



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

# Wisconsin Breastfeeding Overview

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Kelli Stader

Nutrition Coordinator

August 26, 2025

# Breastfeeding Month Celebrations

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- National Breastfeeding Month, August
- World Breastfeeding Week, August 1-7
- National WIC Breastfeeding Week, August 1-7
- Indigenous Milk Medicine Week, August 8-14
- Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week, August 15-21



# Breastfeeding Month Celebrations

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- Military Lactation Celebration, August 22-24
- Black Breastfeeding Week, August 25-31
- Workplace Lactation Week, September 1-7
- Latina Breastfeeding Week (Semana de la Lactancia Latina), September 3-9
- Deaf and Hard of Hearing Breastfeeding Week, September 16-22



# WIC Breastfeeding Award of Excellence

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- Recognizes exemplary local WIC breastfeeding programs
- Three levels of performance
  - Gold
  - Premiere
  - Elite





# WIC Breastfeeding Award of Excellence 2025



## Gold Awardees

- Great Lakes Inter-Tribal Council (GLITC)
- NEW Community Clinic
- Nutrition and Health Associates
- Waukesha County

For discussion only



# WIC Breastfeeding Award of Excellence 2025

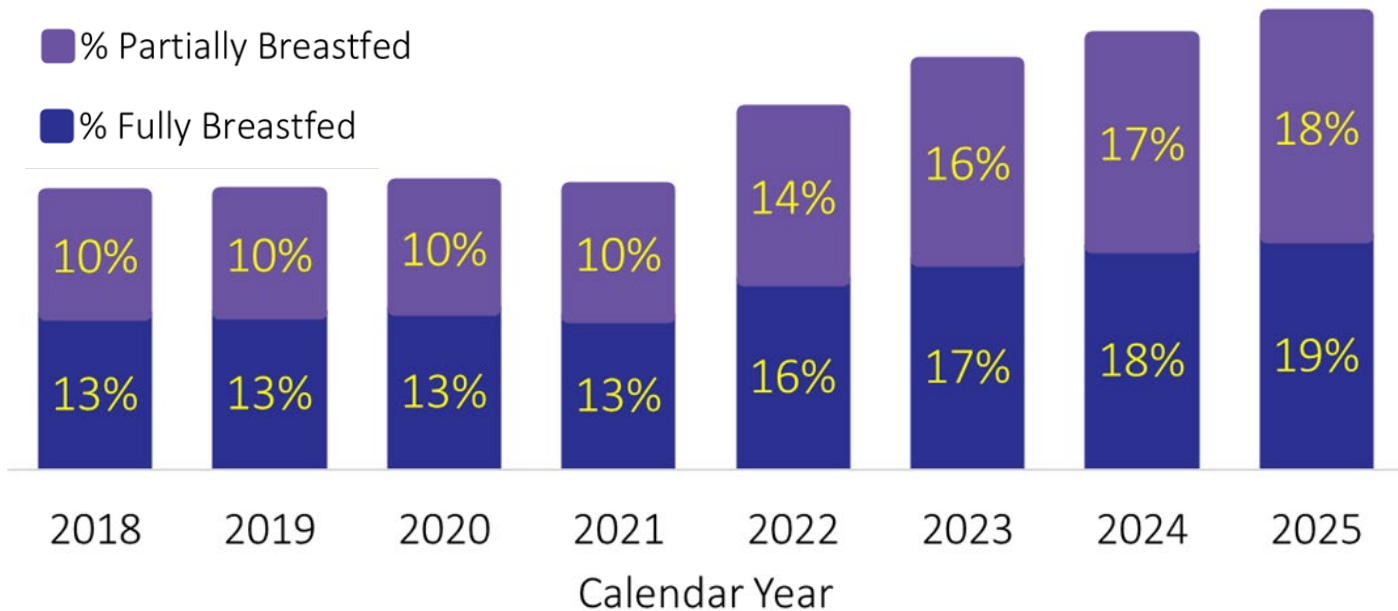
## Premiere Awardees

- Fond du Lac County
- HealthFirst Network



# WIC Breastfeeding Performance Measures

Percent of infants who fully or partially breastfeed monthly has been increasing since 2022.



