

Minnesota Breastfeeding Coalition's 7th Annual Meeting: Advocacy in Action

September 30, 2014

Total Contact Hours: 6.3

8:30 – 9:00 a.m. Welcome & MBC Update

9:00 – 10:15 a.m. Baby-Friendly Hospital Initiative: 1.5 CEUs

- Martha Overby, JD; March of Dimes
- Juliann Van Liew, MPH; Minnesota Breastfeeding Coalition
- Jeanette Schwartz, RNC, MA; Health East Care System
- Missy Lake, RN, CLC, ICCE; Saint Joseph's Medical Center

Objectives:

1. Provide a snapshot of Baby-Friendly progress throughout Minnesota, including major barriers and possible next steps, as identified by the 2014 Infant Feeding Practices Survey.
2. Describe two processes toward Baby-Friendly Hospital Initiative designation that can be completed as a "system."
3. Identify two sources for all health care staff education that can be used to meet Step Two of BFHI.
4. Describe why a facility should pursue Baby-Friendly designation, how to become certified as Baby-Friendly, and who should be on your "team" to get it accomplished.

10:30 – 11:15 a.m. Breastfeeding in the Workplace: 0.9 CEUs

- Linda Dech, MPH, IBCLC; Minnesota Breastfeeding Coalition
- Susan Bishop, Worksite Wellness Planner; Minnesota Department of Health
- Joan Demeules, MA, LSW; Saint Catherine University

Objectives:

1. Describe a way to use Business Case for Breastfeeding resources to encourage local workplaces to support breastfeeding employees.
2. Provide an update on the Office on Women's Health resources and the Statewide Health Improvement Program (SHIP) initiatives that support breastfeeding in the workplace.
3. Describe how MDH will recognize breastfeeding friendly workplaces and health departments.
4. Identify how universities are supporting breastfeeding students and employees through providing locations for pumping and support resources.

11:15 – 11:45 a.m. Minnesota Department of Health Breastfeeding Update: 0.6 CEUs

- Dorothy Bliss, MA; Minnesota Department of Health
- Linda Dech, MPH, IBCLC; Minnesota Department of Health, WIC
- Mary B. Johnson, MPH, RD, LN; Minnesota Department of Health, WIC
- Mikaela Robertson, Public Health Nutrition Masters Student, MN Department of Health

Objectives:

1. Provide an update on the Minnesota Department of Health's Call to Action to Minnesota birthing hospitals and birth centers.
2. Gain familiarity with the vision and themes of the Healthy Minnesota 2020 Statewide Health Improvement Framework.
3. Learn about the strategic approach of the Partnership and the role the Partnership will play in the 2015 Minnesota legislative session.
4. Provide an overview of MDH's new Breastfeeding Friendly Recognition Programs.

12:30 – 1:45 p.m. Breakout Sessions: 1.5 CEUs

A: Childcare Panel

- Kay Olson-Fisher, BS, LD, IBCLC, RLC; Bloomington WIC
- Joyce O'Meara, Early Childhood Specialist; Minnesota Department of Health
- Joan Bulfer, MS, RD, LN; Bloomington Public Health

Objectives:

1. Learn strategies for recruiting childcare providers to participate in the Breastfeeding Support in Child Care Settings project.
2. Learn training and resources available for child care providers on supporting breastfeeding and strategies to effectively relay relevant information to childcare providers.
3. Gain an understanding of State Health Improvement Program strategies for breastfeeding in childcare.
4. Learn about regulations, and misconceptions about regulations concerning breastfeeding and breast milk in child care programs.

B: Coalition Building / Skill Building Workshop - Marcia Avner; Avner Consulting LLC

Objectives:

1. Gain an understanding of the value of working collectively to shape public policies.
2. Learn about strategies for building effective and sustainable coalitions.

2:00 – 3:30 p.m. Advocacy and System Change: 1.8 CEUs

Reimbursement and Licensure for Lactation Services

- Stephanie Rodriguez-Moser, BA, IBCLC, RLC;
Lakewood Health System

Objectives:

1. Learn about the types of lactation credentials.
2. Learn about the current obstacles to reimbursement for lactation services and the attempts to solve them.
3. Gain an understanding of the current state of licensure in the United States and Minnesota.

Panel Discussion

- Lisa Stratton, JD; Gender Justice
- Susan Lane, MA, LCCE; Minnesota Better Birth Coalition
- Senator Chris Eaton, RN; Minnesota Senate

Objectives:

1. Describe recent changes in Minnesota law regarding breastfeeding mothers' rights to accommodation in the workplace.
2. Describe the process of organizing doulas to successfully pass legislation supporting better births in Minnesota.
3. Describe the advocacy process and ways to effectively approach your legislator, commissioner, or leadership to create an environment that supports breastfeeding.