

Breastfeeding Community Conversations

Breastfeeding Alliance of Northeast Wisconsin

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WBC Summit
Sept. 26, 2019



The Idea

- WBC Summit 2017
 - Community Engagement Toolkit - Healthy Wisconsin Leadership Institute
 - Who are the people most impacted by the issues you are addressing?
 - Who's missing?
 - Gaps: We don't know first hand what challenges moms in our community face
- We wanted to invite moms to share their experiences
- Decided to host Breastfeeding Community Conversations

Recruiting help and expertise

- Coalition member commitment
- Wrote for a WALC Grant
- Conversation with Leslie Wolf (Healthy WI Leadership Institute)
 - Use asset based, “powerful” questions
 - Positive, builds relationship, value and wisdom
 - Go to where they are
 - Personal invitation
- Partnered with Human Development and Relationships Educator from UW Extension
 - Assisted us with development of our questions, how to draw in our intended group and understand how to facilitate group conversations
 - Facilitated our community conversations
- Local Health Department Health Educators
 - Table Hosts

Figuring out the details

- Locations
 - Already had partnerships
 - Easy to access
 - 2 different cities
 - Kids friendly
- Times
 - Morning and evening
- Online Registration
 - Google Forms
- Childcare
 - Provided by BFAN members
- Parking Reimbursement
- Gift Cards
 - \$20 Target or Walmart
- Snacks

Promotion

- Facebook
- Website
- Personal Invite
- Mom and Me Groups
- Health Systems
- WIC

Was breastfeeding
not what you
thought it would be?

Gift Cards
for participants!



Is your child 3 or younger?
Join The Breastfeeding Alliance of
Northeast Wisconsin (BFAN) for a small
group conversation to help improve
breastfeeding services.



Staff provided
childcare

April 8

6PM-8PM

First Presbyterian Church
200 S. Church Street, Neenah

OR

April 30

10AM-12PM

Appleton Public Library
225 N. Oneida Street, Appleton

Register on BFAN's
Facebook Page

Or
please call or text Allison at 920-765-4375 or
email allisonlavmon@gmail.com



Breastfeeding Alliance
of Northeast Wisconsin
(BFAN)

Mission: To improve the health of NEWI
residents by working collaboratively to protect,
promote, and support breastfeeding.

Funds to host this community conversation
received from Wisconsin Association of Lactation
Consultants (WALC)

Locations and Participation

First Presbyterian Church Neenah Monday, April 8 6p-8p

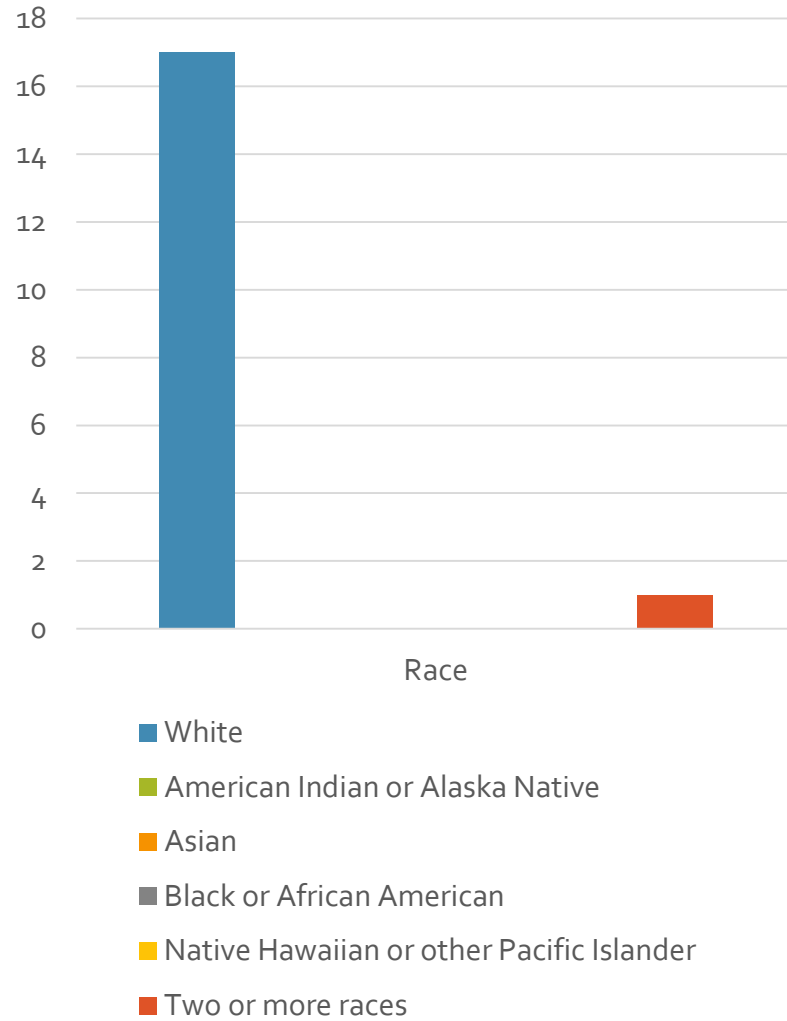
- Moms:
 - Registered: 10
 - Participated: 7
- Children Needing Care:
 - Registered: 5 (4 m-2.5yrs)
 - Participated: 2