# WIC Breastfeeding Performance Bonus Award



Wisconsin WIC received  
breastfeeding performance bonus  
award for FY 2025!

Awarded for recognition of  
outstanding achievement improving  
breastfeeding rates during FY 2024



# State Physical Activity and Nutrition Program

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- Breastfeeding strategy:  
Implement state level policies and activities that achieve continuity of care for breastfeeding families
- Outcomes:
  - Increased access to programs that provide continuity of care for breastfeeding families
  - Increased breastfeeding



# Funded Communities

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- Brown County Health and Human Services
- Clark County Health Department
- Fond du Lac County Health Department

- Jackson County Health Department
- Rock County Public Health Department
- Native Breastfeeding Coalition of Wisconsin





# Brown County Breastfeeding Initiatives



**Public Health**  
Prevent. Promote. Protect.

**Brown County**  
Health & Human Services

Becky Mooren RN, BSN, CLC

Chronic Disease and Prevention Partner Call

8/26/2025

# Breastfeeding Impacts Chronic Disease

## In fa n t



Risk of Asthma



Risk of Type 1 Diabetes



Risk of Type 2  
Diabetes Later In Life



Likelihood of Obesity

About Breastfeeding | Breastfeeding | CDC

Benefits of Breastfeeding for You & Baby | Cleveland Clinic

Breastfeeding reduces mothers' cardiovascular disease risk,  
review found | American Heart Association



Abbey, Brown County  
Resident

## Maternal



Risk of Type 2 Diabetes



Risk of High Blood  
Pressure



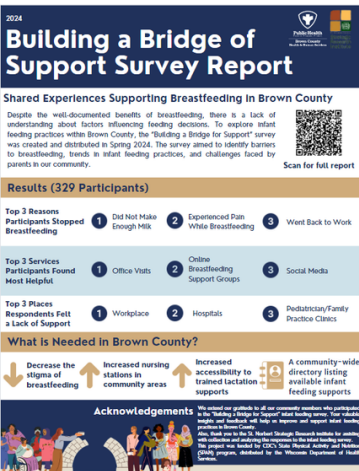
Risk of Breast and  
Ovarian Cancers



Risk of Heart Disease



# Brown County Public Health Breastfeeding Initiatives



Building a Bridge for Support: Brown County Infant Feeding Survey



Brown County Breastfeeding Friendly Workplaces



Lactation Empowerment Scholarship



Milk Map: Brown County Infant Feeding Resource Guide



LactaLoom: Brown County Infant Feeding Resource Guide



Lactation Tent



# Building a Bridge for Support

BROWN COUNTY INFANT FEEDING SURVEY OVERVIEW

# Brown County Breastfeeding Friendly Workplace Toolkit

Let's Take STEPS Together



Developed November 2024 by Brown County Public Health

Adapted from Maine State Breastfeeding Coalition "Returning to Work," Minnesota Department of Health "Breastfeeding Friendly Workplaces," Ohio Workplace Plus Employer Guide and Green County Breastfeeding Friendly Employer Toolkit

# Brown County Breastfeeding Friendly Workplaces

Response to Survey Need:

- Brown County workplaces are the #1 place community members felt a lack of support for breastfeeding.
- Going back to work was the #3 reason Brown County residents stopped breastfeeding.



Support



Time

STEPS:



Education



Policy



Space



# Room to Grow Funding

The room to grow program was an initiative designed to give local businesses support and guidance on breast feeding friendly practices and help them create or improve lactation spaces that meet the needs of breastfeeding employees.



# Lactation Empowerment Scholarship



Response to Survey Need: Increasing accessibility to trained lactation supports

- 6 individuals were selected to complete their certified lactation counselor (CLC) training.
- Goal: decrease breastfeeding support gaps within Brown County and increase diversity of our lactation supports.

