

August 2003
WIC Breastfeeding Update Attachment

Attachment

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Vernon County Breastfeeding Coalition

Meeting Minutes

July 24, 2003

Attendance:

Barb Solverson, RN – Hirsch Clinic
Jamie Sebion, RD Eligible – Shadowing WIC
Nancy Walters, RN – Vernon County Health Department
Tiffany Giesler, RN – Vernon County Health Department
Jennifer Sprenglemeyer, RD – Vernon County WIC Program
Kelly Sanjari, RN – St. Joseph's Hospital, Hillsboro
Kristy Wiltrout, RN – Gundersen Lutheran, Viroqua

Review of Breastfeeding Inservice:

The Viroqua inservice had 8 participants. Hillsboro had 6. Barb Solverson presented on setting the stage for breastfeeding, promotion and support. Kim Dowat presented on manual stimulation of milk let-down. Evaluations gave positive comments. The Vernon County Breastfeeding Support Protocols were distributed to 2 participants of the inservices: Anne Heath from Scenic Bluffs in Cashton and Ginger Hanko from Saint Joseph's Clinic Hillsboro.

We discussed future inservices. It was agreed that an annual inservice is beneficial. If even just one person picks up a tip on promoting breastfeeding, or learns something new, that person passes on the information to more people. The time of year may make a difference in attendance. We plan to try holding an inservice this February or March instead of May and June. Also, Kristy will contact Brenda Wettstone, Lactation Consultant at Gundersen in La Crosse about presenting to the group. Video taping the presentation is also being considered.

Gundersen Clinic Mother-Infant Education:

Kristy shared information about the Binder being used at Gundersen for educational purposes. All of the Gundersen Clinics are adopting this binder system to ensure consistency of education provided. Expectant parents are given this binder containing breastfeeding promotion and educational sheets. At follow-up appointments information is given and added to the binder. To increase the number of breastfed infants, it is assumed that mothers are planning to breastfeed unless the mother states otherwise. Gundersen is also working to become a Baby Friendly Hospital. They have written a 10 Step Policy similar to the 10 requirements determined by WHO and UNICEF to be recognized as Baby-Friendly.

Sharing and August Breastfeeding Promotion Month Plans:

Jenni shared a Proclamation from the governor of Wisconsin supporting breastfeeding. This proclamation will be displayed at a booth at the Vernon County fair. Posters promoting breastfeeding were distributed for display at hospitals and in the community. Nancy shared information about New Beginnings, a program to support first time mothers and their infants.

Next meeting date to be determined.

Minutes submitted by: Jennifer Sprengelmeyer

DATE: July 15, 2003

TO: Health Care Providers and Educators

FROM: Beth Metsa, WIC Nutritionist
Breastfeeding Coordinator, NEW Community Clinic

RE: Brown County Breastfeeding Coalition Meeting

MEETING DATE: Tuesday, July 29, 2003

MEETING TIME: 12:00 NOON – 1:30PM

LOCATION: WIC PROGRAM – WEST OFFICE
610 S. BROADWAY
GREEN BAY, WI 54303
(920)431-0243

AGENDA

- ❖ Welcome... Juice and Coffee will be provided. You are welcome to bring your lunch.
- ❖ Introduction
- ❖ Final planning of World Breastfeeding Walk
- ❖ Discussion of guest speaker at coalition meeting in October
- ❖ Date and ideas for the next meeting.
- ❖ Adjourn

Brown County Breastfeeding Coalition Minutes

Date: April 29, 2003

Place: NEW Community Clinic—WIC West
610 s. Broadway St.
Green Bay, WI 54303

Present:	Beth Metsa	WIC
	Leslie Robinson	WIC
	Jamie Campbell	WIC
	Lori Erlandson	WIC
	Faye Bailey	Bellin Hospital
	Kathleen Wolfgram	UW-Extension
	Jillene Nilsson	St. Vincent Hospital
	Rebecca Merkel	Aurora Bay Care Hospital

The meeting was called to order by Beth Metsa at 12:15 pm. Beth also provided a snack of homemade and store bought cookies with the idea that the homemade cookies were the best choice, like breast milk.

Linda Newens from Medela did not come to this meeting but will hopefully be in attendance later this summer.

La Leche League is adding another meeting time. The first Thursday of each month at 10:00 am. We are to recommend that moms call the number on the bookmarks for locations and other meeting times. The bookmarks have been updated and Beth requested that WIC be given a master copy of the bookmarks so that WIC may help with distribution.

Beth and JoAnn have completed the breastfeeding support pamphlets. These will be sent, along with a letter about infant nutrition, breastfeeding and the walk, to area pediatricians and some family doctors.

Carol and Erin are currently working on prizes for the breastfeeding walk in August. They are using the standard list that has been used in the past and Kathleen also suggested local department stores such as Target. It was decided that it would be a good idea to set up two drawing boxes, one for people that are interested in the breastfeeding prizes and the other for more general prizes. It was felt that in the past, people might have won gifts that they had no use for.

