



WISCONSIN BREASTFEEDING COALITION SUMMIT 2017: STRONGER TOGETHER!

Date: 8/24/2017

Location: Hotel Marshfield

Ice Breaker



1. Name
2. Where from – coalition, if representing
3. One Challenge coalition facing
4. One Success coalition has had

Formula: \$25 per can
Bottles: \$10 each
Recalls: Hundreds
Antibodies: Zero
Breastfeeding: PRICELESS
I make milk. What's
your superpower?



someecards
user card

2017 Summit Goals

1. Share WBC updates
2. Provide support, resources, and tools to local breastfeeding coalitions and champions
3. Gather input from key stakeholders to guide the future work of WBC
4. Gain clarity around WBC's role in supporting community capacity and leading statewide breastfeeding initiatives
5. Have opportunities for networking and discussions with local coalition representatives and leaders

2016 Summit – We heard you!

1. Develop and support regional meetings for breastfeeding coalitions to network and support one another
2. Have a state campaign to normalize breastfeeding
3. Connect local coalitions with each other to share ideas
4. Quarterly networking calls
5. Post information on website for those who can't participate on calls
6. Provide technical support to coalitions for local advocacy efforts
7. Create an online library of resources on the website. Pool current resources being used by local coalitions
8. Look at other state-wide coalitions for examples of campaigns/efforts

We still need your input...

- World Café this afternoon.

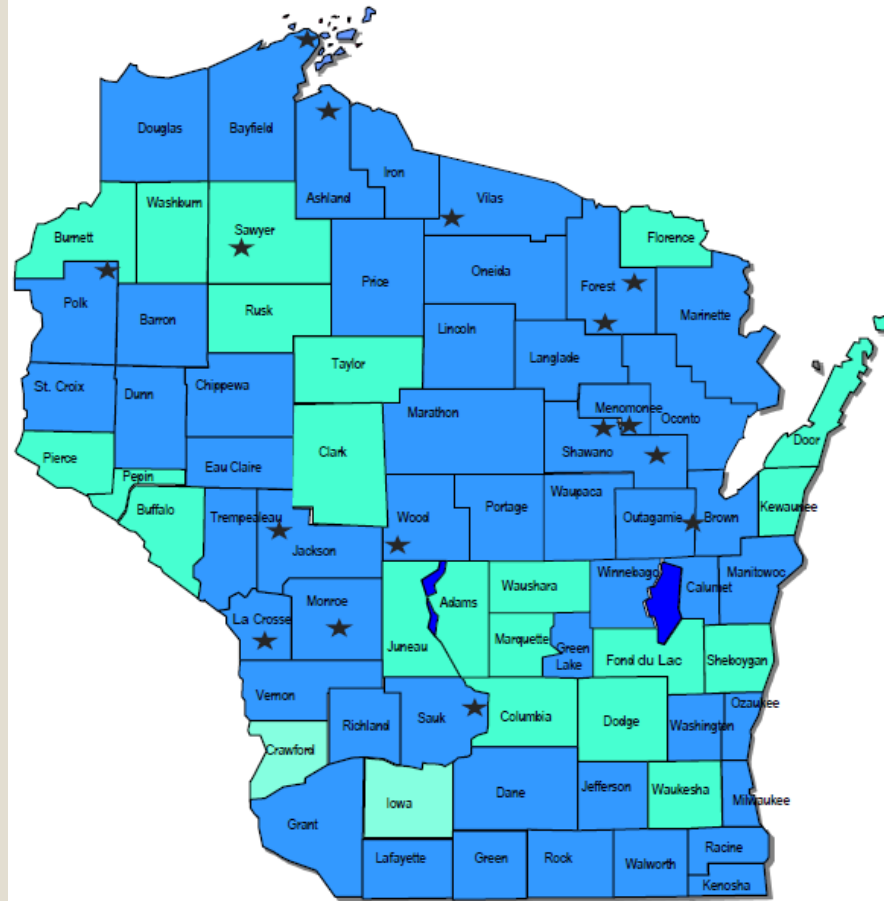


WBC Executive Committee

- Jenni Loging, Chair
- Amber France, Past Chair
- Allie Isaacson, Vice-Chair
- Kristen Silverman, Treasurer
- Lindsey Brost, Secretary
- Rachel Rademan, Summit Planning Committee Chair
- Kelli Stader, Communications & Outreach Committee Chair
- Andrea Wagner, Guidance & Resources Committee Chair
- Jen Ortner, State WIC Coordinator, At Large Representative
- Stephanie Slock, Physician, At-Large Representative
- Shawn Meyer, Maternal & Child Health (MCH) At – Large Representative