“The Lactation Empowerment Scholarship has been a transformative force in my journey, providing me with the knowledge and resources to support families in their breastfeeding journey. It has empowered me to not only advance my professional skills but also to give back to my community, ensuring that more parents have access to the care and support they deserve. This scholarship has strengthened my passion for lactation education and solidified my commitment to making a difference in the lives of those I serve.”

-Gil, CLC



# Milk Map: Brown County Infant Feeding Resource Guide

Response to Survey Need: Creating a community-wide directory listing available infant feeding supports

- Goal: help community members and partners identify local lactation support services.

# LactaLoom: Brown County Infant Feeding Resource Guide



**LactaLoom**  
Brown County Infant Feeding Resource Guide

Scan the QR Code to Access the LactaLoom Resource Guide

**English**



**Español**



**Hmoob**



**Public Health**  
Brown County  
Health & Human Services

Created with Wisconsin's Title V Maternal and Child Health Services Block Grant

Response to Survey Need: Creating a community-wide directory listing available infant feeding supports

- Goal: help community members and partners identify local lactation support services.



The Brown County Lactation Tent at Green Bay  
Juneteenth on June 14th

# Lactation Tent

Response to Survey Need: decreasing stigma, increasing nursing stations in community areas

- Mobile, 5 X5 foot private space that provides a clean, comfortable, and discreet area for nursing or pumping at community events.
- Goal: normalize breastfeeding for Brown County residents.



# Clark County Health Department

Breastfeeding Initiatives



# Parent Connections

- Purpose:
  - Encourage expectant/ breastfeeding parents to discuss breastfeeding goals, challenges, and successes
- Challenges:
  - Clients only come for items (car seat/Pack N Plays), not support
  - Rural county
  - Lack of transportation
  - No childcare for attendees



**GROWING TOGETHER**

## PARENT CONNECTIONS

Learn Parent Skills & Find Resources

- 4th Tuesday of Every Month
- Drop-in anytime between 3:00pm and 6:00pm!
- Abbotsford City Hall/Library
  - 203 N. 1st St., Abbotsford
- Parents and support person(s) welcome!
- Spanish interpreters available.
- Lights snacks may be provided.

**Topics:**

- Labor & Delivery
- Breastfeeding
- Baby Care
- Safe Sleep
- Car Seats
- Reproductive Health Services
- Puberty Education and more!

*Say HELLO TO THE HOSTS Katie & Corinne!*

Attendees receive a parent gratitude bag!

**PUBLIC HEALTH NURSES & LACTATION COUNSELORS**

**VISIT OUR WEBSITE!**  
Questions? Please call 715-957-2494.

For English and Spanish, click [here!](#)







## Resource Guide

- Created to help more employers and public spaces like libraries become more breastfeeding friendly
- One school reached out and was awarded an award by CCHD



## CREATING A LACTATION SPACE

A GUIDE FOR  
EMPLOYERS AND PUBLIC SPACES  
CLARK COUNTY HEALTH DEPARTMENT



# Lactation Space at Clark County Courthouse

No public space available prior to room construction. Now available for visitors, jury members, and as a backflow for employees



Please only use the Lactation Room for intended purposes. A changing table is available in the bathroom down the hallway.

Be respectful of the amount of time spent in the room as to allow others the opportunity to use this private space as well.

Clark County will not be responsible for any belongings accidentally left in the Lactation Room.

When you are done, turn off the lamp and sound machine. Please keep this room clean.

Please notify the Clark County Health Department main desk at 715-743-5105 (option 0) for the following:

- If you have concerns about this room
- If you need accommodations for cold milk storage (only available Monday - Friday, 8:00am to 4:30pm)

The Clark County Health Department has Certified Lactation Counselors available via appointment. If interested, please call the Clark County Lactation Warmline at 715-743-5105 (option 4) to schedule an appointment.







