



Wisconsin Landscape Opportunity Analysis

FEBRUARY 2022 (REVISED 11/2022)

The Wisconsin Department of Health Services contracted with Coflective to complete a discovery phase to inform framework of initiative planning and collaborative partnerships that will maximize breastfeeding support and improve the breastfeeding rate among all mothers in the state. The intent includes steps to build collaborative partnerships and align state organizations' / programs' policies and procedures in supporting breastfeeding as the preferred infant feeding method. The first step in the discovery phase process was to convene individuals and organizations / programs that have an impact on maternal and child health outcomes. State organizations / programs were engaged in individual information gathering sessions. The individual sessions gathered information about existing initiatives, policies, practices, priorities, and needs to get a better understanding of what's currently happening at the state level, and what opportunities are available.

About the Discovery Phase

The discovery phase process includes three components: 1) State Landscape Scan, 2) Local Landscape Scan, and 3) Landscape Opportunity Analysis.

State Landscape Scan

The State Landscape Scan discovers what's currently happening at the state level, and what opportunities for program and policy alignment are available. Through Coflective facilitated meetings, state partners shared information about their organizations, including their existing programs, policies, priority areas, local networks, reach, data sources, training, and funding. This information was used to populate a partner profile for each participating state organization / program. Partner profiles are accessible on the Coflective web portal for participating state organizations / programs to view. The partner profiles are utilized to complete a cross-program analysis and inform recommendations for next steps in the breastfeeding priority and goal planning processes. Twenty-four state-level organizations / programs participated. See the [Organizations / Programs](#) section to view a list of participating state organizations / programs.

Local Landscape Scan

The Local Landscape Scan provides the opportunity to hear local perspectives early in the planning process to ensure a complete picture of communities' needs and organizations' interests are incorporated into state-level decision-making. Over the past three years, webinars have been conducted and surveys disseminated to participating state-level organizations' local networks to collect information on local needs, priorities, successes, and challenges.

Landscape Opportunity Analysis

The Landscape Opportunity Analysis compiles the information from the State Landscape Scan and Local Landscape Scan to provide an awareness of existing programs and initiatives, needs, and opportunities for alignment as well as inform development of new initiatives. The analysis includes recommendations on opportunities for: program alignment, collaborative planning, initiative focus area(s), solutions (bundled tools, training, and activities), community voice integration, and funding. This report serves as Wisconsin's Landscape Opportunity Analysis.

Organizations / Programs

Twenty-four organizations / programs participated in the discovery phase process and have a completed partner profile.

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Partnerships

State-level organizations / programs have a crucial impact on maternal and child health outcomes. State programing, initiatives, policy, and funding plays a significant role in local-level organizations' ability to effectively provide access to adequate breastfeeding services and other evidence-based maternity care practices. Without state-level alignment, local organizations face an array of barriers that impact maternal and child health outcomes. Some of the barriers include inconsistent messaging; insufficient resources or resources that do not meet their target population needs; lack of awareness of programing, partnerships, and alignment opportunities in their communities; decreased capacity; and insufficient initiatives and funding to meet local community needs.

The Wisconsin Department of Health Services has dedicated efforts to develop partnerships with state-level organizations / programs to promote and support breastfeeding, and ultimately increase breastfeeding rates in the state. The Wisconsin WIC Program convened 18 of their partners to build their networks and identify alignment opportunities. View the [Wisconsin Maternal Child Health Network Map](#).

OPPORTUNITIES

There are many established partnerships across Wisconsin state-level organizations / programs. The following are opportunities to building and strengthening partnerships across Wisconsin.

- **The Mother's Milk Bank of the Western Great Lakes expressed interest in developing a greater partnership with DHS and Wisconsin WIC Program to provide education to their local networks on donor milk.** This partnership could also target education to medical providers and home visiting agencies.
- **Wisconsin Title V MCH and the UW-Madison Prevention Research Center partner on pilots for prevention research with a maternal child health focus that integrates health equity.** Potential for Wisconsin Title V MCH, WPP, and UW-Madison Prevention Research Center to collectively contribute funding to pilot innovative practices in communities. Opportunity to collaborate in 2024.
- **Include the Birth to 3 Program in state initiatives.** Birth to 3 Program is an important partner in maternal child health. It would be advantageous for all participating state organizations / programs in this Landscape Opportunity Analysis to include Birth to 3 Program in their efforts.
- **UW-Extension expressed interest in developing a stronger partnership with WIC.** The partnership should include program alignment, sharing resources on breastfeeding and infant feeding, and referral information.
- **Develop March of Dime and DHS partnership** to provide March of Dimes training curriculum across programs and initiatives.