Local Breastfeeding Coalitions (31)



- ★ Tribes and Ho-Chunk Nation Tribal Health Offices
- Local Breastfeeding Coalitions = 31 (49 counties, 11 tribes)
- No known breastfeeding coalition

WBC Quick Facts

- 2010: WBC is formed
- 2011: First WBC Summit
- 2013: 501c3 organization
- 2014: Award Program began (alternating years)
- 2014: Logo developed
- 2016: Board members participate in HWLI – Community Teams Program (10/2016 – 7/2017)

ONE DOES NOT SIMPLY NURSE.

A close-up photograph of a baby with a surprised or open-mouthed expression. The baby's right hand is raised towards their mouth. The background is a solid, bright red color. The image is framed by a white border.

**ONE ALLOWS THE MILK TO ROLL
ACROSS THE PALATE.**

Community Teams Program (HWLI)

Healthy Wisconsin Leadership Institute

Strengthening
Collaborative
leadership to advance
health and equity in
Wisconsin.



Wisconsin Partnership Program
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



**University of Wisconsin
Population Health Institute**
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Curriculum Summary:

(of the HWLI, Community Teams Program)

1. Collaborative Leadership
2. Impacting Social Determinants of Health and Health Equity
3. Communications

Collaborate • Engage • Advocate



HEALTHY WISCONSIN LEADERSHIP INSTITUTE

Strengthening leadership capacity for creating partnerships,
policy, and systems changes to ensure that every Wisconsin
community reaches its full health potential



www.hwli.org



Where we are:

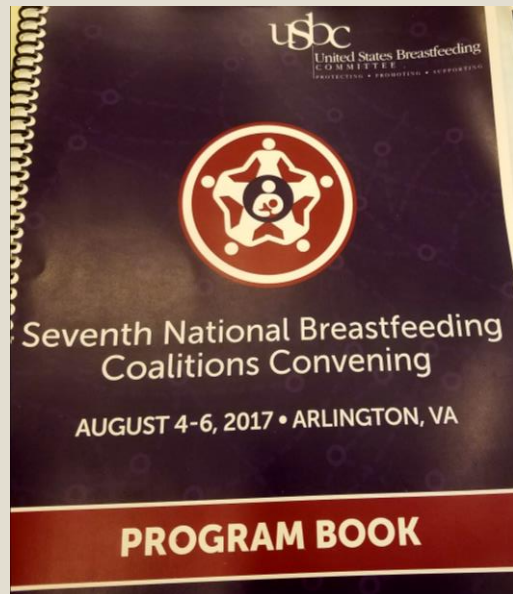
- Values Proposition
- New Charter
- Video Story

Where we're going:

- Local Support Plan DRAFT

WBC Video Story

United States Breastfeeding Committee (USBC) Conference



Wisconsin Tribal Representatives at USBC



Jennifer Ledferd, Native Breastfeeding Coalition of WI



Cheri Nemec, North Woods Breastfeeding Coalition



Chenoa Webster, Native Breastfeeding Coalition of WI

CDC Data

- o [Maternity Practices in Infant Nutrition and Care Bench Mark Reports \(mPINC\)](#)

WISCONSIN

CDC National Survey:
Maternity Practices in



2015 REPORT

Changes in maternity care improve breastfeeding outcomes.

CDC's mPINC Reports have what you need to understand and improve care across Wisconsin:

- 2015 survey scores and ranks
- Action ideas to improve outcomes
- Trends across all mPINC surveys:

New! — **TOTAL SCORES** averaging all hospitals' scores

- **POLICIES** for staff training and infant feeding care
- **PRACTICES** in supplementing breastfed infants
- **PROTOCOLS** for support after discharge to home

What is mPINC?

mPINC is CDC's national survey of maternity practices in infant nutrition and care.