# Breastfeeding Survey

1. Develop and push survey to gauge community needs
2. Used survey results to identify client needs and gaps
3. A [YouTube](#) channel was started. Parents have access to videos when and where it works for them.



*Clark County Breastfeeding Survey*

Clark County Mothers: We want to hear about your breastfeeding experience(s)!

B I U ↻ 🔍

Whether you chose not to breastfeed, breastfed for a couple months, or had a long breastfeeding journey, we want to hear from you!

Please take this voluntary survey. It should only take 10 minutes of your time.

Answers can be from your most recent breastfeeding experience (no matter how long ago), or from right now if you are currently breastfeeding.

Results will be used to assess needs within our community to help improve breastfeeding rates in Clark County!

*Please TAKE Our SURVEY*


ARE YOU A MOTHER WHO LIVES OR WORKS IN CLARK COUNTY?

IF SO, WE WANT TO HEAR FROM YOU!

SHARE YOUR THOUGHTS, EXPERIENCES, SUCCESSES, AND/OR CHALLENGES REGARDING YOUR PRIOR OR CURRENT BREASTFEEDING JOURNEY TO HELP US GATHER INFORMATION TO IMPROVE BREASTFEEDING IN CLARK COUNTY.

WE VALUE YOUR FEEDBACK, AND WANT YOUR VOICES TO BE HEARD!

TAKE THIS ANONYMOUS SURVEY!




Breastfeeding Basics & Beyond: Sup...  
Clark County Public Health - 1 / 21

- 1 The ABCs of Safe Sleep 🍷 Easy Tips Every Parent Shou...  
Clark County Public Health 4:51
- 2 Pumping and Dumping Explained: When and Why It...  
Clark County Public Health 1:49
- 3 Unsafe Sleep Environments for Babies | What to Keep OUT of...  
Clark County Public Health 1:16
- 4 Breastfeeding in Public: Your Baby, Your Body, Your...  
Clark County Public Health 1:07
- 5 Let's Talk About Postpartum Depression |...  
Clark County Public Health 3:03
- 6 Spilled Breastmilk? Don't Cry — Here's How to Use It! 🍷  
Clark County Public Health 1:17
- 7 Breastfeeding Positions for New Moms | Find the Best Ho...  
Clark County Public Health 6:53
- 8 Worried About Milk Supply? Here's What You Need to Kno...  
Clark County Public Health 2:54
- 9 When Should You Introduce the Bottle? Tips for a Smooth...  
Clark County Public Health 3:14

## Other:

- Lactation Warm Line
- Promotional flyers
- Website/Facebook/Reels
- Milk Map
- Storage magnet



### BREASTMILK STORAGE CHART

These guidelines are for healthy full-term babies and may vary for premature or sick babies. Check with your healthcare provider. Guidelines are for home use only and not hospital use. Do not warm breastmilk in the microwave or on the stove.

**Countertop**

- TEMP: 77 DEGREES OR COLDER
- FRESH: 4 HOURS
- THAWED: 1-2 HOURS

**Fridge**

- TEMP: 40 DEGREES OR COLDER
- FRESH: UP TO 4 DAYS
- THAWED: UP TO 24 HOURS


**Freezer**

- STORED AT 0 DEGREES OR COLDER
- BEST TO USE IN 6 MONTHS, 12 MONTHS ACCEPTABLE WITH CHEST FREEZER
- NEVER REFREEZE MILK AFTER IT HAS BEEN THAWED

CCHD LACTATION WARM LINE  
715-743-5105 OPTION 4



### BREASTFEEDING DID YOU KNOW?



Two Wisconsin Laws protect your right to breastfeed in public and at work.

Wisconsin State Statute **gives you the right to breastfeed** states that a mother may breastfeed her child in any public or private location where they are authorized to be. No one can prohibit a mother from breast-feeding her child, direct them to a different location, require the child to breastfeed while breast-feeding, or otherwise restrict a mother from breast-feeding her child.