Focus Areas

Access to Care

OPPORTUNITIES

- **Develop a central database for breastfeeding resources.** State and local organizations indicated a need for technology to increase their ability to provide access to adequate resources. Many state organizations / programs also indicated a need for a centralized database. Wisconsin has access to Coffective's online map of local resources that support families. The Mother's Milk Bank of the Western Great Lakes has online maps of milk dispensaries and depots. These maps could be incorporated into one centralized database of all Wisconsin breastfeeding services / resources.
- **Develop a database with all Breastfeeding-Friendly designated** Worksites, Childcare Centers, and Hospitals.
- Identify funding sources to **expand the Mom's Mental Health Initiative to other areas of Wisconsin.**

Data Collection

OPPORTUNITIES

The following are recommendations for alignment on data collection and improving programs measures.

- Many state organizations / programs expressed the need for better data collection. There is an opportunity to **explore existing statewide data collection and need for creation of data collection.** Specifically, the following indicated a need for improved data collection:
 - Wisconsin Guild of Midwives: Review what is collected and extracted for birth certificate data. Opportunity for WAPC, RWHC and the Wisconsin Guild of Midwives to partner on an **initiative that looks at data beyond birth certificate data that includes midwifery specific data.**
 - Native Breastfeeding Coalition of Wisconsin: Expressed the need for evaluation measures and data collection to be considered for funding opportunities.

Clinical Initiatives

OPPORTUNITIES

With the strong interest in clinical-community linkages, there is an immense amount of opportunity to reach hospitals through various state initiatives.

- **The state landscape scan provided the opportunity to gather information from government, clinical, and community organizations.** It is apparent that there is a need for intersection between the three sectors. It is recommended that a Community-Informed Birthing Center Quality Improvement Initiative be considered. Cofective offers a clinical framework to improve maternity care practices and integrate community voice into hospital quality improvement planning that can be incorporated into existing clinical initiatives offered by DHS, WAPC, and WHA.
- **There is also an opportunity for a birthing center collaborative designed to build trust between communities and hospitals and improve implementation of breastfeeding-friendly maternity care practices.** Cofective offers an initiative that targets breastfeeding racial disparities and improves coordination of timely access to ongoing breastfeeding support and care through a four-part approach.
- **Incorporate a collaborative care model for breastfeeding support.** Multiple organizations / programs expressed the need for a collaborative care model that incorporates providers, lactation consultants, peer counselors, doulas, midwives, and community support services. This is an opportunity to pilot a collaborative that implements this model and packages lessons learned to be shared and replicated.
- **Develop a collaborative that incorporate peer counselors into the hospital setting.** Partnership between Wisconsin WIC Program, DHS, WAPC, RWHC, and WHA to incorporate both WIC and hospital peer counselors into prenatal clinics and hospital birthing centers.

Equity

OPPORTUNITIES

- **Multiple state organizations / programs expressed the need for more equitable resources.** There is a need for resources that support and are relevant for families. There is also opportunity to provide training to local organizations and frontline workers on serving marginalized populations. The **African American Breastfeeding Network (AABN)** offers various programs and services that are community-based, family-centered, and offer culturally tailored health education and support services. The **Native Breastfeeding Coalition** also offers culturally tailored health education and support services. There is opportunity through grant funding for AABN and the Native Breastfeeding Coalition education and services to be scaled and replicated, as well as take a lead role for future development.

Policy and Systems-Level Changes

OPPORTUNITIES

- Wisconsin Hospital Association, WPHA, and DHS partner to provide information and technical assistance to local public health and community benefits programs on developing a **shared community health improvement plan / strategy and the inclusion of breastfeeding.**
- **Wisconsin WIC Program, DHS, WALC, and WBC lead the development of a Breastfeeding Strategic Plan.** Coflective can provide consultation and technical assistance through this process.
- **Propose legislation for paid family medical leave.**
- **Propose legislation for permanently allowing virtual lactation visits.**
- **Propose legislation for donor milk insurance coverage.** The Mother's Milk Bank of the Western Great Lakes has indicated this is a priority.
- **The Mother's Milk Bank of the Western Great Lakes partner with organizations** such as DHS, Wisconsin WIC Program, WAPC, and Wisconsin Breastfeeding Coalition to develop legislation that requires Medicaid and other insurance companies to cover donor milk costs.
- Wisconsin Hospital Association, DHS, Wisconsin WIC Program, WAPC, Wisconsin Guild of Midwives, and RWHC **partner to develop an initiative that reviews hospital policies and identifies gaps/needs for collaborative care.** Identify how doulas, midwives, peer counselors, and public health lactation consultants are integrated into hospital care.

Current Initiatives

Participating state organizations / programs identified the following current initiatives as it relates to breastfeeding and maternal and child health support in Wisconsin.

ACOG Wisconsin Section

- **Advocacy**
Advocacy focus is determined and led by members. Current priorities include abortion access, post-partum extension, and contraception access.
- **Education**
Hold section meetings for members and host guest speakers on various topics for continuing education.

AWONN Wisconsin Section

- Nurse Education

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- **Peer Sharing**
Host two all-network meetings in the spring and fall for resource sharing opportunities.
- **Education**
Maintains an active social media presence and disseminates educational information to the community.
- **Resource Connecting**
Currently working to connect tribal organizations to a health equity grant to foster an emerging Intertribal Food Network.

