

Crow River Area Breastfeeding Coalition Meeting

**Date:** 1-28-2016 **Time:** 10-12 **Location:** Solid Waste Mgmt. Building 1065 5<sup>th</sup> Ave SE, Hutchinson (Lg Conference Room)

**Team/Group:** Breastfeeding Coalition Members

Present: Jessica Remington RDN, with Meeker, McLeod, Sibley CHS; Debbie Baker RD, and Wendy Schoon RD with McLeod County Public Health; Janelle Walter RN with Hutch Health OB; Beth VanOverbeke RD with Hutch Health.

**Coalition's Purpose:**

Bring community members together to decide how we can best make our community supportive of breastfeeding mothers and babies.

**Mission:** Collaborate with local health departments, WIC programs, Hospitals, Clinics, and other organizations and individuals, to protect, support, and promote breastfeeding.

**Vision:** Provide a clear and consistent message throughout the community about breastfeeding resources and support.

<b>Topic</b>	<b>Discussion/Plan</b>	<b>Action/Do/Responsible Person/Deadline</b>
<b>OUTREACH</b>		
2016 Breastfeeding Resource Sheet	We went over the breastfeeding resources sheet and decided most of it was up to date. There are just a few that we will be checking on.	Debbie (by Fri Feb 5 <sup>th</sup> ) will go through the assigned phone line numbers and make sure they are all still active and check with Econo Foods in Litchfield if they continue to take insurance for breast pumps.  <b>FYI – Econo foods in Litchfield will no longer work with insurance to provide pumps.</b>  Please use the attached resource sheet for the most updated information.
MMS Healthy Communities Website	The MMS Healthy Communities website is where you can find past meeting minutes and more information about the coalition.  MMS Healthy Communities site link: <a href="http://www.mmshealthycommunities.org/online-resources/crow-river-area-breastfeeding-coalition/">http://www.mmshealthycommunities.org/online-resources/crow-river-area-breastfeeding-coalition/</a>	Jessica will put the link on our resource list.
Facebook	Will continue to keep posting information on our Facebook page. Continue to share the page as well as invite your friends to like it.	Jessica will continue to post at least weekly. Please send her anything you feel would be great to share.

<p><b>BREASTFEEDING PROMOTION ACTIVITIES</b></p>	<p>Efforts/activities in 2015</p> <ul style="list-style-type: none"> <li>• Community invites for coalition.</li> <li>• Distributed 'Best Milk' book to Pioneerland and Traverse des Sioux library systems.</li> <li>• Breastfeeding support survey for postpartum moms (see section on the survey below)</li> <li>• County fair rock and rest areas.</li> <li>• Updated resource list to include breastfeeding classes.</li> </ul> <p>In 2015 we were also discussing how we can recognize local breastfeeding friendly employers and businesses. (FYI - The coalition has about 30 window clings we could give out to recognized employers and businesses).</p> <ul style="list-style-type: none"> <li>• In 2015, a post was made on Facebook a few times asking for positive workplace breastfeeding experiences in order to work toward recognizing those businesses that support moms with breastfeeding their babies.</li> <li>• We have received zero responses from our Facebook posts. Today, it was decided that we will move our efforts in another direction – See section on brainstormed ideas below.</li> </ul>	<p>We will continue to look into other events to have a space to breastfeed at. Jessica contacted someone on the committee with Winterfest and will continue to work at making contacts for other events.</p> <p>Jessica and Heather will look into how we will go about getting the word out for the Breastfeeding Friendly Workplace recognition program (send out letters? Call?) In the meantime, please encourage your own workplace to apply! There is a (fairly simple) formal application process online. <a href="http://www.health.state.mn.us/divs/oshii/bf/BFFworkplace.html">http://www.health.state.mn.us/divs/oshii/bf/BFFworkplace.html</a></p>
<p><b>SURVEY: Breastfeeding mother support - 2014/15 project</b></p> <p>Next steps?</p>	<p>Jessica analyzed the results through survey monkey and shared those with the members present today along with health implications of not breastfeeding.</p> <p>See the attached document to look through on your own.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• The survey covered Meeker, McLeod, and Sibley counties.</li> <li>• <u>Breastfeeding duration goals:</u> <ul style="list-style-type: none"> <li>○ One year - 47.62%</li> <li>○ Beyond one year - 34.52%</li> <li>○ 6 months - 11.90%</li> <li>○ 3 months - 1.19%</li> <li>○ 4 to 6 weeks - 3.57%</li> </ul> </li> <li>• <b>Only 35.14% of moms met their goal</b></li> <li>• <u>Top Reasons why moms felt they didn't reach their goals</u></li> </ul>	<p>Jessica will attach the analyzed survey results to the email going out with the minutes.</p> <p>Wendy will share the survey info with McLeod county director.</p> <p>Jessica will send the results to the directors of the other counties.</p> <p>Janelle will share with the OB department and Beth will share as appropriate as well within Hutch Health.</p> <p><b>If you were not able to attend the meeting, please share with anyone you feel would be interested!</b></p>