Working mothers are also covered by **The Providing Urgent Maternal Protections for Nursing Mothers Act (PUMP Act)**. This law that gives nursing employees the right to break time and a private space to pump breast milk at work other than a bathroom.

### Lactation Room Satisfaction SURVEY

Thank you for choosing to breastfeed your baby! We hope that you had a positive experience and would love to hear your feedback.

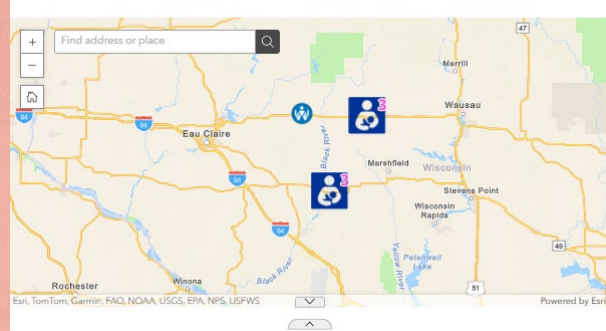
Please rate your experience on a scale of 1 to 5, with 5 being the highest score.

	VERY POOR	POOR	AVERAGE	GOOD	VERY GOOD
1. How satisfied were you with the accessibility of the room?					
2. Was your request to use the room supported?					
3. Was the room clean and welcoming?					
4. How comfortable did you feel during your session?					
5. Did the room meet your expectations?					
6. Was the room easy to find and convenient?					
7. What did you like most about the room?					
8. What could be done to improve your experience?					

Thank you for taking the time to complete this survey. Your feedback is valuable to us and will help us to continue providing this necessary space.

Enter to win Harmony breast pump by completing survey and providing:  
Name: \_\_\_\_\_  
Phone number: \_\_\_\_\_

### Lactation Services in Clark County





## LACTATION SERVICES

FOR  
**Clark County Parents**

1:1 Counselling Sessions!  
Topics include: breastfeeding issues supply, latch, sore/painful breasts/nipples, referral options, and resources!

Please call  
715-743-5105 option 4  
to leave a message on our warm line!

### certified LACTATION counselors

SUPPORT AND CARE FOR MOTHERS



KATIE COOK



CORRINE SPENCER

LACTATION WARMLINE:  
715-743-5105 (OPTION 4)





# Community Breastfeeding Initiatives

FOND DU LAC COUNTY HEALTH DEPARTMENT

AMANDA CASSIDY, RN, BSN, CLC



# Breastfeeding Friendly Childcares

- ▶ Trained over 200 childcare providers since 2017 to establish Breastfeeding-Friendly Childcares in Fond du Lac County
- ▶ Utilized 10 step resource kit and training materials





# Breastfeeding-Friendly Businesses

- ▶ Worked to establish Fond du Lac County as a Breastfeeding-friendly employer in 2019-all county buildings have lactation spaces available and lactation policy in place for staff
- ▶ Utilized Wood County's 8 steps to Breast-feeding Friendly Business Toolkit



# SPAN Grant 2024

- ▶ Established lactation spaces and policies at three businesses in Fond du Lac County
- ▶ Faris Popcorn-small business mainly non-English speaking staff of 30 majority of child-bearing age
- ▶ Murray Park & Quest Elementary School-mainly staff use (15 employees)
- ▶ Fond du Lac County Campus with Sports Complex & Prairie Theater Event Center-lactation space for staff and public use for variety of events to be held at this facility

# Jackson County Public Health



Breastfeeding/Chestfeeding Strategy:

Implement state level policies and activities that achieve continuity of care for breastfeeding families.