What does mPINC measure?

Survey questions measure infant feeding care practices, policies, and staffing expectations in place at hospitals that provide maternity services.

Who is included in mPINC surveys?

Every other year, CDC invites all maternity hospitals* nationwide to participate in mPINC. In 2015, **85%** of eligible Wisconsin hospitals took part. (n=82)

* In states with free-standing birth centers, this includes hospitals and birth centers.

Compare **TOTAL SCORES** from 2007 through 2015:

69

2007
survey

71

2009
survey

76

2011
survey

79

2013
survey

82

2015
survey



**Make mPINC
work for you.**

Use your mPINC data to bring together partners, identify gaps, celebrate achievements, and prioritize next steps.

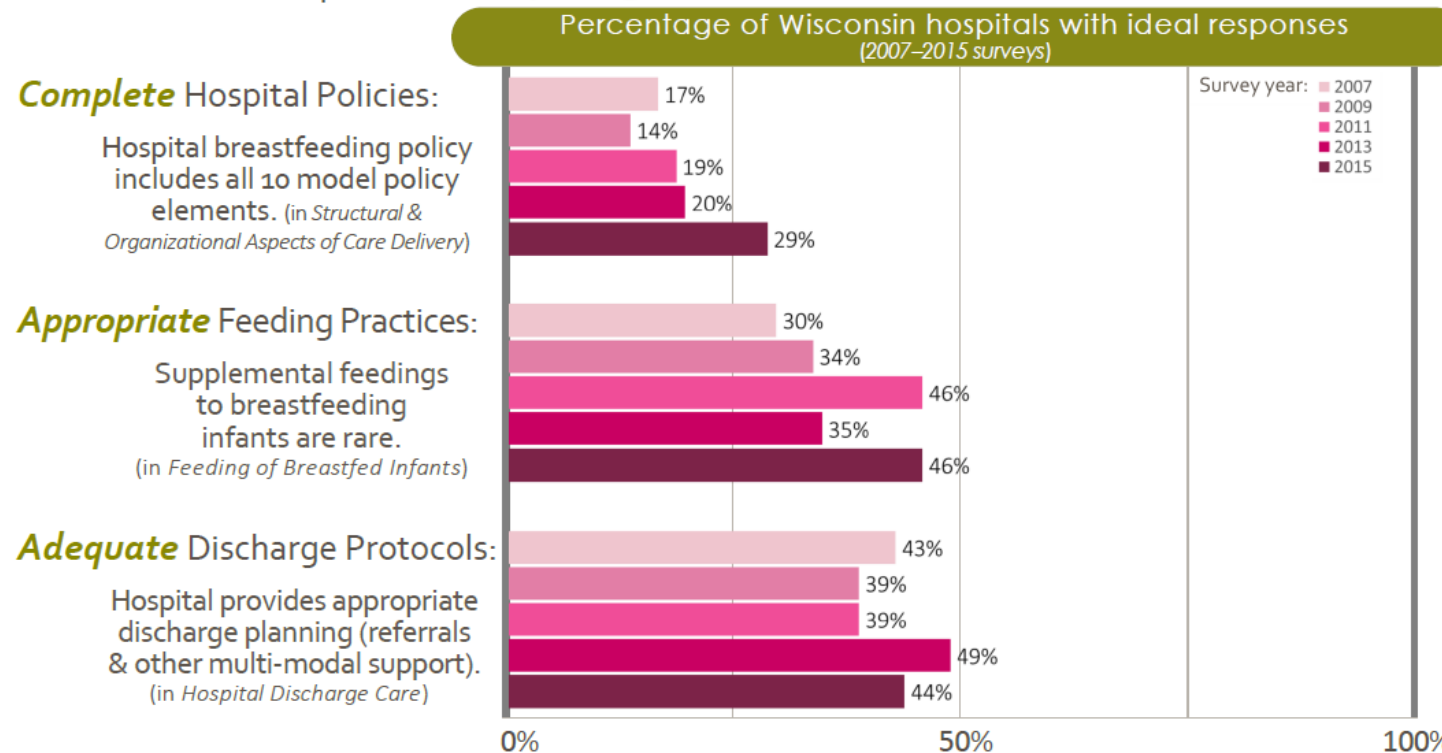
Total
SCORE*
(out of 100)

