

Wisconsin Breastfeeding Coalition (WBC): Winter Newsletter 2018 (3/2018)

2018 WBC Executive Board

Chair:

Allie Isaacson; RN, BSN; BS; CLC
Community Health Nurse
Ho-Chunk Health Center, Black River Falls
Allie.Isaacson@ho-chunk.com

Past Chair:

Jenni Loging, RDN, CD
Nutrition Manager
La Crosse County Health Department
jloging@lacossecounty.org

Vice-Chair:

Vacant

Secretary:

Lindsey Brost, RD, CD, CLC
Rusk County WIC Director
Ladysmith, WI 54848
lbrost@ruskcountywi.us

Treasurer:

Kristen Silverman, RD, CD, CLS
16th St. Community Health Centers
Milwaukee, Wisconsin
Kristen.silverman@sschc.org

STANDING COMMITTEES:**Local Connections:**

Kelli Stader, MPH, RD, CLS
Nutrition Coordinator, DHS
Madison, Wisconsin
Kelli.stader@wisconsin.gov

Events (annual summit):

Vacant

Outreach (website, facebook, newsletter):

Vacant

Advocacy:

Vacant

At Large Representatives:**State WIC Breastfeeding Coordinator:**

Jen Ortnier, MS, RD, CD, CLC
State WIC Breastfeeding Coordinator, DHS
Madison, Wisconsin
Jennifer.ortnier@wisconsin.gov

Medical Advisor:

Stephanie Slock, MD, IBCLC
AWAMC Women's Pavilion
West Allis
Stephanie.slock@aurora.org

MCH Representative:

Shawn Meyer, RN, BSN, CLC
Public Health Nurse Consultant – MCH
Bureau of Community Health Promotion/Division of Public Health
Shawn.Meyer@dhs.wisconsin.gov

ADHOC COMMITTEES:

Worksite Committee: Shawn Meyer
BF Friendly Pharmacies: Amber France
Coalition Toolkit: Vacant

2017 Reflections

For WBC, 2017 proved to be a year of reflection and planning. The [Community Teams Program](#) provided by the Healthy Wisconsin Leadership Institute (HWLI) assisted in this journey. The program guided us in closely looking at our overarching goals, detailed charter planning, team building tools and activities, and social marketing tools. It was through this experience, that the [WBC Video Story](#) was created.

Those of you who attended the 2017 Annual Summit in Marshfield, saw firsthand the [tools](#) provided to us from the HWLI. The tools can be used to build and strengthen local breastfeeding coalitions. There were 35 people present at the summit. The focus of the summit was sharing of tools for local coalitions, networking, and seeking further information on needs for local coalitions through a World Café activity.

Through feedback of those in attendance at the summit, we heard a desire for:

1. Quarterly state-wide networking calls would be helpful (we had our first quarterly call on 11/30/2017; 21 people joined)
2. For the annual summit, consider continuing education topics, continue networking opportunities, breakout sessions on different topics, annual coalition awards, change in location & time of year
3. Share resources between coalitions, so not duplicating efforts (build on WBC online toolkit)

In 2017, WBC welcomed new Board Members Allie Isaacson, Shawn Meyer, and Kristen Silverman. They bring energy and new ideas to the WBC Board.

We are still seeking board members to join our team! If you have an interest in assisting or chairing a committee, please contact a board member today (contact information on left)!



Special Thank you!

A special thank you goes out to Britt Nigon, Population Health Fellow who worked at the Department of Health Services (DHS). Britt served on the WBC's Community Team, providing valuable skills, input, time, and energy. She worked tirelessly on updating the WBC Charter and Operational Guidelines.



The mission of WBC:

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

2018 Membership Drive in Full Swing!

New! Membership now runs January 1 – December 31.

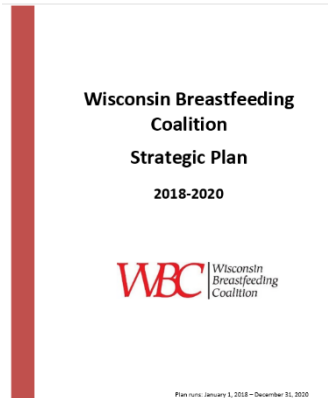
Please [visit our website](#) to renew online, or email wibreastfeeding@gmail.com to request a membership form. Payment can be made on the website through paypal (as paypal guest), or a check can be mailed to: *Attn: Wisconsin Breastfeeding Coalition, PO Box 070356 Milwaukee, WI 53207.* Make checks payable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

Types of Memberships:

Individual: \$45.00
Breastfeeding Organization or Local Coalition: \$75.00
Associate: \$75.00
Corporate Partner: \$250.00

WBC Strategic Plan 2018-2020

The Wisconsin Breastfeeding Coalition Executive Committee has spent the past year exploring and planning for how to improve WBC infrastructure to best serve local efforts and to create a more unified statewide breastfeeding movement. The role of WBC is to serve as a statewide coalition that supports local breastfeeding coalitions by providing tools, resources, connections, and coordination.



Priority areas in the plan:

1. Open and regular communications between WBC and local coalitions
2. Engagement of people to contribute to WBC Mission and Vision
3. Provide support and resources to local coalitions
4. Build and Maintain WBC Infrastructure

The eight page plan contains details about the mission, vision, and guiding principles of WBC, details about board structure, history, annual summit information, SWOT (Strengths, Weaknesses, Opportunities, and Threats) information, as well as activities for each of the four priority areas above. Stay tuned for the official release of this plan.

Children's Healthy Weight ColIN: Supporting Breastfeeding in Workplaces

We are excited to announce that Wisconsin has been selected to participate in the Children's Healthy Weight Collaborative Improvement and Innovation Network (ColIN) focusing on breastfeeding and worksites. This project is supported by the Association of State Public Health Nutritionists (ASPHN). The ColIN project will facilitate the development, implementation and integration of evidence informed policies and practices to support Title V programs to improve health behaviors related to breastfeeding.

The AIM of this breastfeeding project is to establish new policies or practices that address social and ecological barriers to breastfeeding. The Department of Health Services Maternal and Child Health program and Chronic Disease Prevention program are partnering with WBC to facilitate a statewide impact with the efforts of this project.

WBC has created an ad hoc worksite committee to focus on the ColIN project. Our core team includes Amber France, Allie Isaacson, Shawn Meyer and Kelli Stader. The worksite committee includes representation from 11 local and tribal agencies.

