

# 2019 WBC Updates

9/26/2019  
Marshfield, WI





# WBC Board Members

**Chair:** Jenni Loging

**Past-Chair:** Allie Isaacson

**Treasurer:** Kristen Silverman

**Secretary & At Large Rep:** Jen Ortner

## **Committees:**

**Local Connections:** Kelli Stader

**Events:** Rachel Rademan

**Advocacy:** Shaunna Lyon

**Website:** Julie Sharar

**At Large Rep and Worksite Committee**

**Lead:** Shawn Meyer

**At Large Rep:** Amber France





# WBC Mission and Vision

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

**Vision Statement:** Supporting local breastfeeding coalitions in meeting their goals of supporting and promoting breastfeeding as the norm for infant and early childhood feeding in Wisconsin.



# Strategic Plan 2018 - 2020

**Wisconsin Breastfeeding  
Coalition  
Strategic Plan  
2018-2020**



**WBC Strategic Plan on website:**

<https://www.wibreastfeeding.com/wp-content/uploads/2019/09/2018-2020-WBC-Strategic-Plan.pdf>



# Strategic Priorities

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.



# USBC Membership



## Welcome

The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than 50 nationally influential professional, educational, and governmental organizations that share a common mission to drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States. Join our work to make a difference for our nation's families:



**WBC Application to USBC for 5-yr membership submitted in 2019.**

\* Four WBC Reps:

- \* Jen Ortner
- \* Kelli Stader
- \* Jenni Loging
- \* Julie Sharar

**Regular webinars/learning opportunities.**

**Participating in three USBC Learning Communities:**

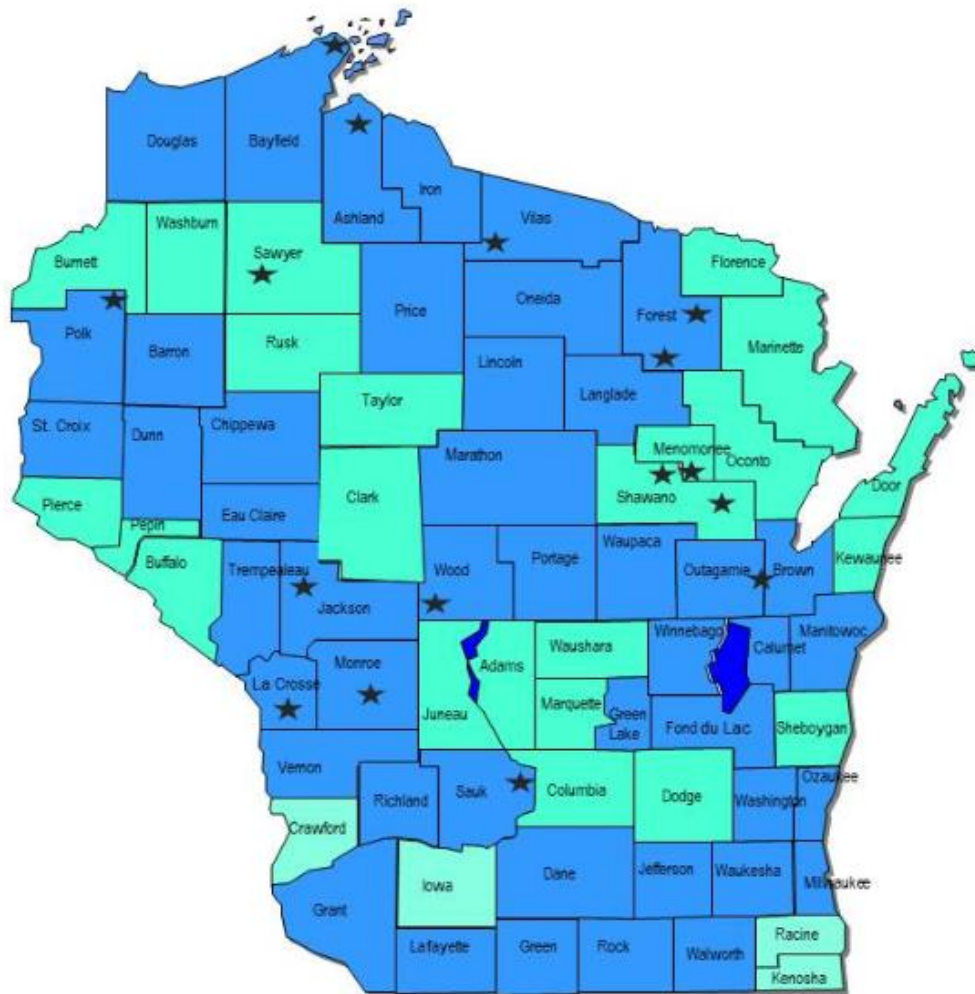
1. Legislative Policy & Advocacy (Shaunna Lyon)
2. Maternity Care Practices (Kelli)
3. Community Groups (Shawn)