Appleton Public Library Tuesday, April 30 10a-12p (*Staff offered a children's program)

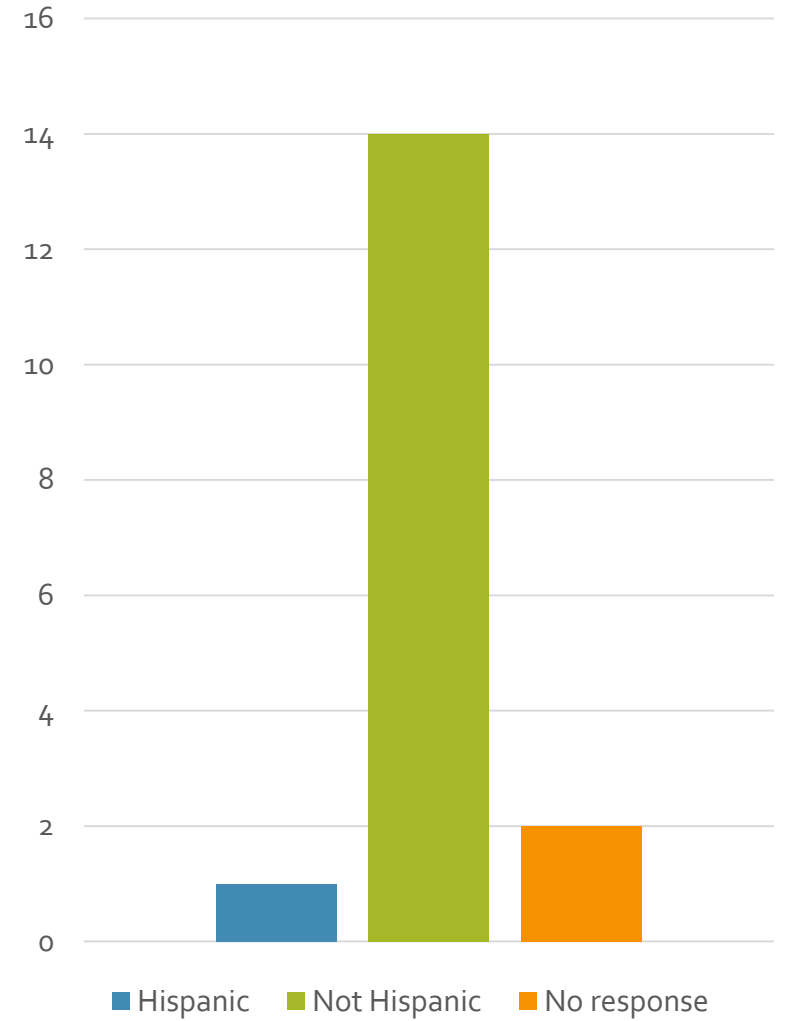
- Moms:
 - Registered: 16
 - Participated: 11
- Children Needing Care:
 - Registered: 11 (6m-4yr)
 - Participated: 9

