

Wisconsin Breastfeeding Coalition (WBC): Summer Newsletter 2016

2016 WBC Executive Board

Interim Chair:

Jennifer Loging, RDN, CD
Nutrition Manager
La Crosse County Health Department
jloging@lacrossecounty.org

Vice-Chair:

Vacant

Past Chair:

Amber France, MS, MPH, IBCLC
Nutrition/Lactation Supervisor
Wood County Health Department
afrance@co.wood.wi.us

Secretary:

Vacant

Treasurer:

Stephanie Slock, MD, IBCLC
Aurora Health Care Medical Group
St. Francis, Wisconsin

Summit Planning Chair:

Rachel Rademan, RN
St. Joseph's Hospital
Marshfield, Wisconsin

Finance Committee Chair:

Jennifer Loging, RDN, CD
Nutrition Manager
La Crosse County Health Department
La Crosse, Wisconsin

Communications & Outreach Chair:

Kelli Stader, MPH, RD, CLS
Nutrition Coordinator, DHS
Madison, Wisconsin

Guidance & Resource Chair:

Andrea Wagner, MS, RDN, CD, CLS
Clinical Nutrition Supervisor
Wisconsin Rapids, Wisconsin

At Large Representatives:

Jen Ortner, MS, RD, CD, CLC
State WIC Breastfeeding Coordinator, DHS
Madison, Wisconsin

Jenny Thomas, MD, MPH, IBCLC, FAAP,
FABM
WBC Founder and Past Chair
Aurora Health
West Allis & Franklin, Wisconsin

Greetings from the WBC Chairperson

Hello Breastfeeding Advocates of Wisconsin! I am pleased to be serving as the 2016 WBC Interim Chair as of June 2016. It is an honor to work alongside those so passionate about breastfeeding! Recently, I attend the United States Breastfeeding Committee (USBC) National Conference in Arlington, Virginia. My enthusiasm for breastfeeding was in excellent company with others from across the United States. I will share some of my favorite highlights at the September WBC Summit!

What has the WBC Executive Board been doing?

- Monthly planning teleconferences.
- 4/13/16 WBC board members met for a strategic planning session facilitated by Sharon Lezberg of the Dane County UW-Extension office.
- May 2016 Conducted Key Informant Interviews of local breastfeeding coalitions.
- 6/24/16 board members met to review Key Informant Interviews and plan details of the 2016 Summit.
- Two board members attended the USBC conference in Arlington, Virginia August 5-7.



Pictured above: Jen Ortner & Jenni Loging with life size replica of nursing mom and baby at USBC National Conference.

See you at the WBC Annual Summit,

Jenni Loging, WBC Interim Chair

2017 Membership Drive in Full Swing!

Annual renewals for WBC membership are now due. The membership year begins on July 1.

Please [visit our website](#) to renew online, or email wibreastfeeding@gmail.com to request a membership form. Payment can be made on the website through paypal (as paypal guest), or a check can be mailed to: *Attn: Wisconsin Breastfeeding Coalition, PO Box 070356 Milwaukee, WI 53207*. Make checks payable to *Wisconsin Breastfeeding Coalition*.

Types of Memberships:

Individual: \$45.00

Breastfeeding Organization or Local Coalition: \$75.00

Associate: \$75.00

Corporative Partner: \$250.00

Thank you for supporting WBC!

In the spotlight:



The mission of WBC:
To improve the health of Wisconsin by working collaboratively to protect, promote, and support breastfeeding.

Visit our website!
www.wibreastfeeding.com

Spotlight on Local Coalitions!



In the spotlight, we find the Western Wisconsin Breastfeeding Coalition (WWBC). The above pictures were taken at La Crosse's Second Annual Big Latch On Event. The WWBC includes La Crosse, Monroe, Trempealeau, and Vernon Counties. For more information, visit [WWBC's webpage](#) or join the [Facebook group](#).

WBC Annual Summit: 9/23/16

Location: [Hotel Marshfield](#)

The focus of this year's Summit will include sharing and prioritizing strategic goals for WBC, as well as facilitated local coalition building and networking opportunities.

As in the past, 2 representatives from each local coalition will be free.

Additional attendees will be \$50.00

Time: 8:30 registration, 9:00 start. End at 3:30 pm.

[Register Here!](#)

Awards for Local Coalitions! – Seeking Nominations

It is time to apply for the 2016 WBC awards program. We know there is great work being done across Wisconsin to support breastfeeding. Now is your chance to share some of your work and be recognized for your efforts!

The focus areas for the 2016 awards are:

- Maternity Care Practices that Support Breastfeeding
- Breastfeeding Disparities (race/ethnicity, socioeconomics, geography, etc.)

[Download the awards program description and application at the WBC Website.](#)

Applications are due August 15, 2016.

Awards will be announced at the Summit on September 23, 2016.

Breastfeeding Friendly Childcare Initiative Updates

Submitted by: Amber France

The Breastfeeding Friendly Childcare Initiative is being implemented around the state. Currently, updates are being made to the online modules and website to better meet the needs of those utilizing the resources. The train-the-trainer toolkit is also being revised based on suggestions and questions that have come in over the past 6 months. If you have questions or suggestions on changes that should be made on the website, train-the-trainer, and/or resources please email them to us at wcbreastfeedingfriendly@gmail.com.

Important reminders:

- In order to get access (username and password) to the trainer page on the www.woodcountybreastfeeding.org website, you need to fill out a partner agreement and send to wcbreastfeedingfriendly@gmail.com – this agreement should be set up between the coalition/health department and the local childcare resource and referral agency
- The childcare provider fills out the pre-test, post-test, and the Registry Form. The Registry Form needs to be sent to afrance@co.wood.wi.us to be entered into the system. A continuing education certificate will be sent to the coalition/health department to distribute if the training is done in person. If the training is done online, then the certificate is emailed directly to the center. For in-person trainings you can request the continuing education certificate in advance, to distribute at the time of training and then send the Registry Forms to Amber France to be entered.
- The information that is needed for state data collection is the NAP SACC (Nutrition and Physical activity Self-Assessment for Child Care) assessments. Enter the NAP SACC assessment, at the pre-assessment, and again at the post-assessment, electronically. The assessment can be found on the trainer page of the www.woodcountybreastfeeding.org website. The pre-assessment and post-assessment forms are for your information only, to assess whether or not they meet the criteria to be breastfeeding friendly. The NAP SACC assessments are all that is needed for data collection purposes.
- Once NAP SACC assessments are received from the post-assessment, a certificate will be given to the coalition/health department to distribute to the provider.



If you have any questions, please contact wcbreastfeeding@gmail.com

WBC is seeking Board Members!

The Wisconsin Breastfeeding Coalition is currently going through strategic planning. Consider joining the team to help shape the coalition focus areas for upcoming years! Nominations will be accepted now through September 30, 2016. Voting on the nominees will take place in October, with new Board Members taking an active role this fall!

The open positions include Secretary, Treasurer, Chair, and Vice Chair.

If you are interested in joining the WBC Executive Committee, please contact Jennifer Logging, Interim Chair by phone: 608-785-6423 or by email at jlogging@lacrossecounty.org.