Recent information has come out on the supplementation of vitamin D for breastfed infants. An email from Mary Pesik says that supplementation should start at 1-2 months of age and is needed because of lack of exposure to sunlight. WIC will tell clients to discuss this topic with their doctors before beginning the vitamin.

The Green Bay Press Gazette will do its weekly career article about lactation consultant, Kathleen Wolfgram. It should be printed the end of July. Also, Carmen Gorniak will write an article on breastfeeding for her nutrition section, which will also run the end of July. Jamie is still trying to contact Rachel Manek from WLUK FOX-11.

In regards to the walk in August, Carrie is applying for the insurance that is needed for the walk. It was also discussed that a different spot for our booth at the farmer's market would be a good idea. Rebecca will contact Natural Ovens and request half the amount of bread that was donated last year. Preble High

School is working on signs and other promotion for the walk. Beth will pick that up next week and will have it for our next meeting.

WIC employees will get Loving Support t-shirts to wear during National Breastfeeding Week and for the walk.

Vernon County is having problems with attendance of La Leche League meetings because of the term support. We would like to think of a term that does not imply that the meetings are for support only.

Does the coalition want to sponsor a CBE or CLC training at either NWTC or Bellin College of Nursing? Beth will look into it further and talk it over with Mary Pesik in regards to the CBE and grants.

The Childcare Module is now complete. Beth contacted Lindi Kurtz who is looking into having a one-day training for childcare centers at NWTC. Kathleen has volunteered to teach the group.

Loving Support is going to make decals and Mary Pesik designed some samples, which were passed around for approval.

The Loving Support Workgroup had a meeting on March 31, 2003 in which ideas were collected and discussed. Beth worked on the public awareness group and they are working on a booklet of ideas on how to approach the media. Also trying to get lanyards made for hospitals and pens. Community partners group talked about nominations for outstanding businesses supporting breastfeeding. The client and family education group discussed the possibility of using a continuous loop video in waiting rooms to help educate more people about breastfeeding. The health provider outreach group discussed baby friendly hospitals.

At a conference in Chicago, Faye learned about a national breastfeeding promotion from the National Ad Counsel that will start on August 1. These will be television ads but as of right now, they will not be airing in Green Bay.

Just a reminder that there is still \$45 left over from the banner that Carol had made. If you have any ideas on what should be done with that money, please bring them to the next meeting.

The remainder of the meeting was spent doing agency sharing in which Jill shared that she finally persuaded St. Vincent Hospital's NICU to change the temperature of their hot shot. This just goes to show that through perseverance, changes can be made.

The meeting adjourned at 2:00 pm.

The next meeting will be on July 29 at the WIC office at noon.

Submitted by: Leslie Robinson

St. Croix Co. Breastfeeding Coalition

Meeting Minutes

August 12, 2003

Attendance:

Tracey Schug-Petersen, Deb Lindemann, Stephanie Klemm-Webb, Laurie Moyer

Laurie shared results of having the Mother-Baby Station at the St. Croix Co. Fair for the second year. Staff reported that a significant number of moms and families used the station. We received a number of positive feedback comments including this from one mom from Farmington, "This is such a great idea. I've never seen anything like it before. Clean. Quiet. No stress whatsoever. Thank you very much."

"Breastfeeding Mothers in the Workplace" surveys were mailed to 50 county employers in July. The surveys assessed employer support of breastfeeding employees. Of the 50 mailed surveys, 12 were returned. Of those 12 employers, 11 indicated they were supportive of breastfeeding in the workplace. Unfortunately, we did not receive any requests for assistance in becoming a Mother-Baby Friendly workplace.

We continue to work toward our goals of designating 4 additional Mother-Baby Friendly (MBF) Businesses, and 2 Mother-Baby Friendly Worksites. So far, the St. Croix Family Resource Center and River Falls Hospital have received the MBF Business designation. St. Croix Co. DHHS-Public Health has received the MBF Worksite Designation. Stephanie will campaign to River Falls Clinic and Holy Family Hospital, encouraging them to become MBF Businesses, at which point we would reach our 2003 goal. Additionally, ParkView Home in Woodville has agreed to receive the MBF Worksite designation. The Coalition will work with ParkView in upcoming weeks to assist them in establishing a nursing station for employees. Stephanie will discuss with River Falls Hospital and River Falls Clinic, the possibility of receiving the MBF Worksite designation, which would allow us to surpass our 2003 goal for MBF Worksites.

We celebrated World Breastfeeding Week by providing a display at the Baldwin WIC site on Aug. 7, 2003. Refreshments were served. Breastfeeding Resource Guides, magnets and pencils were available to clients and other visitors to the building.

Because of low member turnout in recent months, **we have decided we will begin meeting quarterly rather than monthly.** We may meet more often should events require it, including the Baby Expo and the Fair.

Future Meeting Dates:

Sept. 9, 2003 11:30 at Public Health

Dec. 9, 2003 11:30 at Public Health

Please remember to RSVP to Laurie @ 246-8368 or Deb @ 246-8373 if you plan to attend a meeting, as lunch is served.

Notes typed and submitted by Laurie Moyer