

## **Table Topics**

Minnesota Breastfeeding Coalition  
Third Annual Meeting  
October 25, 2010

**Table topics are intended to be informal discussions with a facilitator. The same table topics are offered at breakfast and lunch time, giving you the chance to sit in on two different topic discussions. Each table accommodates about 10 people, so please look over this list and find a few topics that may be of interest in case your first choice is full.**

### **Baby-Friendly Hospital Initiative / 10 Steps**

**Facilitator: Dr. Dana Barr, HCMC Family Medicine Staff Physician and HCMC Breastfeeding Collaborative Co-Chair**

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals. At this discussion, learn from others' experiences with implementing the Ten Steps.

### **Breastfeeding Educational Opportunities for Staff**

**Facilitator: Joanne Wesley, BA, IBCLC, RLC, Breastfeeding Services and Clinic, Hennepin County Medical Center**

Appropriate, consistent, and evidence-based breastfeeding education is critical when training hospital and clinic staff. Share training and curriculum ideas that can be implemented in a variety of settings.

### **Breastfeeding Friendly Child Care**

**Facilitators: Clarissa Johnston, Family Child Care Provider and Peer Mentor, Child Care Providers Together Program  
Joyce O'Meara, Early Childhood Specialist, Minnesota Department of Health**

A large percentage of women in Minnesota return to work in the first year after baby's birth. Child care providers play an important role in supporting and encouraging women to breastfeed when they return to the workforce, greatly influencing breastfeeding duration and exclusivity.

### **Business Case for Breastfeeding / Workplace Lactation Support**

**Facilitator: Linda Dech, MPH, IBCLC, Minnesota Breastfeeding Coalition Business Case for Breastfeeding Coordinator**

The Business Case for Breastfeeding initiative will be described as a project of the Minnesota Breastfeeding Coalition to assist worksites interested in creating or improving lactation programs for their employees. Grant applications for funds available to worksites will be available and the process for applying for funds described.

### **Coalition Building**

**Facilitator: Barbara King, IBCLC, Minnesota Breastfeeding Coalition**

Share ideas for starting or re-energizing a local breastfeeding coalition. Discussion will include developing mission and vision statements, setting goals, evaluating effectiveness, and bringing new faces to the table.

### **Needs Assessment Tools**

**Facilitator: Amanda Rian, MPH Student, University of Minnesota School of Public Health**

Overview of developing a needs assessment survey of knowledge of, and access to, lactation rooms in the Academic Health Center at the University of Minnesota. We will look briefly at Survey Gizmo, the online instrument used to collect the data.

### **Reframing the Breastfeeding Message**

**Facilitator: Sadie Swenson, PHN, Olmsted Area Breastfeeding Coalition  
Joan Holst, IBCLC, BSN, Olmsted Area Breastfeeding Coalition**

Wonder how to get your message out with clarity and conciseness? Learn how and why to frame your breastfeeding messages so others know exactly what you are trying to say.

### **Social Media**

**Facilitator: Jackie Lara, BA, CLS, Program Coordinator, Scott-Carver County WIC**

Learn how the Carver-Scott Breastfeeding Coalition got started on Facebook, what it takes to maintain the page, and what the benefits are to using Facebook to promote a coalition and breastfeeding.

### **Web 2.0 on a Shoestring**

**Facilitator: William Burleson, Communications Coordinator, Physical Activity and Nutrition Program, Minnesota Department of Health**

In 1990, we had newspapers, yellow pages, print newsletters, and flyers. Now in 2010, we have not only Web sites but Facebook, Twitter, Flickr, YouTube, myspace, and dozens more social networking sites to add to our communications plan. Even the humble Web site has changed: what was once a vehicle for one-way communication now must incorporate user-created content and interactivity into the design. The good news? It is all free or nearly free. At this table topic discussion, find out why you should care and how you can have a Web 2.0 presence on a shoe-string budget.

### **WIC Peer Breastfeeding Support Program**

**Facilitators: Colly Huberty, MPH, RD, IBCLC, Ramsey County WIC Program  
Eryn Ekegren, Peer Counselor, Ramsey County WIC  
Jennifer Spencer, Peer Counselor, Ramsey County WIC**

Discussion of the WIC Breastfeeding Peer Counselor Program and what it entails, including set-up, staff, options for hiring peers, peer duties, contact frequency, etc.