



Northwestern Wisconsin
Breastfeeding
NETWORK

2019 Forums and Action Plan

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Northwestern Wisconsin

Breastfeeding NETWORK

*You're invited to our upcoming
breastfeeding forums!*

Please RSVP by [clicking here](#) or navigating to:
<https://www.surveymonkey.com/r/MYDZ9QL>

- **Part 1: Discuss community breastfeeding support and needs of breastfeeding families**

Thursday, February 21, 2019, 11am - 1pm
Eau Claire Government Center, Room G0009
(Jail Entrance, J1N)

- **Part 2: Develop an action plan to better support breastfeeding families**

Thursday, April 18, 2019, 11am - 1pm
Eau Claire Government Center, Room G0009
(Jail Entrance, J1N)

**Lunch will be provided at both meetings*

Questions? Contact Ellen Jacobs at Ellen.Jacobs@co.eau-claire.wi.us



Forum Part 1: Support and Barriers

02/21/2019

Pre-forum Survey

Where do moms go for help?

Who is contacted for support?

What would you consider the most effective community resources?

What is the most effective intervention?

What breastfeeding support does your organization offer?

What are perceived barriers?

What additional resources are needed?

Survey Responses

Where do moms go for help?

- Family/friends, internet, medical provider, lactation consultant

Who is contacted for support?

- Family/friends, IBCLCs/CLCs/CLSs, LLL, WIC, Kellymom.com

What would you consider the most effective community resources?

-WIC/Public Health, IBCLCs/CLCs/CLSs, Support Groups

What is the most effective intervention?

- Skin to skin, training RNs as CLCs, customized support

What breastfeeding support does your organization offer?

- Breastfeeding classes, 1:1 support, pumping space, Peer Counselor

What are perceived barriers?

- Lack of professional support/access, Work Pressures, Lack of Prenatal Ed., Feeling Judged, Lack of knowledge about supports, Formula Supplementation

What additional resources are needed?

- Public Ads./Acceptance, Employer Ed. Support, More IBCLCs, Prenatal/MD ed., Support Groups, Family support, Resource Connection

Forum Part 1: Questions

01

What have we been doing that we should continue?

02

What have we been doing that we should stop?

03

What have we not been doing that you like to see the Network start?

Forum Part 1: Table Responses

- Analyzed and sorted data for each of the 3 tables and made a chart for each of the questions

Question 1: What have we been doing that we should continue?

Q #1	Education	Community	Organization	Misc.
Short	<ul style="list-style-type: none"> - Free prenatal breastfeeding class - One-on-one education at WIC appointments - Posted passive education (table tents, flyers) 	LLL support groups	<ul style="list-style-type: none"> - Text support from peer counselor - Inpatient lactation support 	Reach out to families via the internet
Intermediate	<ul style="list-style-type: none"> - Cohesive - Developing and improving good resource awareness 	Baby friendly government, business, employers	<ul style="list-style-type: none"> - Outpatient lactation support - Support groups - 1-2 days post d/c follow up visit as a standard with lactation 	NWBN conference and world breastfeeding week
Long	IBCLCs/CLCs has increased	More WIC peer counselors with better pay and FTE	<ul style="list-style-type: none"> - Offering public health home visits - Baby friendly everywhere 	

Forum Part 2: Action Plan

4/18/2019

Forum Part 2: Developing an Action Plan



Prioritize



Action Steps

Created Subcommittees

Collective

Interventions

Normalize
Breastfeeding

Breastfeeding
Friendly
Businesses

NWBN 2020
Conference

August
Breastfeeding
Events

Breastfeeding
Resource
Guide

World Breastfeeding Week Booth



Chocolate Milk: The Documentary Screening



Steps Forward



Thank you

For more information contact Ellen Jacobs at ellen.Jacobs@co.eau-claire.wi.us