82

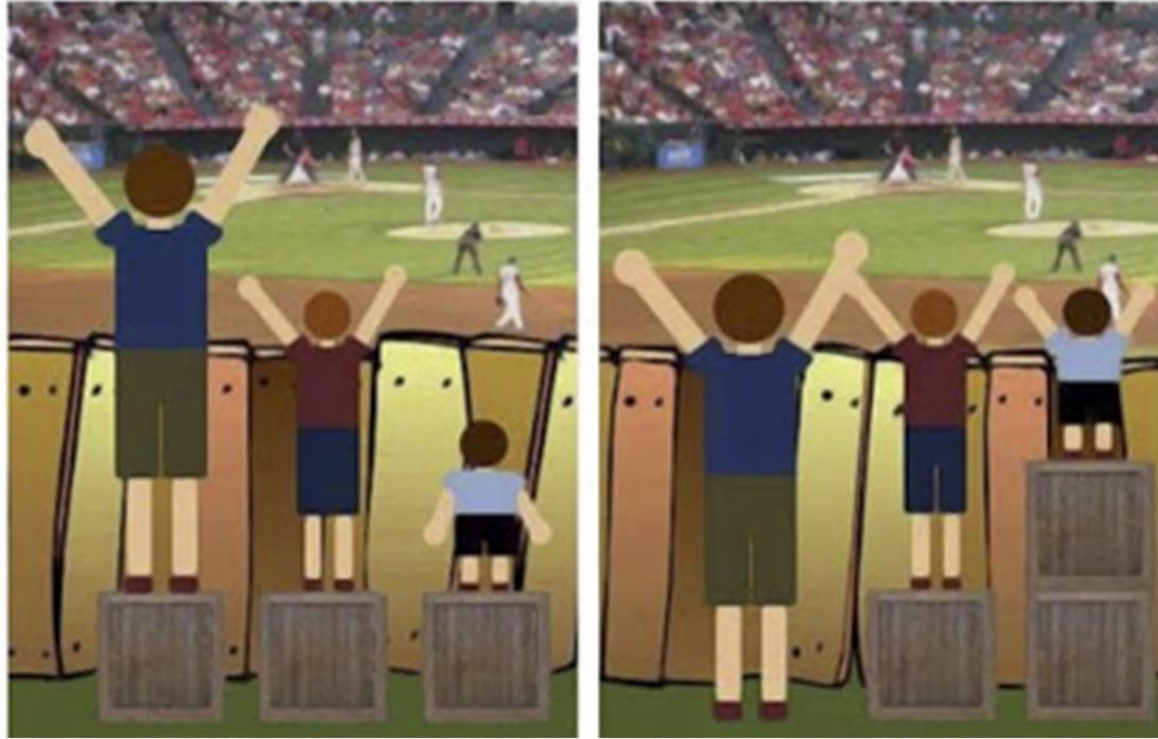
Overall **RANK****
(out of 53)

13th

Examine **IDEAL RESPONSES TO SELECTED ITEMS**
in Wisconsin hospitals for 2007–2015:



EQUALITY vs. EQUITY

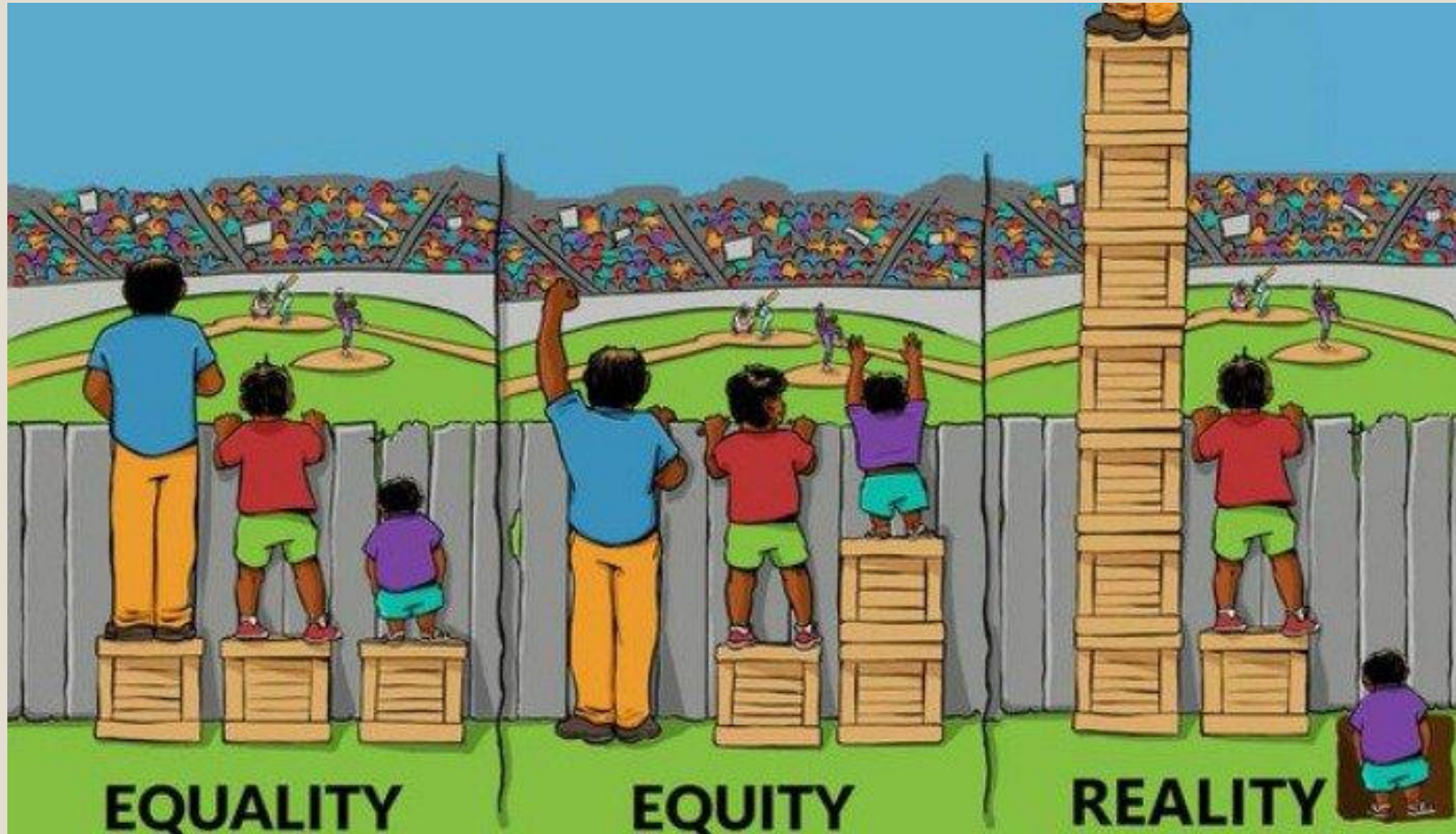


Equality = Sameness

GIVING EVERYONE THE SAME
THING → It only works if
everyone starts from the same
place

Equity = Fairness

ACCESS TO THE SAME
OPPORTUNITIES → We
must first ensure equity before we
can enjoy equality





