

Wisconsin Breastfeeding Coalition (WBC): Winter Newsletter 2017 (2/2017)

2017 WBC Executive Board

Chair:

Jennifer Loding, RDN, CD
Nutrition Manager
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Vice-Chair:

Allie Isaacson, RN, BSN; BS; CLC
Community Health Nurse
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Past Chair:

Amber France, MS, MPH, IBCLC
Nutrition/Lactation Supervisor
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Secretary:

Lindsey Brost, RD, CD, CLC
Rusk County WIC Director
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Treasurer:

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WIC Director
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Summit Planning Chair:

Rachel Rademan, RN
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Communications & Outreach Chair:

Kelli Stader, MPH, RD, CLS
Nutrition Coordinator, DHS
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Guidance & Resource Chair:

Andrea Wagner, MS, RDN, CD, CLS
Clinical Nutrition Supervisor
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At Large Representatives:

State WIC Breastfeeding Coordinator:
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State WIC Breastfeeding Coordinator, DHS
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Medical Advisor:

Stephanie Slock, MD, IBCLC
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MCH Representative:

Shawn Meyer, RN, BSN, CLC
Public Health Nurse Consultant – Maternal Child
Health
Bureau of Community Health Promotion/Division of
Public Health
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2017 New Officers Elected

Thank you to everyone who voted for our open officer positions. We now have a full board to work together to plan and guide the activities of WBC! Our primary goal continues to be to support local breastfeeding coalitions, in turn, supporting and promoting breastfeeding in Wisconsin.

We are thrilled to welcome all our new board members. It is especially exciting to welcome a Maternal and Child Health (MCH) representative from the State office. The WBC board is also happy to have committed members stay on the board. These members bring experience and history to the WBC board.

Meet the new WBC Board Members!



Pictured: WBC Board. Top (From Left): Lindsey Brost, Amber France, Allie Isaacson, Shawn Meyer, Jen Ortner, Britt Nigon. Bottom (From Left): Kelli Stader (with baby, Hayden), Rachel Rademan, Jenni Loding, Andrea Wagner, Rosamaria Martinez. Not pictured: Stephanie Slock

Congratulations to Kelli Stader and her family on their newest addition!
Baby girl, Hayden, arrived on January 18th.

In the Spotlight:

Wood County Breastfeeding Coalition

Updates submitted by Amber France



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

2017 Membership Drive in Full Swing!

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

Corporate Partner: \$250.00

The Wood County Health Department, Aspirus Clinics and Hospital, and Ministry Saint Joseph's Hospital are working together to change breastfeeding practices as a system wide effort. Many changes are being made in the prenatal period to collaborate and bridge gaps in services. Prenatal education is being streamlined to provide consistent prenatal breastfeeding education. One of the methods of receiving prenatal breastfeeding education is through a new free mobile app, Cofective, which helps you learn about what to expect at the hospital and how to prepare for your breastfeeding journey.

Many changes are also being made in the postpartum period to ensure continuity of care after discharge. All moms will receive lactation support in the hospital and will have access to lactation consultants after they leave the hospital. Lactation consultants are available at the hospital, public health department, and WIC. Pharmacies are also playing a role in strengthening breastfeeding services! Medications are often a barrier for continued success with breastfeeding. A sign has been placed in pharmacy waiting areas to prompt a breastfeeding mom to discuss breastfeeding with her pharmacist so they can provide additional support and information.

The collaborative goal is to provide a comprehensive system of lactation care from the prenatal period throughout a mother's breastfeeding journey. Through our partnerships and collaborated services we can make this possible. We are in the early stages of this process and will continue to look at different aspects of the system to ensure adequate lactation services are provided and bridge any gaps that are identified.

Community Teams Program Update

The Wisconsin Breastfeeding Coalition has been working hard with the Healthy Wisconsin Leadership Institute's Community Teams Program over the past several months through site visits and workshops to help build and improve our coalition. Our team has also grown, adding two new members from the WBC Executive Board, Shawn Meyer (MCH At-Large Representative) and Lindsey Brost (WBC Secretary). We are thrilled to be moving through this process and look forward to sharing all that we are learning with the local coalitions.

The team is working hard on updating the WBC charter, which will help guide the work we continue to do. Additionally, we are very excited to be putting together a video to showcase the Wisconsin Breastfeeding Coalition. More to come on that!

National Breastfeeding Coalitions Conference

The United States Breastfeeding Coalition has set the date for their annual conference. The Seventh National Breastfeeding Coalitions Conference will be held in Arlington, Virginia August 4-6, 2017, followed by the Breastfeeding Advocacy Day on Monday, August 7. The conference brings together breastfeeding coalition leaders from every U.S. state and territory to protect, promote, and support breastfeeding at the national, state, and local/community levels. Scholarships to attend the conference will be coming available in the next few weeks. For more information on the conference, as well as the work that USBC is doing, check out their website at www.usbreastfeeding.org/