# Jackson County Public Health



## Jackson County Breastfeeding Coalition

- 2019 WBC - Mini grant opportunity - To improve lactation services and policies within workplaces and to address disparities in lactation support offered to women of various backgrounds and experiences.
  - 1 month to 3 months - dropped from 74% to 47%
  - Breastfeeding Coalition Members reviewed their employer Breastfeeding policy and implemented rooms for breastfeeding as needed

# Jackson County Public Health



## Breastfeeding/Chestfeeding Strategy

- Certified Lactation Counselors - 9 (4 new counselors in 2024)
- Breastfeeding/Chestfeeding Survey
- Fair (Table Tents with QR Code, Posters throughout the fair, 3 x 5 handouts with QR Code )
- National Night Out
- Facebook

# Jackson County Public Health



## Results of Survey

- 149 surveys completed
  - 89% Caucasian, 6% American Indian, 2% Hispanic, 3% African American, 1% Asian
  - 16% of surveyed - felt they were not supported with their choice to breastfeed (family friends, workplace)
  - Other 86% were related to pain, low milk supply, on medications etc - physical concerns

# Jackson County Public Health



## Breastfeeding and Employment

- Chamber of Commerce - Weekly Newsletter
- 2 Responses - School District and Local Bank
- Other business contacted - decided by breastfeeding coalition
  - Kwik Trip
  - Nelson GP
  - Regal

Jackson County Breastfeeding Friendly Employer  
Toolkit/Workplace Kits



# Rock County Public Health Breastfeeding Initiatives Overview

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Janalyn Eisele, RN, BSN  
Public Health Nurse  
Maternal Child and Family Health Unit





**Mission:** An empowered community where all feel supported, welcomed, and educated about breastfeeding choices

**Vision:** Promote acceptance and education on breastfeeding to our community by providing accessible resources, collaborative experiences, and community partnership

- Collective (coalition) of community partners that are passionate about breastfeeding and its impact on the community and health
- Current member representation: WIC, Family Resource Center, SSM Health, Public Health, Janesville Community Center, Birth to 3, Independent midwife, CCR&R
- Meet monthly to work on objectives to increase BF support and education in our community, enhance BF continuity of care

# Rock County Breastfeeding Collective

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# Breastfeeding Collective Objectives

## Objective 1.1

### Maintain & Expand Coalition

This objective emphasizes building capacity and capability throughout the coalition. Maintenance also includes administrative activities like keeping a member roster and organizing meetings.

#### Potential Activities:

- Explore training opportunities, build a training plan
- Recruit additional coalition members
- Develop a succession plan
- Build additional coalition infrastructure

## Objective 1.2

### Increase Visibility & Partnerships in the Community

This objective is largely based around communications and collaboration. Promoting the coalition's work is one of the best ways to increase reach and build additional relationships.

#### Potential Activities:

- Revisit branding and logo, including coalition name
- Develop a social media plan
- Develop a community partnership strategy
- Identify local organizations for collaboration opportunities

## Objective 1.3

### Identify Support Actions

This objective focuses on using the Continuity of Care in Breastfeeding Support document to build and enact strategies that improve continuity of care in breastfeeding.

#### Activities:

- Review the Continuity of Care document
- Identify strategies for advancing continuity of care
- Gather feedback on local continuity of care gaps

*See 1.3 timeline for additional information.*

## Objective 2.1

### Collaborate to Educate & Recognize Childcares as Breastfeeding-Friendly Spaces

This objective looks to recognize additional childcares as breastfeeding-friendly to increase local support of breastfeeding policies and practices.

#### Activities:

- Train coalition members in breastfeeding-friendly practices
- Identify childcare looking to support breastfeeding-friendly policies

*See 2.1-2.2 timeline for additional information.*

## Objective 2.2

### Collaborate to Educate & Recognize Businesses as Breastfeeding-Friendly Spaces

This objective looks to recognize additional businesses as breastfeeding-friendly to increase local support of breastfeeding policies and practices.