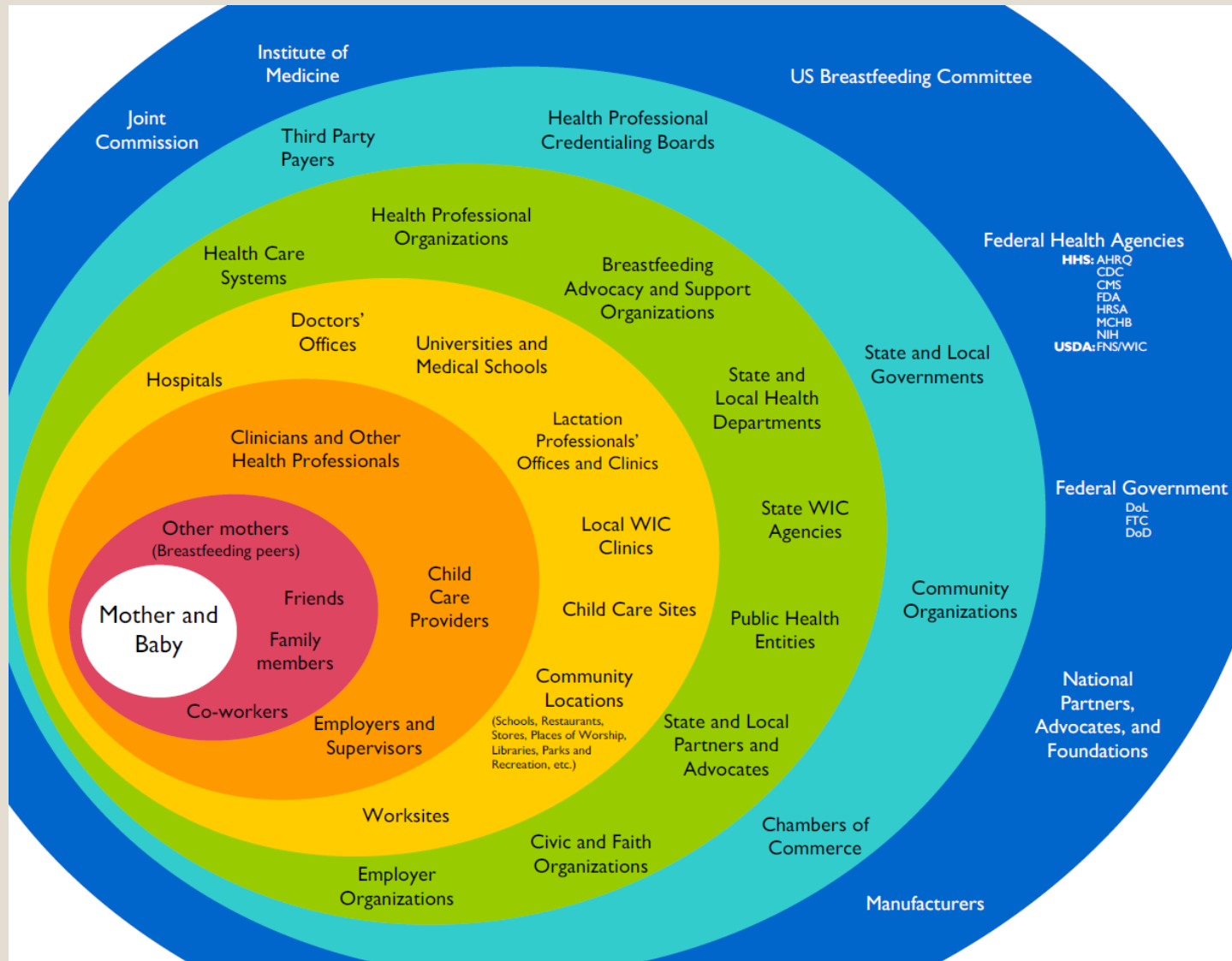
Equity

Age makes a difference: Mining for Meaning

- 62+
- 50-61
- 34-49
- 33 and younger

1. What experiences shaped my views of breastfeeding?
2. Where did I get my breastfeeding information?

Social Ecological Model - Breastfeeding



Resources:

- [NACCHO Breastfeeding webinars](#) Handout available.

National Association of County & City Health Officials

- NACCHO Reducing Disparities in Breastfeeding through Peer and Professional Support.

Where you are & where you're going

- **Local Coalition/Champion Sharing**

Dear Mama,

Let's allow children to witness the natural act of breastfeeding, so they will grow up thinking nothing much of it, simply expecting it to be a part of their own parenting experience.



Break Time

WBC | Wisconsin
Breastfeeding
Coalition