Milwaukee Health Department
Email: mailto:kmicha@ci.mil.wi.us
286-5012

Milwaukee County is one of the worst in the nation when it comes to health disparities. We are 2-3 times worse than New York City. In 2001, there were 126 infant deaths with 25 that were attributed to accidents associated

with non-safe sleeping habits. What is recommended: No parental alcohol or drug use, Back to sleep (not on their side, they can roll over to their stomach), no blankets pillows surrounding the baby, sharing of your bed, and sleeping with baby on a couch (baby can get wedged). If a parent can't afford a crib, suggest a wash basket or a drawer.

We need to ask, "where does your baby sleep?" We come in contact with many nursing mothers that will "co sleep". We need to make sure that they are following "safe" sleeping habits. 5% in 1999 were breastfed infants.

In 1999, 2000, and 2001, there were a total of 67 infant deaths (these were discharged infants that died after they left the hospital). Karen emailed me the latest data. It is attached to the email or your minutes.

Aurora Women's Pavilion Tour

Cindy Rux, RN, IBCLC, CLE started our tour with the breastfeeding services offered. They offer classes to the public, inpatient and outpatient counseling, breast pump rentals, and phone consultations. We all received a packet of information. If you missed the tour and want to request a packet, please contact the Aurora Women's Pavilion Breastfeeding Support Services at 328-6234.

Looking Ahead:

Next Meeting: November 20
 December no meeting

Minutes submitted by:
Jodi Klement

Any Questions?
Jodi Klement RD, CD, CLE
Milwaukee County Breastfeeding Coalition Chairperson
227-4918
<mailto:klemejl@dhfs.state.wi.us>

Milwaukee County Breastfeeding Meeting Agenda

16th Street Community Health Center

1337 S. Cesar Chevez Drive

(There will be signs posted in the front entrance for directions)

November 20, 2002

8:30-10:30

- 8:30-8:45 Introductions/Sharing
- 8:45-9:00 Updates from the Officers/Workgroups
- 9:00-9:30 Breast Pump Discussion With the New Medicaid Policy
What Do You Have to Share?
Tonya Temple and Sally Callan
- 9:30-9:45 Using Loving Support to Build Breastfeeding Friendly Communities
- 9:45-10:15 Discussion of What Direction the Coalition Should Take in 2003
and Coalition Survey Completion
- 10:15-10:30 Workgroup Regrouping Time if Needed

Any Questions?

Jodi

227-4918

mailto:klemejl@dhfs.state.wi.us

SLEEP ENVIRONMENT FACTS

67 Milwaukee infants died during 1999, 2000 and 2001 in unsafe sleep settings!

- ☒ 45 infants were sharing a bed with parents, other children or a caregiver when they died.**
- ☒ 32 of the infants who died had been placed on their stomachs to sleep.**
- ☒ 21 of the infants had been sleeping on a couch or chair when they died.**
- ☒ 28 of the infants who died were sleeping on or near adult pillows or were put to sleep with loose bedding, quilts or stuffed animals.**
- ☒ 13 of the infants who died were sleeping with an adult on a couch.**
- ☒ 20 of the infants who died had been placed on their sides to sleep.**
- ☒ 32 of these families did not have a crib in the home.**

52 of these 67 infants were African-American

ST. CROIX COUNTY BREASTFEEDING COALITION MEETING MINUTES

OCTOBER 8, 2002

Present: Tracey Schug-Petersen, Rhonda Hill, Laurie Moyer, Amy Palumbo, Katie Oullette, Cindy VanSomeren, Tami Drenth, Stephanie Klemm-Webb, Deb Lindemann

The coalition met on this date at the Public Health office in New Richmond. We welcomed some newcomers to our group. Amy Palumbo and Katie Oullette are both from Early HeadStart home visiting program through West Cap. They work with young families and often see pregnant moms. We are glad to have them join our group.

Our Mother-Baby Friendly Businesses initiative was discussed. One of our goals for next year is to get at least four *more* businesses to be Mother-Baby Friendly. Rhonda has been in contact with Target and will continue to work with them. Amy may have a connection with Wal-Mart so will pursue this. Other ideas for businesses include Phillips Plastics, Andersen Windows, Baldwin Hospital, River Falls Hospital, and Maple Manor Nursing Home.

Stephanie shared information about a survey her hospital completed. The survey involved calling moms who delivered with them to find out about how long the mom breastfed, why she quit breastfeeding when she did, etc. The results showed that most moms said they quit breastfeeding because they went back to work. Stephanie will write up more of the survey questions/results to share with us at a future meeting.

Laurie asked the group what members would like to do in the way of future coalition activities. It was suggested that we have a get-together for breastfeeding moms. We could make this a community-wide “baby shower” event. It was decided to have the event on a Saturday in February. Tami will check with Gesthmane Lutheran Church in Baldwin to see if we can use their facility. She will try to schedule for Feb. 8, 15, or 22. The time will tentatively be 9 AM to 1 PM. Amy and Katie offered to have Early Head Start staff provide childcare. Program ideas included having presentations on Breastfeeding, Infant Massage, and Care Seat safety/inspections. We could possibly ask a couple of area physicians to speak on related topics. More planning will be done at future meetings.

Our next meeting is scheduled for December 10 at 11:30 AM. Lunch will be served so please RSVP your attendance plans to Laurie at 715-246-8368. If you have any ideas for the community-wide baby shower event, please call Laurie at the above phone number.

Typed and submitted by Deb Lindemann, PHN

****We have a reservation to use Gesthmane Lutheran Church in Baldwin for our “baby shower” on February 22. Mark your calendars.**