Institute for the Advancement of Breastfeeding & Lactation Education (IABLE)

- Outpatient Breastfeeding Champion Course
- Outpatient Breastfeeding Champion Book Order
- Breastfeeding Education for Healthcare Providers
- Clinical Question of the Week
- Podcasts
- Little Green Book of Breastfeeding Management
- Videos
- Breastfeeding Handouts

View [IABLE website](#) for more information.

March of Dimes Wisconsin Chapter

- **NICU Family Support Program**

Provides a resource to improve the quality of the experience for the patient and family in NICUs through education for staff and families. Learn more about the [NICU Family Support Program](#).

- **Supportive Pregnancy Care**

A flexible framework for group prenatal care to provide education and resources to pregnant individuals and foster health literacy and health equity. Learn more about [Supportive Pregnancy Care](#).

- **Professional Education**

Offers a range of educational opportunities for health professionals, which may include continuing education credits. Learn more about [Professional Education](#).

Moms Mental Health Initiative

Current projects include:

- Technical assistance for postpartum depression screening initiative.
- Resource brokering for MMHI participants to provide peer support and access to treatment through MMHI's provider network.
- Circle of Hope – a peer support program

Mother's Milk Bank of the Western Great Lakes

- **Poppy's Dream Program**

Following a pregnancy or infant loss, lactation can be encouraged or suppressed. Whatever a mother decides, Milk Bank WGL strives to support each bereavement family through the donation process and beyond. A beautiful mural featuring glass mosaic artwork covers an entire wall in our milk bank lobby. Custom stars are hand painted with the name and birthday of each participating baby. Families also have the option of submitting a photo of their baby to be circulated in a digital picture frame that hangs next to the memorial wall. Each year, Milk Bank WGL holds an open house and candle lighting ceremony for our star families. In addition, each family is invited to come to the milk bank to hang their baby's star. Learn more about [How to Become a Donor](#).

- **Milk Depots**

Donors may arrange to drop off milk at one of the milk depots. Milk depot volunteers ship milk to the milk bank, where it is processed and pasteurized for premature and sick infants in the region. [Locate a Milk Depot](#).

- **Milk Dispensaries**

View [Milk Dispensary Map](#).

Native Breastfeeding Coalition of Wisconsin

- **Intertribal Education & Support**

Provides monthly education on maternal and child health and breastfeeding.

- **Native Breastfeeding Week**

Education and events.

- **Breastfeeding-Friendly Worksites**

Rural Wisconsin Health Cooperative (RWHC)

- **National & State Advocacy**

- **Roundtables**

RWHC offers 46 professional roundtables (25-35 people), representing a wide range of clinical and non-clinical disciplines—additional groups are considered on a regular basis. Most of the roundtables meet 4-6 times per year, typically for 2-4 hours per meeting. The roundtables are an opportunity for members to discuss topical issues, exchange ideas and implement special projects. In fact, many of the programs and services that RWHC provides got their start via roundtables.

- **Services to Organizations**

Credentialing, coding, financial, legal, leadership development, and education.

- **Training**

- **Quality Programs**

- **Technology Support**

RWHC Provides solutions for health care providers to comply with HIPAA and HITECH requirements, including data protection systems and email encryption.

University of Wisconsin – Madison Prevention Research Center

- Maternal Mental Health Research

Wisconsin Association for Perinatal Care (WAPC) / Wisconsin Perinatal Quality Collaborative (WisPQC)

- **Maternal Hypertension**

The aim of this initiative is to increase the number of providers (defined as hospitals or health systems) who use evidence-based protocols for screening and managing women with hypertension in the antepartum, intrapartum, and postpartum period. WisPQC accomplished this aim through the 2015 Regional Forum Series. Learn more about [Maternal Hypertension](#) efforts.

- **Human Milk Feeding Initiative**

The vision for this initiative is to have as many infants as possible receive human milk. In addition, facilities should address equity among the populations they serve. Learn more about the [Human Milk Feeding Initiative](#).

- **NAS / NOWS**

In 2017, WAPC received funding from the Centers for Disease Control and Prevention (CDC) to 1) Increase the capacity of WisPQC; 2) Strengthen the data infrastructure; 3) Improve identification of infants with NAS/NOWS and standardize care; 4) Improve identification of women with opioid use disorder (OUD); and 5) Improve care of women with OUD. Learn more about [Women and Infants Affected by Opioids](#).

Wisconsin Association of Lactation Consultants (WALC)

- **Education**

Provides education opportunities for lactation consultants and health care providers.

- **Equity**
Has developed an equity team to review materials, education, and grant opportunities.
- **Scholarships & Grants**
Provides scholarships to attend WALC meetings and conferences. Provides grants to individuals or organizations to fund projects consistent with the purposes of WALC. View the [Application for WALC Grant](#).