Demographics

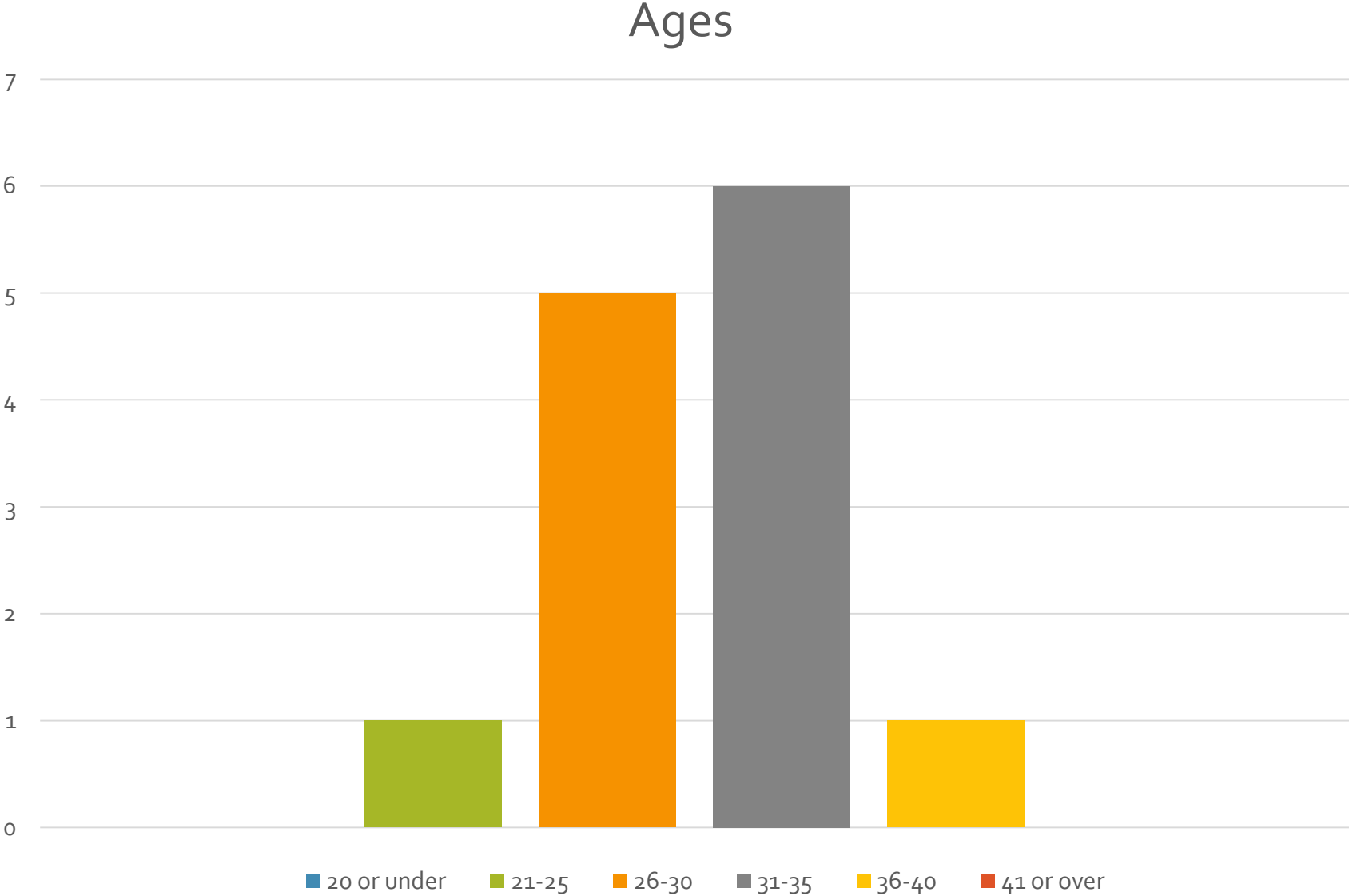
Race



Ethnicity

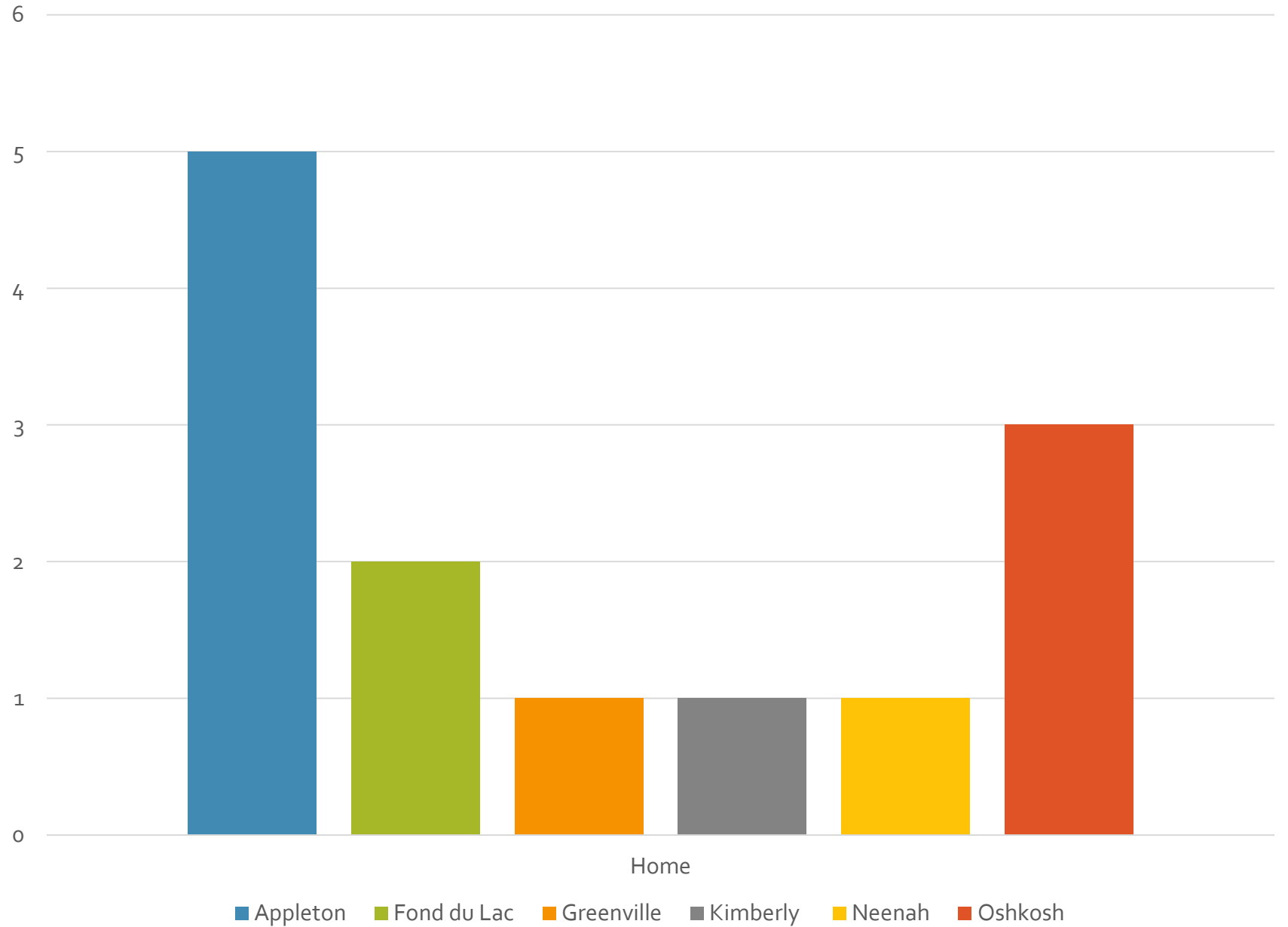


Demographics



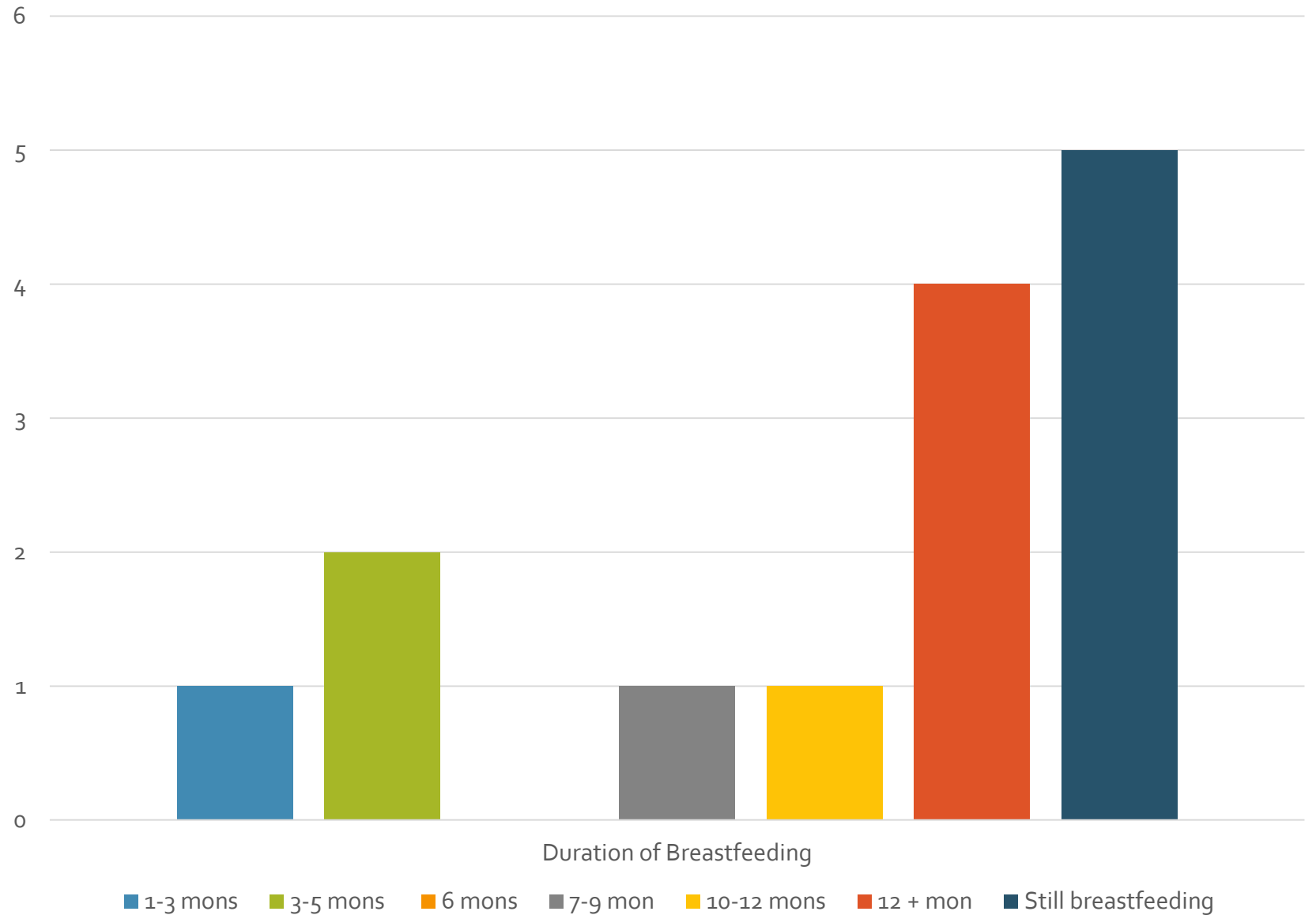
Demographics

What's Your Zip Code?



Demographics

How long did you provide any breastmilk?



Conversation

Questions

1. When did you decide you were going to breastfeed and what steps did you take to learn about it?
2. Reflect back on your first few weeks of motherhood, what and when was your first breastfeeding challenge?
3. What do you think would have helped you more?

Q 1: When did you decide and how did you prepare?

- Themes:
 - “Always knew” “Natural” “Benefits”
 - Thought it would come natural, be easy
 - Wish I had known that it takes work and that others struggled too.
 - “Wish husband attended-thought it was mom’s responsibility, but class changed mind.”
 - “Reality was completely different- the preparation did not help”
 - “Needed a “crash course” after birth

Q2: Reflect back, what/when was your challenge?

