

Wisconsin Breastfeeding Coalition Spring/Summer Newsletter 2017 (6/12/2017)



The 2017 WBC Board



Beginning at top left: Lindsey Brost, Amber France, Allie Isaacson, Shawn Meyer, Jen Ortnier, Britt Nigon, Kelli Stader, Rachel Rademan, Jenni Logging, Andrea Wagner, Rosamaria Martinez. Absent: Stephanie Slock.

Healthy Wisconsin Leadership Institute Community Teams Program Update

The Wisconsin Breastfeeding Coalition (WBC) Community Teams Program (CTP) team completed their third site visit with the Healthy Wisconsin Leadership Institute on May 9 in Wisconsin Dells. Much was accomplished at this site visit including progress on the WBC charter and operating guidelines, filming for the WBC video with Alan Talaga, an introduction to some new tools, and agenda planning for the upcoming WBC Summit.

The WBC Operating Guidelines will be a living document to provide guidance and structure to best meet the needs of our coalition as we continue to evolve. We are thrilled with the progress we are making on it and excited to include such sections as our Mission and Vision, Inclusivity Statement, Expectations of Executive Board Members and Communication Processes. A big thank you goes out to Britt Nigon, Wisconsin Population Health Service Fellow! Britt has been working closely with us during this entire process, giving valuable feedback and insight, and helping us draft these important documents for WBC.

Alan Talaga is a story trainer and video producer that works with HWLI on community health issues in Wisconsin. He has created over 200 video stories for various clients, from small community groups to national organizations. Alan also works as a freelance journalist and his

work can often be seen in the Isthmus. We are so fortunate to be working with Alan to identify the core story of WBC and utilize the skill of storytelling to drive our efforts. Kelli Stader, WBC Communications and Outreach Chair, and Amber France, Past Chair of WBC, had the pleasure of sitting down for interviews with Alan. We also tapped into one of our local coalitions to help share our story. We are looking forward to sharing the finished product with you all at the 2017 WBC Summit.

The 2017 WBC Summit is scheduled for August 24, 2017 at Hotel Marshfield. Watch for more information about registration. WBC will be sharing much of what we have learned over the last year to help strengthen and support local breastfeeding coalition efforts. New tools will be shared with attendees that address community engagement, equity and sustainability. We hope to share these in a fun and interactive environment.

The team is scheduled to attend their third and final workshop with HWLI on June 28-29 at Bethel Horizons in Dodgeville. It has been an amazing learning experience, and we hope that we will continue to evolve as a coalition to better support all of you.

Healthy Babies, Working Mothers Act Lobbying Day (Submitted By: Britt Nigon)

The Healthy Babies, Working Mother Act bill was reintroduced on March 2, 2017 as AB 193 and SB 147. Rep. Lisa Subeck, originally introduced the bill on January 20, 2016 for the purpose of strengthening current federal law, Break Time for Nursing Mothers.

On Tuesday, April 25th, a group of breastfeeding advocates spent time at the capitol to support the Healthy Babies, Working Mothers Act. This bill protects a woman's right to pump at work and protects her eligibility for health benefits if she needs to take unpaid break time to pump. Mothers and coalition members met with Representative Lisa Subeck to hear more about the bill and then visited offices of 41 representatives to express their support for legislative measures to protect women's rights to breastfeed their babies and that includes maintaining their milk supply while working.

If passed, this bill would strengthen current federal law and protect all mothers' health care benefits if she needs to take unpaid breaks to pump.

Please help spread the word! Join the WI Breastfeeding Bill Advocates group for more info:
<https://www.facebook.com/groups/779818728789434/>



Certified Lactation Specialist Training in Lac du Flambeau a Success



Breastfeeding: The Traditional Way, a program of Great Lakes Inter-Tribal Council, offered a five-day Certified Lactation Specialist Training at the Lake of the Torches Resort Casino in Lac du Flambeau in March, 2017. Forty-four participants attended the training. Registered Nurses, Registered Dietitians, WIC Peer Counselors, Head Start employees, Doulas, and interested Tribal Community Members were among those completing the course. One attendee from the St. Croix area commented, "I have learned so much from this training. I have already sat down with my supervisors and came up with a plan to start a breastfeeding support group at our office inviting the community." The goal of Breastfeeding: The Traditional Way, funded by the W. K. Kellogg Foundation, is to normalize and support breastfeeding and improve duration rates for the 11 Native American

Tribes in Wisconsin.

Photograph: Terri Anne Kalmakoff, a Lac du Flambeau Tribal Member and WIC Peer Counselor brought her three-month old daughter, Zaya, to the training.

In the Spotlight: Brown County Breastfeeding Coalition



The Brown County Breastfeeding Coalition (BCBC) has several big projects under way, including two upcoming events and a community mural project to help support breastfeeding. WBC reached out to Beth Metsa from the Brown County Breastfeeding Coalition, who gladly shared about all the exciting things they are doing to promote breastfeeding in Brown County. Beth shared their new, and very first, BCBC logo (pictured above). She states that they have ordered a banner, business cards, table skirt and even a flag to help promote their coalition. The logo is a great way to easily distinguish their coalition's involvement in local efforts. We love it!