Wisconsin Birth to 3 Program

- **First 1,000 Days Wisconsin Child Find Campaign**
The Wisconsin Department of Health Services created the campaign to promote the services of the Birth to 3 program, educate on the importance of early intervention, and advertise how the community can access the program.

Wisconsin Breastfeeding Coalition

- **Worksite Committee** (paused due to COVID-19)
- **Breastfeeding-Friendly Child Care**
Training and resources.
- **Equity**
New focus in 2022 on equity and engaging community voices through organization restructure.

Wisconsin Chapter of American Academy of Pediatrics (WIAAP)

Priorities mirror the American Academy of Pediatric priorities.

- **Mental Health**
WIAAP provides resources related to mental health with three key assets: Adverse Childhood Experiences resources, Infant Mental Health resources, and Child Psychiatry Consultation Program resources. Learn more about the [Mental Health](#) priority.
- **Early Childhood**
The Chapter is involved in three key programs that actively work to enhance child health and development in the first 1,000 days after birth. These programs include The Governor’s Early Childhood Advisory Council (ECAC), Infant and Early Childhood Mental Health, and Wisconsin Early Childhood Collaborating Partners (WECCP). Learn more about the [Early Brain and Child Development](#) priority.
- **Immunizations**
Learn more about the [Immunizations & Vaccines](#) efforts.

Wisconsin Department of Children and Families – Bureau of YoungStar

- **Breastfeeding-Friendly Childcare**
Credit based learning with colleges for Breastfeeding Friendly-Childcare practices
- **Farm to Early Care & Education**
Developing workforce for ECE and elevating nutrition and physical activity.

Wisconsin Department of Health Services - Title V

The priorities of the Wisconsin Title V MCH Program for 2021-2025 are:

- Advance equity and racial justice.
- Assure access to quality health services.
- Cultivate supportive social connections and community environments.
- Enhance identification, access, and support for individuals with special health care needs and their families.
- Improve perinatal outcomes.
- Foster positive mental health and associated factors.
- Promote optimal nutrition and physical activity.

Wisconsin Hospital Association (WHA)

- **Advocacy & Public Policy**

WHA is known for its superior government relations results and impactful advocacy on behalf of its members. We are consistently ranked among the top lobbying organizations in the state as noted by the Wisconsin Ethics Commission. Our government affairs program is based on a bipartisan approach to lobbying, along with a solid foundation of issue expertise, skill, experience, and integrity. Learn more about [Advocacy & Public Policy](#).

- **Quality & Patient Safety**

Wisconsin is known for its high-quality, high-value health care. WHA is committed to providing information that enables our member hospitals and health systems to provide accessible, affordable health care in their communities. Consumers can also learn more about a variety of topics as they engage in health care for themselves and their families. Learn more about [Quality & Patient Safety](#).

- **Education**

WHA offers quality, cost-effective educational opportunities designed to assist our members in remaining current about trends and best practices in health care. We offer a wide variety of onsite and web-based educational programs for staff at various levels to assist Wisconsin's hospitals in maintaining their quality patient care delivery and meet state and federal regulations. Learn more about [Education & Events](#).

Wisconsin Partnership Program

- **Community Grant Programs**

Community grant programs prioritize community voices, needs, and lived experiences to enhance community ideas and efforts to move interventions and policies forward. Learn more about [Community Grant Programs](#).

- **Research**

Research is conducted in partnership with the University of Wisconsin–Madison School of Medicine and Public Health. Research programs / initiatives include the New Investigator Program, Collaborative Health Sciences Program, Partnership Education and Research Opportunity Grants, and Strategic Education and Research Grants. Learn more about [Research](#).

- **Evaluation and Impact**

Evaluation is completed in each grant process and all outcomes are measured.

Wisconsin Public Health Association (WPHA) / Wisconsin Association of Local Health Departments and Boards (WAHLDAB)

The priorities include:

- Support the conditions for all people of Wisconsin to be healthy and thrive
- Diversify the membership and leadership of WPHA and support a culture of inclusion and belonging where all members can thrive, with special attention to those from historically marginalized identities (BIPOC, LGBTQ+)
- Support development and retention of a skilled, resilient, and diverse public health workforce
- Support policy and advocacy that makes Wisconsin the healthiest state for all
- Increase visibility of the value of public health work throughout Wisconsin

Learn more about [WPHA's priorities](#).

Local Organization Input

Local organizations' perspectives were gathered through community partnership technical assistance, sharing calls, listening sessions, and surveys that were disseminated to participating state-level organizations' local networks. Information was collected on local needs, priorities, successes, and challenges. Findings indicated:

- The majority of WIC, public health, and hospitals relationships need strengthening.
- There is a need for coordinated system and leadership support, technical assistance in partnership building, obtaining contact information, and awareness of programs available in their communities.
- Common barriers included funding, time and capacity, technology, and program / service awareness.

OPPORTUNITIES

While the majority of the input was incorporated into recommendations throughout this report, below are additional recommendations that directly impact local organizations.