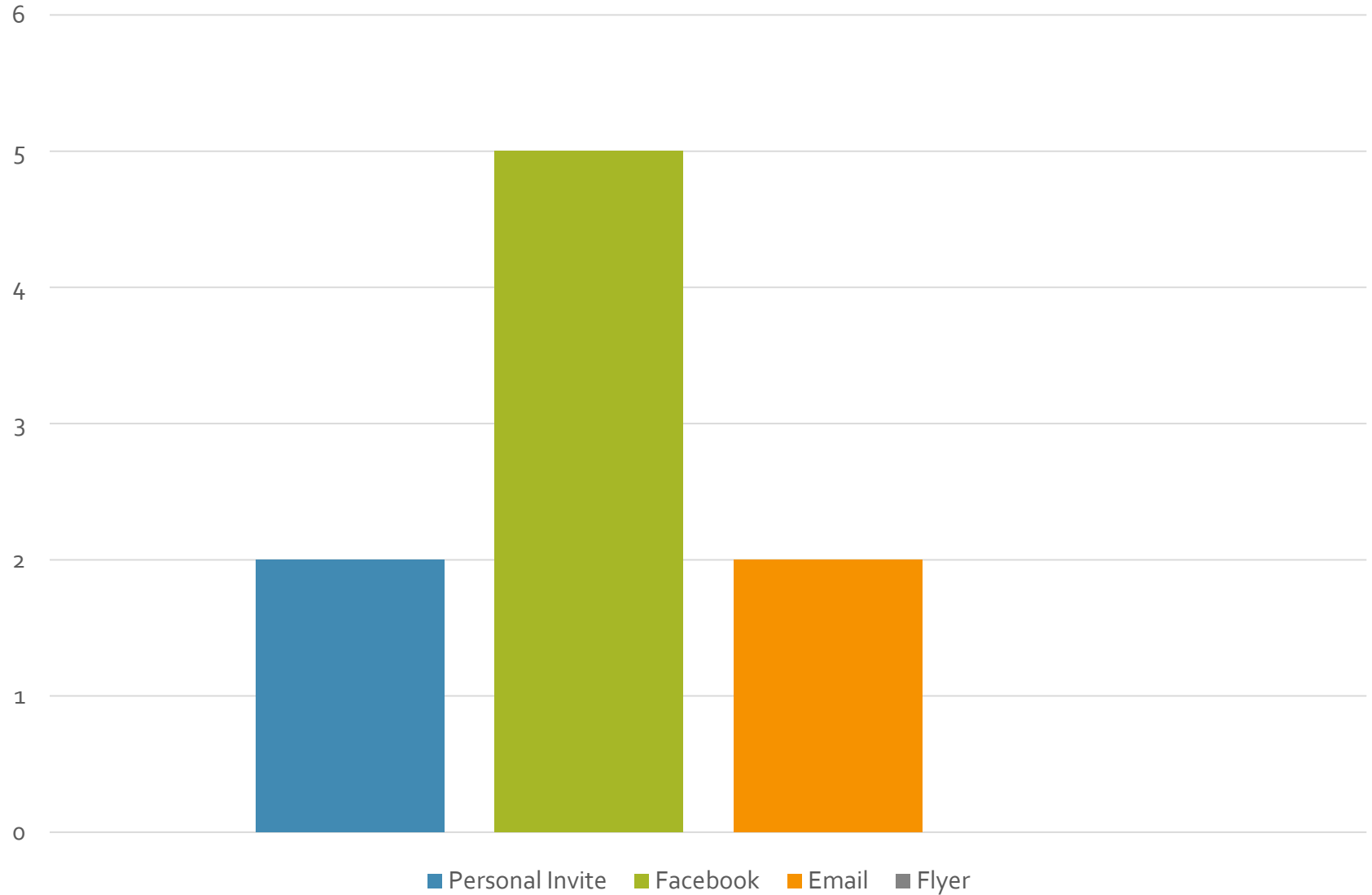
- Themes:
 - Day 2-3 + difficult
 - Latch, pain, engorgement, over supply, fast let down, reflux, mastitis, tongue tie
 - Induction, C-section
 - Preterm
 - Pumping and feeding
 - Self care
 - Called the nurse/midwife
 - Googled info. Dr. didn't give much advice

Q3: What would have helped more?