#### Activities:

- Train coalition members in breastfeeding-friendly practices
- Identify businesses looking to support breastfeeding-friendly policies

*See 2.1-2.2 timeline for additional information.*

# Breastfeeding-Friendly Child Care Centers

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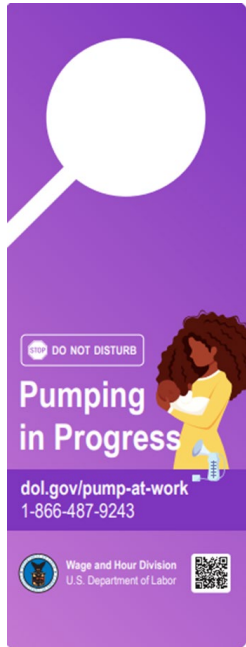
- Support for breastfeeding employees and families
- Helps with the transition for breastfeeding parents back to work and for baby to child care
- WI Breastfeeding Coalition/Wisconsin Department of Health Services developed "10 Steps to Breastfeeding Friendly Child Care Centers" Curriculum

## Breastfeeding-Friendly Child Care Centers

- Rock-Walworth Head Start/Early Head Start
- Little Sprouts Nursery School
- Tami's Tender Times- Janesville & Milton
- Kids and Kids Bilingual Daycare
- Cargill Christian Learning Center
- Cradles to Crayons Learning Center
- Creative Children's Learning Center
- Edgerton Children's Center

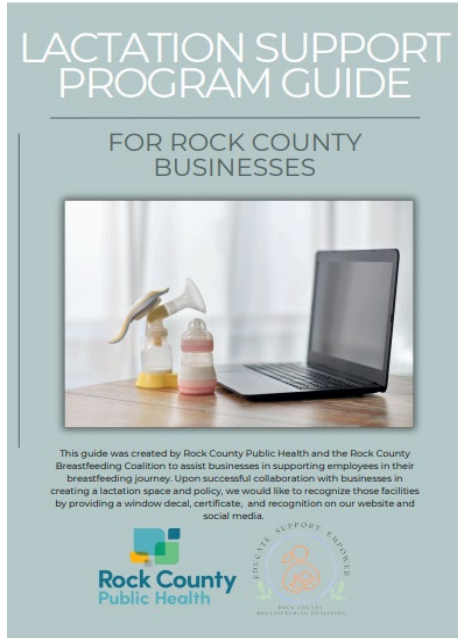


# Breastfeeding-Friendly Businesses: Background/Legal Implications



- 2010- Break Time for Nursing Mothers law
- 2022- Providing Urgent Maternal Protections for Nursing Mothers Act (“PUMP Act”)
- Rights include:
  - Reasonable break time for an employee to express breast milk for their nursing child for 1 year after the child’s birth each time such employee has a need to express the milk
  - A place other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk

# Breastfeeding-Friendly Businesses



- To ensure employees and visitors/community members (if applicable) are supported to breastfeed pump at work/out and about
- Created our own guide out of several different resources
- Main components needed to qualify for recognition:
  - Designated space
  - Policy in place to support employees and community members







## Breastfeeding-Friendly Businesses

- Janesville Police Department
- Blackhawk Technical College
- SSM Health- St. Mary's Janesville Hospital
- Tigre USA- Janesville
- County of Rock
- Nutrition and Health Associates- Rock County WIC





# Questions?



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Janalyn Eisele, RN, BSN

Public Health Nurse, Maternal Child Family Health Unit

Rock County Public Health

[Janalyn.Eisele@co.rock.wi.us](mailto:Janalyn.Eisele@co.rock.wi.us)

608-728-7219



# Native Breastfeeding Coalition of Wisconsin

SPAN 2023-2025

Cheri Nemec [cnemec@glitc.org](mailto:cnemec@glitc.org)

# 2023-2024 Work Plan

## Indigenous Lactation Counselor Training

- Held in Lac du Flambeau
- 5-day training
- Collaborating with LDF Good Health and Wellness in Indian Country
- 15 completed the training



**Indigenous Breastfeeding Counselor**

**FREE! TRAINING** (45 HOURS)

This is a fundamental breastfeeding program designed specifically for individuals who identify as Indigenous/First Nations/Native. By completing this training, IBCs will acquire the necessary expertise to support lactating families within their community. YOUR guidance will empower families to nourish their babies with their first sacred food - Breastmilk!