- **Develop lactation centers within public health departments.** Utilize lactation consultants from public health and WIC.
- **Develop a collaborative that focuses on addressing barriers to adequate breastfeeding services in local communities.** Mobilize funding as part of this collaborative to help decrease barriers to accomplishing objectives (i.e., stipends, FTE funding, and activity costs).
- **Review statewide referral processes and procedures.** Collaboration between state organizations / programs to develop a statewide referral system for local organizations. This would address some barriers to lack of referral systems at the local level.
- **Develop local resource guides.** Each community should have a list of community partners to refer families to. Compile participating state organization / program local network information and provide to each community. Coffective community partnership technical assistance could support in building local resource guides and facilitating local partner conversations.
- **Develop a collaborative that focuses on strengthening the partnerships between WIC, hospitals, and public health.** Coffective offers community partnership technical assistance that can support this collaborative with the goal of increasing access to services and addressing health disparities.
- **Develop local partnerships between WIC and Head Start programs.** Local Head Start programs have Head Start Advisory Councils. There is an opportunity to ensure WIC agencies are on their Head Start Advisory Councils. This will allow for program information sharing, informing policy, and developing referral networks.

Education & Training Opportunities

There are many training opportunities available across Wisconsin state organizations / programs. Below is a list of training opportunities. The following are recommendations pertaining to training.

OPPORTUNITIES

Multiple state organizations / programs indicated a need for education and training on partner programs for their local networks.

- DHS, Wisconsin WIC Program, Wisconsin Breastfeeding Coalition, and WALC partner with IABLE to **explore opportunities to incorporate breastfeeding into medical student and resident training.**
- Wisconsin WIC program utilize state partnership to **present to local networks on WIC program services, eligibility, and referral opportunities.** Provide opportunities for **Wisconsin WIC Program to receive education on various state programs.**
- **Create a Community Partnership Outreach Toolkit** that provides tools and templates on effective outreach to community partners. This toolkit includes potential partners, template outreach tools, facilitating conversations, and lessons learned.

Partner	Education & Training Opportunities
AWONN Wisconsin Section	<p>Monthly Mini Events Free virtual educational opportunity on a variety of topics.</p> <p>State Conference November 16 & 17, 2022</p>
Institute for the Advancement of Breastfeeding & Lactation Education (IABLE)	<p>Courseware Provide evidence-based and clinically applicable materials that will elevate the level of knowledge and skills among healthcare providers, medical office staff, and other community supporters. Course instructors are physicians who practice breastfeeding medicine. Learn more about IABLE Courseware.</p>
March of Dimes Wisconsin Chapter	<p>Implicit Bias Training Implicit Bias training is available for health care professionals and nursing and medical students to recognize and remedy implicit bias in maternal and infant health care settings. The training is available either as an e-Learning module (1-hour) or a live training provided by March of Dimes (3-4 hours). Learn more about Implicit Bias Training.</p>

Partner	Education & Training Opportunities
Native Breastfeeding Coalition of Wisconsin	Free monthly education opportunities.
University of Wisconsin – Extension	<p>Lunch n Learn Webinars</p> <p>Cover a wide range of topics related to community economic development and include approaches to research, theory, and practice.</p>
University of Wisconsin – Madison Prevention Research Center	Learn more about available Training Programs .
<p>Wisconsin Association for Perinatal Care (WAPC)</p> <p>Wisconsin Perinatal Quality Collaborative (WisPQC)</p>	<p>Continuing Education Opportunities</p> <p>Live and online continuing education activities for perinatal professionals. The activities cover a wide range of important topics for professionals and providers across the perinatal spectrum. Learn more about Professional Education Opportunities.</p>
Wisconsin Association of Lactation Consultants (WALC)	<p>Quarterly Meetings</p> <p>Low cost or free. Provides 2 CERPS.</p> <p>Annual Conference</p> <p>Provides 10-11 CERPS. Purpose: Education and Networking.</p>
Wisconsin Breastfeeding Coalition	<p>Annual Summits</p> <p>Have offered some training in the past through annual summits.</p>
Wisconsin Chapter of American Academy of Pediatrics (WIAAP)	Learn more about available Education & Programs .
Wisconsin Department of Children and Families	<p>Virtual Grantee Meetings</p> <p>Opportunity for other state programs to provide training / education.</p> <p>2022 Trainings</p> <p>Opportunity for MCH and other state programs to be part of these.</p>
Wisconsin Department of Children and Families – Bureau of YoungStar	Breastfeeding-Friendly Child Care Provider Training