The first of their upcoming events is a community celebration in honor of World Breastfeeding Week. The event is scheduled to take place on August 5, 2017 from 10:00-1:00 at Bay Beach Shelter 1. The event will feature the Big Latch On, guest speakers, professional photography sessions, music and dance, raffle prizes and other activities to promote breastfeeding and family togetherness. For more information on this event, contact BreastfeedingBrownCoWi@gmail.com.

BCBC will be hosting a day of breastfeeding education on September 19 at Lambeau Field. The day will include a ribbon cutting ceremony of two new lactation rooms, Collective updates and a tailgate lunch at Lambeau! The event features some amazing presenters, including Cathy Carothers of Everymother Inc., Jen Ortnier, Wisconsin State WIC Breastfeeding Coordinator, and Jenny Thomas, MD, IBCLC from Aurora Health Care. Online registration will be opening July 1.



Finally, BCBC recently installed a mural in downtown Green Bay. Beth stated, "It is the project I am currently most excited about." The mural will feature a 10' x 12' interactive butterfly painting on the backside of the Vincent Urban Walker Associates Building.



The creation was awarded to the BCBC via a Facebook application for the Butterfly Effect. "The Butterfly Effect is an underground movement redefining philanthropy one "butterfly" at a time by providing individuals the opportunity to give to a cause close to their heart. Harnessing the power of social media, it creates a ripple effect of contagious generosity through the Butterfly Mural Installation. We recognize that we can be the change we want to see in the world by facilitating small acts of kindness, encouraging generosity, and promoting creativity." Once the butterfly installation is complete the public can then take photographs and hashtag them at #BCBCButterfly generating \$1.00 per person up to \$1,000 from the www.butterflyeffectbethechange.com. This project promotes breastfeeding by generating a social media buzz that inspires education, change and awareness around breastfeeding. Beth stated, "It is our way of giving back to our community."

[The Green Bay butterfly mural was highlighted in the Green Bay Press-Gazette.](#)

“The Brown County Breastfeeding Coalition is a group of dedicated professional and community individuals committed to promote, protect and support families, businesses and healthcare organizations with breastfeeding education, outreach and advocacy. The coalition has been in Brown County for approximately 20 years becoming a 501©(3) organization in 2015. Members include staff from all 4 hospitals, WIC, Brown County Health Department and healthy Families etc. It is open to the public.”

To learn more visit: www.wisconsinbrowncowi.com, FB: Breastfeeding Brown County WI or call us at 920.431.0243

Upcoming Events

- **2017 WBC 7th Annual Summit**, August 24, 2017 at [Hotel Marshfield](#): 2700 S. Central Avenue, Marshfield, WI 54449, 715-387-2700. Time: 8:30 am – 3:30 pm.

The WBC Board is excited to share the work they completed as one of six teams in the Community Teams Program, facilitated by the Healthy Wisconsin Leadership Institute, out of UW-Madison.

Participants will learn about and practice new coalition building tools used by WBC during the Community Teams Program. Participants will feel energized to take these tools back to their local coalitions. Resources will cover Value Propositions, Community Engagement, World Cafe, Charter Writing and the use of a Sustainability Toolkit. These tools will kick-start and/or drive home your local coalition efforts!

Similar to past summits, two representatives from all local coalitions are invited to attend at no charge. Additional participant cost is \$50.00 per person.

Register Here: <https://www.surveymonkey.com/r/WBC2017Summit>

- **Milwaukee County Breastfeeding Coalition: Secrets of Baby Behavior**, August 30, 2017, 8:00 am – 4:45 pm at Aurora Sinai Medical Center, Milwaukee, WI. Presented by: University of California Davis Human Lactation Center.



Baby behavior
advertising flier.pdf

- **Native American Breastfeeding Coalition of Wisconsin Upcoming Events**

The Great Lakes Inter-Tribal Council's Breastfeeding: The Traditional Way presents "The Cultural Aspects of Breastfeeding" with Camie Jae Goldhammer. Events will be hosted in two different areas of the state. June 15th from 12:00-3:00 at Ho-Chunk Gaming Wisconsin Dells, open to the Community and Health Professionals. June 16th at Lac du Flambeau Hall of Nations, session one 10:00-12:00 for Health Professionals and session two 1:00-3:00 for the Community.



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- **Save the Date: September 19, 2017: Join the Brown County Breastfeeding Coalition** (BCBC) for a day of breastfeeding education at Lambeau Field! Speakers include: Cathy Carothers, Every Mother Inc., Jen Ortner, State WIC Breastfeeding Coordinator, and Dr. Jenny Thomas, MD, IBCLC, Aurora Health Care.



Lambeau - Save the Date.pdf

Interesting Reads

"Lactation Sensation"

Check out this wonderful article about dairy scientist Laura Hernandez. Hernandez is exploring how to improve the processes that create milk, for the benefit of both cows and humans.

<http://grow.cals.wisc.edu/health/lactation-sensation>

"Breast-feeding plays important role in 'seeding' infant microbiome with beneficial bacteria"

UCLA-led study finds that nearly one-third of beneficial bacteria in baby's intestinal tract comes directly from mother's milk.

<http://newsroom.ucla.edu/releases/breast-feeding-plays-important-role-in-seeding-infant-microbiome-with-beneficial-bacteria>