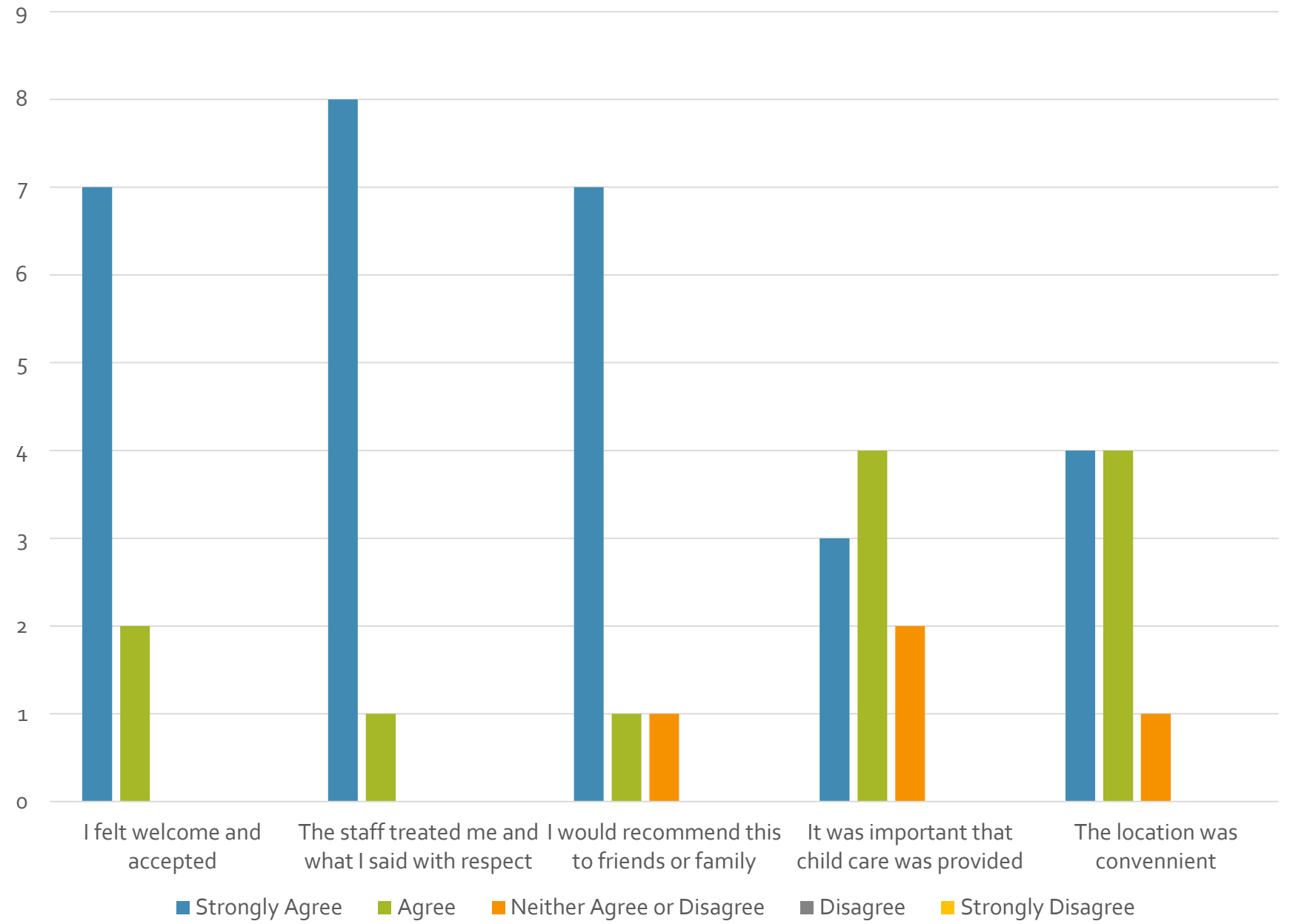
- Themes:
 - More resources/education for partner (husband) and family (mother).
 - More education about pumping
 - “Classes would have been more helpful after giving birth”
 - Breastfeeding support groups
 - Home visits
 - Decrease/eliminate inconsistent messages, conflicting info

Evaluation (9 responses)

How did you hear about the Breastfeeding Community Conversation?



Evaluation



Evaluation

- “Great event. Thank you for hosting!”
- “I think it would’ve been nice to have the option to talk with a consultant if you’re still breastfeeding. Maybe open it up to questions at the end.”
- “Thank you for having this conversation. It was one of the first times I had been around other moms that had struggles with breastfeeding, some the same as mine and some different. It was nice to know that I am not the only one and that we are working on making a difference because breastfeeding is hard work but for some of us it is a lot more work than anticipated or we just don’t have the tools to work through things that come up in that journey. So many times, I would think, if only I would have known that at the beginning how things might have been different but that is part of journey. I’m glad it brought me to this and hopefully this will help future moms struggling.”
- “I thought it was interesting to hear other women's opinions. I was surprised many of us struggled with similar issues. I thought the discussion was helpful for myself in the future (my second is due in 3 weeks and I'm hoping to have a better experience).”

Moving Forward & Lessons Learned

- Small number of participants
 - Plan to conduct a survey to gather more information
- Could be more intentional r/t target audience
 - Disparities
 - Breastfeeding experience/duration
- Explain the coalition
 - Share how they can help
 - Invite them to join us