Partner	Education & Training Opportunities
Wisconsin Hospital Association (WHA)	<p>Education & Events</p> <p>Educational opportunities designed to assist members in remaining current about trends and best practices in health care. Onsite and web-based educational programs for staff at various levels to assist Wisconsin's hospitals in maintaining their quality patient care delivery and meet state and federal regulations. Learn more about Education & Events.</p>
<p>Wisconsin Public Health Association (WPHA)</p> <p>Wisconsin Association of Local Health Departments and Boards (WAHLDAB)</p>	<p>Annual Public Health Conference</p> <p>Section Events</p>
Rural Wisconsin Health Cooperative (RWHC)	<p>Member and non-member fees for training. Some classes they are able to "take on the road."</p> <p>Clinical Education Series</p> <p>Clinical education series for both new and experienced nurses.</p> <p>Community Economic Professional Development</p> <p>Quarterly professional development training on community economic development & community leadership topics.</p> <p>Leadership Series</p> <p>Leadership development series for both new and experienced healthcare managers.</p> <p>Preceptor Training Program</p> <p>Two-day workshop which builds skills around aspects of the preceptor role and provides opportunities for practice and feedback related to the essential skill set for preceptors. This workshop is open to both RWHC members and non-RWHC members.</p> <p>Nurse Residency Program</p> <p>Year-long structured program offering support for the nurse graduate through monthly learning days and the support of an experienced nurse, a Clinical Coach. This program is open to both RWHC members and non-RWHC members.</p> <p>Leadership Residency Program</p> <p>This program engages novice healthcare leaders in a one-year track of education and skill development to ensure success as a leader.</p>

Partner	Education & Training Opportunities
	<p>Leadership Insights Newsletter Monthly newsletters by Jo Anne Preston, RWHC Workforce & Organizational Development Senior Manager.</p> <p>Professional Roundtables 46 professional roundtables, representing a wide range of clinical and non-clinical disciplines; additional groups are considered on a regular basis.</p> <p>Wisconsin Quality Residency Program Offered with WHA. The modules, focused on quality improvement concepts and essentials, are designed for new or novice quality leaders as well as experienced leaders looking for a “refresher” in a specific topic area.</p> <p>Coding Education & Training Onsite or Regional Education & Training Programs provided by Coding Expert. Scheduled upon request.</p> <p>Coding Mentoring Program provides one-on-one education with recent Coding Staff hires.</p> <p>Educational Programs / Benchmarking Cooperative work groups and educational programs that address topics identified via roundtables, board meetings, or individual member requests. Emphasis on rural-specific issues and networking opportunities.</p> <p>Walden University Resources Tuition reduction for members.</p>
Wisconsin WIC Program	<p>IBCLC Mentorship Started in 2020. Opportunity for staff that meet certain requirements to become IBCLC. Mentors are from outside organizations. Carol Buxton - LEC is the IBCLC mentor.</p> <p>CLS training.</p> <p>CLE training</p> <p>IABLE Course</p> <p>Breastfeeding Champion Course</p> <p>Hug Your Baby Baby behavior training to CPA and peer staff.</p> <p>Breastfeeding Training for Peer Staff</p>

Opportunities

Below is a table of opportunities, identified by each state organization / program that can inform shared breastfeeding goals and priorities. This table includes additional opportunities than outlined in subsequent sections of this report.

Partner	Opportunities
ACOG Wisconsin Section	<ul style="list-style-type: none"> • Would like to partner with other organizations. • Interested in funding opportunities for individual members to complete projects.
AWONN Wisconsin Section	<ul style="list-style-type: none"> • Opportunity for community partners to provide information to hospitals on what services are available. Needs to be an easily accessible resource. • Legislation that would permanently allow virtual lactation visits. • Collaboration to make awareness of donor milk more widespread and insurance coverage so it is more affordable for families. The Milk Bank of the Western Great Lakes has done this in Illinois. This could be a partnership to get replicated in Wisconsin.
Institute for the Advancement of Breastfeeding & Lactation Education (IABLE)	<ul style="list-style-type: none"> • Collaboration between WHA, WAPC, DHS, and IABLE to ensure health care systems have adequate lactation knowledge. Develop a recognition program. • Opportunity for collaborative on a NACCHO grant (REACH) to address the need for increased outpatient support.
March of Dimes Wisconsin Chapter	<ul style="list-style-type: none"> • Would like to foster stronger partnerships with the Department of Human Services for more collaborative opportunities.
Moms Mental Health Initiative	<ul style="list-style-type: none"> • Interested in creating a database to identify support groups for Perinatal and Postpartum Mood and Anxiety Disorders. • Would like to gather more data on participants.

