

## Wisconsin Breastfeeding Coalition (WBC): Fall Newsletter 2016

### 2016 WBC Executive Board

**Interim Chair:**

Jennifer Loging, RDN, CD  
Nutrition Manager  
La Crosse County Health Department  
[jloging@lacrossecounty.org](mailto:jloging@lacrossecounty.org)

**Past Chair:**

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

**The 2017 board position election is open!**  
**If you are a WBC Member, [vote here.](#)**  
**Members of local coalitions that are WBC members are considered WBC members. Voting is open 12/2/16 – 12/16/16.**

### 2016 Annual Summit a Success!

The 2016 WBC Annual Summit was held September 23 in Marshfield. The summit focus was sharing and prioritizing strategic goals for WBC, as well as facilitated local coalition building and networking opportunities. There were 15 Wisconsin local coalitions represented among the 35 people present at the summit.

The facilitators that guided activities of the day included Sharon Lezberg from UW-Extension in Dane County and Lesley Wolf and Ann McCall both from the Healthy Wisconsin Leadership Institute. As indicated by evaluation results, attendees benefited from the small group discussions with 90% rating the discussions as “Very Beneficial” and 10% rating as “Beneficial”.

The WBC Executive Board is now in the process of planning strategies to meet the needs identified at the Summit. The most highly ranked ideas by summit attendees include:

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

The Summit also highlighted the work of local coalitions through awards. Local coalitions applied for awards based on their breastfeeding activities or efforts in the last year. Awards went to: Northwestern WI Breastfeeding Network, Ho-Chunk Breastfeeding Coalition, Wood County Breastfeeding Coalition, Breastfeeding Coalition of South Central Wisconsin, and the Manitowoc Breastfeeding Coalition. Great work local coalitions!



## In the Spotlight:

### Native Breastfeeding Coalition of Wisconsin



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#### The mission of WBC:

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

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### 2017 Membership Drive in Full Swing!

Please [visit our website](#) to renew online, or email [wibreastfeeding@gmail.com](mailto: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  
Corporate Partner: \$250.00

## Native Breastfeeding Coalition of Wisconsin Formed

There are eleven Native American Tribes in the State of Wisconsin. These Tribes will now have Tribal and community support to promote breastfeeding for Native Americans. The new Native Breastfeeding Coalition of Wisconsin will meet quarterly, hosted by member Tribes across the state.

Breastfeeding was once a sacred and traditional practice that has declined in popularity due to the perception and acceptance of using plastic bottles filled with formula. The World Health Organization states that “artificial or synthetic replacement foods should only be used as a last alternative.” The traditional way of feeding infants by breastfeeding is strongly encouraged by many Tribal Elders. The goal of the new coalition is to normalize breastfeeding again with the young people in the Tribal communities.

All of the tribes agree that normalizing breastfeeding and improving duration rates will positively impact the health of their mothers and babies. “A Native Coalition has been needed for a very long time” said Jenny Bisonette, Mino Maajisewin (Good Start) Program Supervisor from Lac Courte Orielles. She and Denise Dodson, Nutrition Director from Ho-Chunk Nation, both stated that this coalition could not have come at a better time.

This program has been proudly supported with a grant by the W. K. Kellogg Foundation. For more information, contact Jennifer Ledferd, Program Coordinator at 715-588-1091.

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## WBC Leaders Participate in Community Teams Program

In July 2016 WBC applied and was accepted to take part in the yearlong [Community Teams Program](#) through the Healthy Wisconsin Leadership Institute (HWLI). WBC is one of six teams in Wisconsin to be selected for this year long team building opportunity.

The Community Teams Program comes at a perfect time as WBC strives to identify and strengthen priority areas to support local coalitions. Experienced leaders of HWLI guide and provide technical assistance as we review current and past WBC activities including the Charter and Strategic Plan. We look forward to sharing what we learn about coalition building with the local coalitions. Stay tuned!

Pictured: WBC Community Teams participants. From Right: Rosamaria Martinez, Jen Ortner, Amber France, Allie Isaacson, Jenni Logging, Kelli Stader, Britt Nigon.

