

2019 Forums and Action Plan ELLEN JACOBS, MSN, RN, CLC – NWBN CO-CHAIR

Breastfeeding NETWORK

> You're invited to our upcoming breastfeeding forums!

Please RSVP by <u>clicking here</u> 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 <u>Ellen.Jacobs@co.eau-claire.wi.us</u>



Forum Part 1: Support and Barriers

02/21/2019

Pre-forum Survey

What would you What is the most Where do moms go consider the most Who is contacted for effective for help? effective community support? intervention? resources? What breastfeeding What additional What are perceived support does your resources are barriers? organization offer? 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

Q #1	Education	Community	Organization	Misc.
Short	 Free prenatal breastfeeding class One-on-one education at WIC appointments Posted passive education (table tents, flyers) 	LLL support groups	 Text support from peer counselor Inpatient lactation support 	Reach out to families via the internet
Intermediate	 Coffective Developing and improving good resource awareness 	Baby friendly government, business, employers	 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	 Offering public health home visits Baby friendly everywhere 	

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

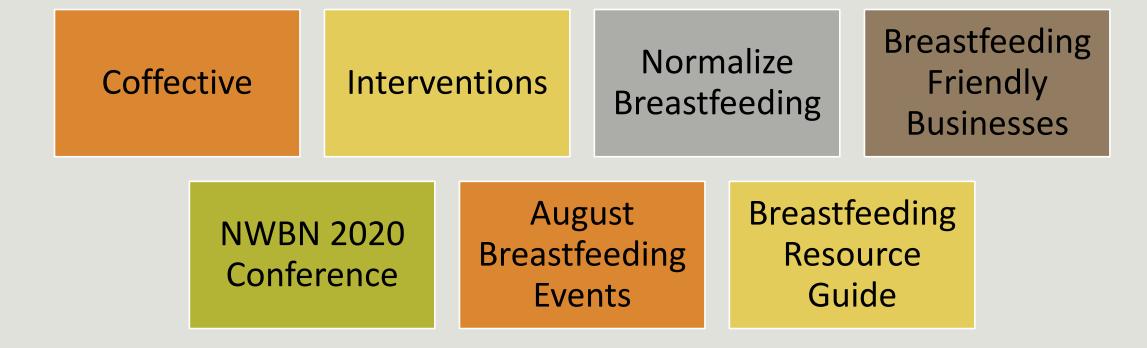
Forum Part 2: Action Plan

4/18/2019

Forum Part 2: Developing an Action Plan



Created Subcommittees



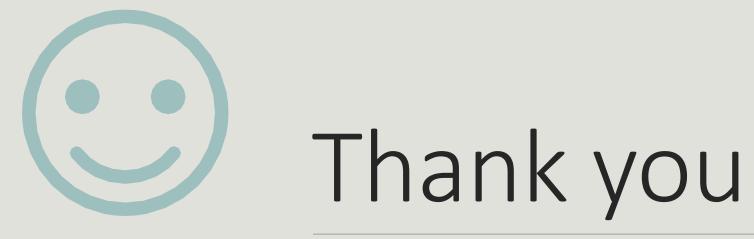
World Breastfeeding Week Booth



Chocolate Milk: The Documentary Screening



Steps Forward



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