**YOU MUST BE AVAILABLE TO COMMIT TO 45 HOURS/5 DAYS TO GET CERTIFIED!**

**April 29 - May 3, 2024**  
8:30 - 5:30 pm

**Lake of the Torches Casino**  
510 Old Abe Rd.  
Lac Du Flambeau, WI

Open to LDF tribal members and descendants.  
Open to all other tribal communities after March 22, 2024.

Breakfast & Lunch provided.

To Register, please contact:  
Jodi Chapman  
715.588.3371 ext. 1905  
jchapman@pbcclinic.com

**INSTRUCTORS**

Carrie Joe Goldhammer, MSW, LICSW, IBCLC, Breastfeeding Specialist, offers her expertise as a Clinical Social Worker & Lactation Consultant. Her specialization lies in addressing maternal mood disorders and understanding the impact of complex and intergenerational trauma on attachment, bonding, and parenting within Native families.

Kimberly Moore-Sales brings more than 8 years of expertise in peer counseling, clinical lactation support, and lactation education. Kim plays a pivotal role in co-facilitating the Ojibwa Indigenous Breastfeeding Counselor training course, specifically tailored for American Indian/Alaska Native tribal communities across the country.

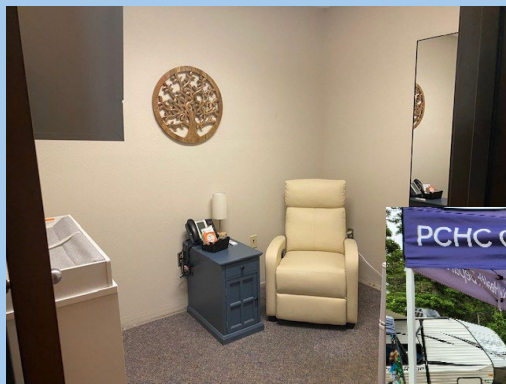


## Coalition Building

- Build on continuity of care efforts through the NBCW
- Member survey
- Evaluation-Collective
- Created online local resource guide



# Worksite Support for Lactation



Supported the creation of lactation spaces



Lactation Supply Bags

# 2024 -2025 Workplan



- Continued support for Worksite Lactation

- Coalition Building
  - Created strategic plan with 4 overarching goals
  - Objectives and strategies



## Education

- Maintain Resource Guide
- Create educational materials, connect to first food/traditional food

## INDIGENOUS MILK: WHERE TRADITION MEETS HEALTH



PROTECTING, PROMOTING AND SUPPORTING BREASTFEEDING

Ho-Chunk Nation  
**Resource Guide for Lactation Support**  
*Working to strengthen and encourage the traditional practice of breastfeeding to improve the lives of women, babies, and families, for generations to come.*

**Contact Us**  
CLCs can chat virtually or over the phone anywhere, and in-person at their offices.

Kyle Ripp RD, CLC 608.355.1240 x 35554  
Baraboo, Nekeosha, Madison

Kathy Braaten RD, CLC 715.284.9851 x35335  
Black River Falls, Tonaw, Wittenberg

Heather Jersak RD, CLC 715.284.9851 x35340  
Black River Falls and La Crosse

Ronelle McKernan RN, CLC 715.896.2570  
Wittenberg

Irina Clendenning RN, CLC 608.355.1240 x35620  
Baraboo

**WIC Program**  
Breastfeeding Peer Coordinator  
Aulita Mfukuweun  
715-892-0403

Great Lakes Inter-Tribal Council, Inc.  
Lac du Flambeau, Wisconsin

**wic WOMEN, INFANTS, & CHILDREN**  
This institution is an equal opportunity provider.

# Looking ahead...



## 2025-2026 Work Plan

- Based on Strategic Plan
- Maintaining and building on community resources
- Developing updated cultural resources
- Identifying gaps in Elder and Youth outreach