Partner	Opportunities
<p>Mother's Milk Bank of the Western Great Lakes</p>	<ul style="list-style-type: none"> • Opportunity to ensure WIC agencies have received education materials to distribute on the Mother's Milk Bank of the Western Great Lakes. • Opportunity to educate WIC, public health, and providers on the Mother's Milk Bank of the Western Great Lakes and the locations of depots and dispensaries. • Opportunity to present a bill for Wisconsin to become a state with Medicaid and private insurance coverage on donor milk. • Include Mother's Milk Bank of the Western Great Lakes in local referral networks. • Would like to present at partners conferences.
<p>Native Breastfeeding Coalition of Wisconsin</p>	<ul style="list-style-type: none"> • Opportunity to highlight the success had around breastfeeding worksite support.
<p>University of Wisconsin - Extension</p>	<ul style="list-style-type: none"> • Hosts webinars. There is an opportunity to do a webinar on infant feeding and can discuss the benefits, how to refer for breastfeeding services, and breastfeeding and returning to work. • Need for resources on breastfeeding and infant feeding, which can be shared by multiple state partner programs. • Connection between WIC and UW-Extension. Many refer but unsure how strong the connections/associations are. • Need for referral information so local UW-Extension offices know who to refer to.
<p>University of Wisconsin – Madison Prevention Research Center</p>	<ul style="list-style-type: none"> • Opportunity for MCH to partner with the UW-Madison Prevention Research Center for pilots on prevention research with a maternal child health focus that integrates health equity. • Opportunity in 2024 to collaborate more with public health (new funding cycle). • Opportunity for WPP, UW-Madison Prevention Research Center, and MCH to collectively contribute funding to pilot innovative practices in communities.
<p>Wisconsin Association for Perinatal Care (WAPC) Wisconsin Perinatal Quality Collaborative (WisPQC)</p>	<ul style="list-style-type: none"> • Opportunity for other state programs who have a clinical-community linkage focus to partner with WAPC/WisPQC.

Partner	Opportunities
Wisconsin Association of Lactation Consultants (WALC)	<ul style="list-style-type: none"> • Would like to partner and collaborate with other organizations. • Would like to diversify the WALC board to better meet community needs. • Needs assistance with lactation consultant licensure and reimbursement. • Opportunity for WALC and WBC to collaborate on a strategic plan and obtain funding.
Wisconsin Birth to 3 Program	<ul style="list-style-type: none"> • Would like to build and expand partnerships to collaborate and provide better care.
Wisconsin Chapter of American Academy of Pediatrics (WIAAP)	<ul style="list-style-type: none"> • Quarterly newsletter to disseminate information. • Opportunity for a virtual breastfeeding training. • Opportunity for state programs to become more aware of B-3 program services and their role in MCH initiatives. • WIAAP is a partner for advocacy.
Wisconsin Department of Children and Families	<ul style="list-style-type: none"> • Opportunity for MCH to support home visiting in providing guidance on the social connectedness component in the breastfeeding strategy and support American Indian and Black communities. • Created community of practices and is an opportunity for MCH to be involved to support and provide guidance on breastfeeding.
Wisconsin Department of Health Services - Title V	<ul style="list-style-type: none"> • One of Title V's performance measures is around peer support (social connections). There is opportunity to partner with other state programs offering peer support services.
Wisconsin Guild of Midwives	<ul style="list-style-type: none"> • Opportunity to create legislation that includes midwives into insurance coverage bills (similar to doula reimbursement for home visits). • Opportunity for systems changes to reflect collaborative care models. • Opportunity to partner with WAPC to look at birth certificate data and be able to extract data specific to midwives. Also, look at what is being collected and identify gaps / needs.
Wisconsin Hospital Association (WHA)	<ul style="list-style-type: none"> • Opportunity for WIC and other programs to leverage public health partnerships with hospitals - potentially through hospital task forces. • Opportunity for hospitals and public health / WIC to work together to improve access to lactation care. Hospital staffing is low at this time and need outside support. • Opportunity to look at hospital policies and identify how doulas are incorporated.

Partner	Opportunities
<p>Wisconsin Public Health Association (WPHA)</p> <p>Wisconsin Association of Local Health Departments and Boards (WAHLDAB)</p>	<ul style="list-style-type: none"> • WPHA/WAHL DAB willing to connect MCH programming with other associations in Wisconsin to build partnerships. • Opportunity to partner with WPHA on reaching public health departments. Willing to distribute surveys. • WPHA willing to be a partner in legislation regarding breastfeeding.
<p>Rural Wisconsin Health Cooperative (RWHC)</p>	<ul style="list-style-type: none"> • Adding an IBCLC to their contracted services package. An IBCLC that can be shared between multiple rural hospitals. • Expanding rural hospitals across the states. • They are working to get programs nationally recognized; their leadership residency program and developed products they would like to scale. • Creating connections at the state and local level to fit needs shared at the roundtables. • It does not seem that the tribal health organizations are represented on their own with the WRHC. Their interest is brought to the table by the neighbor hospital that's participating. • Roundtables for community relations and economic development are little more flexible and have ability to be more community focused. • Roundtables could have presenters at them / education speakers. Agenda is driven by members. • CEO's send representation - bolstering locals to participate if able. • Ability to package up lessons learned from the roundtable meetings and share / scale. • Help with scaling learnings to the national level. • Sharing about the Community Engagement Award. • They can take their trainings on the road (almost all of them) if an organization wanted to contract for a training at their own organization.

Identified Needs

Partner	Needs
<p>AWONN Wisconsin Section</p>	<ul style="list-style-type: none"> • Doesn't have a good awareness of what resources are available in the community. With restricted outpatient services they need to know where to refer.