	<ul style="list-style-type: none"> <li>○ Milk supply concerns – 37.84%</li> <li>○ Work – 32.43%</li> <li>○ Pain – 10.81%</li> <li>○ Lack of Knowledge – 8.11%</li> <li>○ Embarrassment – 8.11%</li> <li>● <u>Top “breastfeeding supports” that moms would like to see offered in the community.</u> <ul style="list-style-type: none"> <li>○ Support group – 48.65%</li> <li>○ Lactation consultant visits – 45.95%</li> <li>○ Increased options for breastfeeding classes – 44.59%</li> <li>○ Newborn clinic, walk-in weight checks – 39.19%</li> <li>○ Increased Health Provider Education – 27.03%</li> <li>○ Home visits – 22.97%</li> </ul> </li> <li>● <b>Results:</b>  Just over a third of mothers surveyed met their breastfeeding goals. The two top reasons mom did not reach their goals were <u>milk supply concerns</u> and going back to <u>work</u>. These mothers feel more support is needed through <u>support groups</u> in the community, more opportunities to work with <u>lactation consultants</u>, more options for <u>breastfeeding classes</u> and the ability to walk-in and weigh their baby at a <u>newborn clinic</u>. Around a quarter of moms surveyed feel that their <u>health care providers would benefit from more education</u> in the area of breastfeeding, and a quarter of moms also feel that there should be more of an opportunity for <u>home visits in relation to breastfeeding help</u>.</li> </ul> <p>We discussed what to do with the information obtained and we were excited to see that a few facilities have already taken steps in the right direction addressing the issues affecting moms’ length of breastfeeding! (See next section on updates from the two present workplaces at today’s meeting and then our brainstorming session also below.)</p>	
<b>BRAINSTORMED IDEAS FOR 2016</b>	<b>Brainstorming session – (keeping in mind the results from the survey).</b> <ul style="list-style-type: none"> <li>● Promote Breastfeeding Friendly Workplace/Health Department Recognition program.</li> </ul>	Look for a survey monkey coming your way to vote on what we would like to work on this year.

	<ul style="list-style-type: none"> <li>• Continued family space at county fairs for quiet/breastfeeding/diaper changes and working towards more events (i.e. Garlic Festival, Winterfest, Heart of Hutch events, Orange Spectacular, Arts &amp; Crafts Festival etc – let us know of other local events!)</li> <li>• Encourage beginning a breastfeeding support program – both in WIC and in the healthcare centers/hospitals, and other local businesses.</li> <li>• Campaigning to remove breastmilk support bags and formula bags in the local hospitals and clinics.</li> <li>• Fundraiser through the paint factory.</li> </ul>	
<p><b>NETWORKING AMONG COMMUNITY PARTNERS (A time to share what’s going on in your workplace!)</b></p>	<p><u>Hutchinson Health Hospital:</u></p> <ul style="list-style-type: none"> <li>• A lactation counselor/consultant is scheduled for lactation visits M,W,F 1000-1400 (these are the current times/dates we are trialing, they may change) and other times and dates as available. Call hospital Birthcare for appt. or availability at 320-484-4620.</li> <li>• They have 3 (newly certified) CLCs (Certified Lactation Counselors) on staff in addition to an IBCLC staff member on pool.</li> <li>• Follow up phone calls are made at 3-5 days postpartum and also 24-36 hours following any Lactation visits or phone contacts.</li> <li>• More of a priority is being put on working with moms on breastfeeding while they are in the hospital yet.</li> </ul> <p><u>Meeker McLeod Sibley Community Health Services:</u></p> <ul style="list-style-type: none"> <li>• All staff that counsel participants are encouraged to become Certified Lactation Counselors or Certified Lactation Specialists and almost all staff are.</li> <li>• IBCLC on staff in Meeker county</li> <li>• All staff attended a baby behavior training to learn how to teach families about baby behaviors and what to expect as normal so they don’t always turn to thinking they don’t have enough milk when the baby is fussy or cries.</li> <li>• Instead of giving 3 months of vouchers out to new postpartum moms, they see them 1 month after their initial visit and then in</li> </ul>	<p>If you were unable to attend the meeting but would like to share what your workplace is doing, email Jessica at <a href="mailto:jessica.remington@co.mcleod.mn.us">jessica.remington@co.mcleod.mn.us</a>.</p>



- another 1 or 2 months depending on the mother's needs.
- They just began working towards implementing the new grant for WIC Peer Breastfeeding Support – mothers who have been on WIC and have breastfed for at least 6 months are eligible to apply. They contact moms at least monthly and are a support person that moms can call when they have any concerns with breastfeeding – a good first contact, a cheerleader, and problem solver, but they have training to know when to refer on.

**It is great to see the frequency of mother contacts increasing!**

**FUNDRAISING**

- We need to talk with Tara at the Paint Factory again.
- Our local coalition itself is not a 501c3 organization, but donations/fundraising can be accepted through the State Coalition on our behalf. They can serve as a fiscal host.

The Paint Factory is very busy at the moment – stated we should call back at a later date if we'd like to schedule something yet. Will discuss at next meeting.

**TRAININGS/  
CONTINUING  
EDUCATION/  
RESOURCES**

**Available trainings:**

- March 3-4, 2016 (Location TBD, WI.) WALC Annual Breastfeeding Conference.
- May 2016 MN LLL Conference
- There is a page and a half of different breastfeeding related trainings on the WIC website:  
<http://www.health.state.mn.us/divs/fh/wic/localagency/bf/bfconted.html>

**ANNOUNCEMENTS OR  
ADDITIONS TO AGENDA**

Meeker County WIC has received 4 pedal pumps that can be loaned out, if needed.

**NEXT MEETING**

Thursday, April 28<sup>th</sup> and 10am at Hutchinson Health, Conference Room A – in the basement.

**Recorded by:**

Jessica Remington