**Annual USBC Conference.**  
6/14-15, 2019 in Bethesda Maryland.

<http://www.usbreastfeeding.org/>



## Local Breastfeeding Coalitions (29)



★ Tribes and Ho-Chunk Nation Tribal Health Offices

■ Local Breastfeeding Coalitions = 29 (45 counties, 11 tribes)

■ No known breastfeeding coalition

August 2019



# Committee Updates

- \* Membership (Kristen Silverman)
- \* Treasurer's Report (Kristen Silverman)
- \* Coffective (Jen Ortner)
- \* Worksite (Shawn Meyer)
- \* Website (Julie Sharar)



# Membership Update

- \* 1 Corporate Member
- \* 3 Associate Members
- \* 7 local Coalitions
- \* 4 individual Members

<https://www.wibreastfeeding.com/home-2/become-a-member/membership-list/>



# Treasurers Update

As of 9/5/19:

Checking account: \$12, 245.53

Paypal: \$778.61

## **Expenses:**

Zoom meeting fee, summit location & meals/snacks

**Revenue:** grants, membership



# Collective Initiative Update

Jen Ortner, MS, RD, CD, CLC  
State WIC Breastfeeding Coordinator  
Department of Health Services



# Worksite Committee

**Chair:** Shawn Meyer

**Members:** Kelli Stader, Amber France, Amanda Cassidy, Jessica Moyle, Kristine Omen, Jaime Batz, Becky Lindberg, Cindy Brylski-Breit, Candi Cornelius, Sarah Stock, Heather Prigge, Julia McCarroll

**Purpose:** To participate in Association of State Public Health Nutritionists (ASPHN) Children's Health Weight COLIN efforts to address breastfeeding support in the workplace.





# 2019 Accomplishments

- \* Working on statewide recognition program
  - \* Door hangers
  - \* Window decals
  - \* Housed on WBC website
  - \* WBC worksite committee will continue





# 2019 Mini Grants



## 12 awarded:

- \* Marquette County
- \* YMCA Early Learning Center
- \* Ashland County Health and Human Services
- \* Green County HR Dept.
- \* Waukesha County Health and Human Services
- \* Ashland Memorial Medical Center
- \* Old National Bank, MKE
- \* Winnebago County Health Dept.
- \* Western WI Health, St. Croix Cty.
- \* Buffalo County DHHS
- \* Wauwatosa Health Dept.
- \* Trane, Chelsea Dubiel



# WBC Website



*Striving to improve WI health by working collaboratively to protect, promote & support breastfeeding*

Home ▾ Local Coalitions ▾ WI Initiatives ▾ Advocacy ▾ Events Contact Us

**Visit our updated website**

<https://www.wibreastfeeding.com/>



# WBC Website



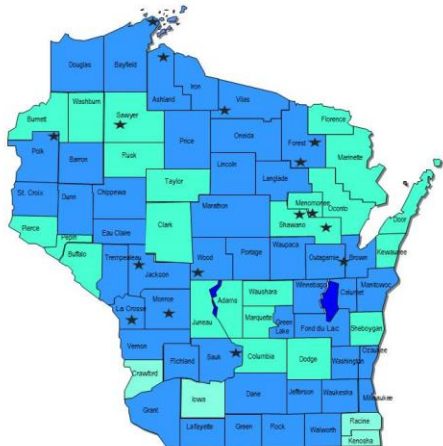
*Striving to improve WI health by working collaboratively to protect, promote & support breastfeeding*

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[Printable Coalition Directory](#)

[Printable Coalition Map](#)

## Local Breastfeeding Coalitions (29)



★ Tribes and Ho-Chunk Nation Tribal Health Offices



Western VA

For Portage County Breastfeeding Coalition:

- Breastfeeding Friendly Daycare Trainings
- Breastfeeding Friendly Business Trainings
- Global Latch On Events
- Support to St. Michael's Hospital for Baby Friend



## Events

[Show Advanced Search](#)

Date/Time	Event
09/05/2019 12:00 PM - 1:15 PM	Wisconsin Breastfeeding Coalition Executive Board Meeting
19	Comprehensive Clinical Breastfeeding Medicine Course for Physicians and Other Providers Conference Center Chicago, Chicago WBC-WALC Summit Hotel Marshfield, Marshfield WI
	Wisconsin Breastfeeding Coalition Executive Board Meeting

## Membership Levels

Level	Price	
Individual	\$45.00 now.	Select
Breastfeeding Organization	\$75.00 now.	Select
Associate	\$75.00 now.	Select
Corporate	\$250.00 now.	Select

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# WBC Website



## FIND:

- \* information on joining WBC as an individual, group or organization
- \* information on **CURRENT** breastfeeding grants, events, awards, etc
- \* **ACTIVE** links to breastfeeding resources and local coalitions
- \* information on breastfeeding advocacy, breastfeeding friendly worksite and childcare support, coffective, and more



# WBC Website

Please feel free to email  
**wibreastfeeding@gmail.com**  
with any events, classes, breastfeeding  
news to highlight on our website.