Partner	Needs
healthTIDE	<ul style="list-style-type: none"> • Would like funding for the Leadership Council to attend meetings and serve on MLK and Intertribal Council. • Needs a communications person to lead social media and additional organizational communications.
Institute for the Advancement of Breastfeeding & Lactation Education (IABLE)	<ul style="list-style-type: none"> • Needs DHS support on ensuring health care systems have adequate lactation knowledge. • Most physician IBCLCs are pediatricians. Would like to see more family practice IBCLCs. • E-courses are available to medical students and residents. Many don't know it's available and it can be challenging to get it into their curriculums.
March of Dimes Wisconsin Chapter	<ul style="list-style-type: none"> • Needs stronger partnership with the Department of Human Services.
Moms Mental Health Initiative	<ul style="list-style-type: none"> • Needs additional funding to expand the capacity of the initiative and peer support programming. • Would like assistance on how to collect more data from participants. • Interested in assistance with creating a database to identify support groups for Perinatal and Postpartum Mood and Anxiety Disorders.
Mother's Milk Bank of the Western Great Lakes	<ul style="list-style-type: none"> • Would like to expand depot and dispensary locations. Including Tribal Nations in Northern Wisconsin. • Looking for opportunities to improve communication to local organizations and families. • Needs more hospitals to provide education on the Mother's Milk Bank of the Western Great Lakes Bereavement Program.
Native Breastfeeding Coalition of Wisconsin	<ul style="list-style-type: none"> • Training needed on how to develop coalitions. • Need evaluation measures and data collection so they can apply for funding. • Interested in Reclaim Indigenous Birth Rights. Would like to see this infused into MCH.
University of Wisconsin - Extension	<ul style="list-style-type: none"> • Resources for breastfeeding and infant feeding. • Referral information for local communities.
University of Wisconsin – Madison Prevention Research Center	<ul style="list-style-type: none"> • Needs a stronger partnership with the Population Health Institute.

Partner	Needs
Wisconsin Association of Lactation Consultants (WALC)	<ul style="list-style-type: none"> • Volunteer organization with 12 active members - has a need for board members.
Wisconsin Birth to 3 Program	<ul style="list-style-type: none"> • Need midwives at the state level.
Wisconsin Breastfeeding Coalition	<ul style="list-style-type: none"> • Need to assess what training might be needed - some training needs are covered by other organizations (i.e., WALC) but not sure what might be missing. • Need stable and varied sources of funding to support long-term infrastructure, as well as special projects. • Severe lack of capacity and funding to sustain organization infrastructure and leadership.
Wisconsin Chapter of American Academy of Pediatrics (WIAAP)	<ul style="list-style-type: none"> • Need for breastfeeding to be incorporated into AAP education sessions and webinars. • Need a better representation from B-3 program in statewide initiatives. • Needs a better understanding of WIC and how the program is currently functioning. Opportunity for regular updates from WIC.
Wisconsin Department of Children and Families	<ul style="list-style-type: none"> • More training on breastfeeding.
Wisconsin Department of Children and Families – Bureau of YoungStar	<ul style="list-style-type: none"> • Need funding to continue to grow Farm to ECE to other parts of the state. • Locally, public health and CCR&R have good connection through the Breastfeeding-Friendly Childcare Provider Initiative - unique to Wisconsin. Need for consistent language between the 2 departments. • Received ASPHN funds to start Farm to ECE and would like to expand it from the western part of the state to the entire state - needs funding to make this happen. • Need continued connection with 3K/4K programs to create a connection between ECE and 3K/4K. Administration often determines how strong this connection continues to be.
Wisconsin Department of Health Services - Title V	<ul style="list-style-type: none"> • Would like to strengthen partnership with WIC, CCR&R, and Family Resource Centers on increasing the number of developmental screenings done between 9-36 months of age.

Partner	Needs
Wisconsin Guild of Midwives	<ul style="list-style-type: none"> • Need training on how IBCLCs become Medicaid providers. • Need improved transfer of care from hospital to homes with utilization of midwife services. • Need more midwife representation on state level decision making boards / processes. • Need for education on midwives and their role. • Need doulas and midwives integrated into care (integrated care model).
Wisconsin Hospital Association (WHA)	<ul style="list-style-type: none"> • Need funding to train more staff to become lactation consultants/counselors. • Need for additional support. An integrated care model could be explored. • Need for education for providers and clinicians on doula services.
Wisconsin Partnership Program	<ul style="list-style-type: none"> • Need to identify additional funders.
Rural Wisconsin Health Cooperative (RWHC)	<ul style="list-style-type: none"> • Not specific to the organization; however, the org is always being made aware of challenges and trying to present opportunities to combat problems. Ex: clinicians wanting to share staff to reduce costs but problem with who shares benefits/liabilities and the general nursing shortage. • When organizations are merged into a larger system, they usually see the person who used to come to the roundtable no longer can attend. Keeping representation when organizations become larger.