Also let us know about any necessary  
corrections, so we are as current and  
accurate statewide for our breastfeeding  
resources.





# WBC By-Laws

Jenni adding them to the Website.

Will seek approval via emailing them to the WBC members using SurveyMonkey.



# WBC Needs You!

## 2020 Recruitment for:

- \* Chair
- \* Vice Chair
- \* Secretary

### **Benefits of serving on the WBC Board:**

1. Work with a great group of people!
2. Connect with breastfeeding advocates across the state!
3. Opportunity to strengthen your leadership skills!
4. Fun, monthly meetings using ZOOM meeting platform!
5. Opportunity to learn from the United States Breastfeeding Committee (USBC)!
6. Possible travel and training to the USBC annual conference supported by USBC and WBC!



# Current Board Roster

## 2019 Wisconsin Breastfeeding Coalition Board (Updated 9/5/2019)

### Executive Board Members:

Past-Chair:	Chair:	Vice-Chair:	Treasurer:	Secretary:
<p>Allie Isaacson, RN, BSN, CLC Public Health Nurse—Nurse Family Partnership Chippewa County Health Department 711 N. Bridge St. Room 121 P: 715-726-7900 ext. 2138 Cell: 715-271-0425 <a href="mailto:aisaacson@co.chippewa.wi.us">aisaacson@co.chippewa.wi.us</a></p> <p>Term: 1/2019 – 1/2020</p>	<p>Jenni Loging, RDN, CD WIC &amp; Nutrition Manager La Crosse County Health Dept. 300 Fourth Street North La Crosse, WI 54601 (608) 785-6423 <a href="mailto:jloging@lacrossecounty.org">jloging@lacrossecounty.org</a></p>	<p>Vacant</p>	<p>Kristen Silverman, RD, CD, CLS Sixteenth Street Community Health Centers 1337 S. Cesar Chavez Dr. Milwaukee, WI 53204 414-897-5186 <a href="mailto:kristen.silverman@sschc.org">kristen.silverman@sschc.org</a></p>	<p>Vacant</p>

### Standing Committees:

Local Connections:	Outreach:	Events:	Advocacy:
<p>Kelli Stader, MPH, RD, CLS Nutrition Coordinator Department of Health Services 1 W Wilson St. Madison, WI 53703 (608) 267-9194 <a href="mailto:Kelli.Stader@wisconsin.gov">Kelli.Stader@wisconsin.gov</a></p> <p>Term: 1/2018 – 1/2020</p>	<p>Jenni Loging, RDN, CD WIC &amp; Nutrition Manager La Crosse County Health Dept. 300 Fourth Street North La Crosse, WI 54601 (608) 785-6423 <a href="mailto:jloging@lacrossecounty.org">jloging@lacrossecounty.org</a></p>	<p>Rachel Rademan BSN, RNC-OB Marshfield Medical Center <a href="mailto:rachelhamh@gmail.com">rachelhamh@gmail.com</a></p>	<p>Shaunna Lyon <a href="mailto:lyonsm@me.com">lyonsm@me.com</a></p>

### Ad hoc Committees

Worksite (CoIN):	Website Master
<p>Shawn Meyer, RN, BSN, CLC</p>	<p>Julie Sharar <a href="mailto:juliesharar@gmail.com">juliesharar@gmail.com</a></p>

### At Large Representatives (3):

<p>Jen Ortner, MS, RD, CD, CLC State WIC Breastfeeding Coordinator Department of Health Services 1 West Wilson St. Madison WI 53701 (608) 267-2282 <a href="mailto:Jennifer.ortner@wisconsin.gov">Jennifer.ortner@wisconsin.gov</a></p>	<p>Shawn Meyer, RN, BSN, CLC Public Health Nurse Consultant – Maternal Child Health Bureau of Community Health Promotion/Division of Public Health 1 West Wilson Street - Room 233 Madison, WI 53703 608-504-6373 <a href="mailto:Shawn.Meyer@dhs.wisconsin.gov">Shawn.Meyer@dhs.wisconsin.gov</a></p>	<p>Amber France Community Member 715-218-6278 <a href="mailto:amberdfrance@gmail.com">amberdfrance@gmail.com</a></p>
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