



BREASTFEEDING WORKGROUP

FRIDAY, JULY 11, 2025

8:30am-9:00am:

Coffee Talk and Bagels

9:00am-1:00pm: Meeting Time

In-person

Brooke Long, Paige Urbano, Susan Olguin, Kathy Bartels, Jessica Sova, Nathan Reed, Dionne Moore-Smith, Julie Lothamer, Danica Howard, Mistel de Varona, Brooke Perry, Kali Jones, Autumn Jurek

Virtual

Alysia Biehl, Amy Revette, Annalisa Rowles, Ann Bianchi, Aseel Rayes, Barb Krzyzanski, Bethann McPherson, Laura Brinks, Brie Carlson, Christine Borchert, Colleen Unsal, Connie Myers, Diane Shelton, Erica Dierkens, Duaa Cannon, Elizabeth Montez, Erika Chanderraj, Hannah Lundquist, Janelle McGinnis, Jeannee Hill, Jennifer Fox, Jennifer Stratton, Laurel McCamman, Lexi Kuntzman, Margret Fife, Mariah Kaufman, Linda Marshall, Megan Mason, Micia Eddins, Morgan Amsterburg, Nannette Graham, Porlai Lor, Rachael Shilman, Remsh Muthanna, Samantha Meyers, Shannon McKenney Shubert, Sierra Kintigh, Dina Shanowitz, Tamara Lavallee, Megan Tersigni, Tracie Bolton, Amanda Vagts

Directories and Online Sharing Docs



BFC Workgroup Sharing Notes

https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU_bHfOPQM/edit?gid=378331799#gid=378331799



Collaborative Folder

https://drive.google.com/drive/folders/1q5mFL2IbV2_VmbU_PM7pB3BX3u4FFQj5?usp=sharing



[Directories](#)

Peer Counselor with Peer Manager
Level 3 and 4 Staff
BF Coordinator

9:00-10:45 AM

- **BF Team Staff Updates:**
- **New Food Rule/change in formula amts.**
- **Food Guide changes**
- **Zomee Demo presentation: Dina Shanowitz**
- **Trainings:**
 - **FY25 OA grant-funded training registration status**
 - **Peer Update**
 - **Regional PC Training agenda/registration**
 - **Advanced Clinical Lactation Skills registration**
 - **Winter PC training/Other 2026 PC training plans**
- **Guidance Documents**
- **Breast Pumps and Supplies:**
 - **New! Pumps/Supplies Delivery process**
 - **Pump Pilot (new agencies)**
- **IBCLC Exam Preparation**
- **Hospital/Peer Collaboration Toolkit update/feedback needed**
- **Milk Expression Training BF Coordinator Implementation Polling Question**
- **Quick questions & updates from Dionne and BF Team: WIC Workforce Task Force, Community Engagement Funding/National Breastfeeding Month updates, IBCLC Support Group, future PC training ideas, BFAE virtual presentation**
- **MIBFN Presentation: Shannon McKenny Schubert**

10:45-11:00 am	Break
11:00-12:00pm	<p>Local Agency Sharing and Discussion</p> <p>Each local agency is welcome to share ideas, tools and resources. Sharing is limited to 3 minutes to allow time for everyone to participate. Enter your sharing notes here</p>
12:00-1:00pm	Focused Discussion among coordinators

Breastfeeding Team Staff Updates

Dionne Moore Smith is the new WIC Breastfeeding Coordinator but will also be fulfilling duties of the Peer Counselor Coordinator during this transition period. The Peer Counselor Coordinator position will be posted after October 1st, 2025.

Congratulations Dionne!





Breastfeeding Team Staff Updates

Welcome Micia Eddins, MPH, IBCLC, CD, CHW, CLS
Our new Southeast Regional Lactation Consultant!

Micia is covering the Southeast (Metropolitan Detroit) region in a temporary position, focusing on training and supporting new lactation staff. Micia has worked with the Detroit Health Department as the Breastfeeding Coordinator and CPA.

Micia's mission is to bridge health equity gaps by delivering culturally grounded, community-based support that uplifts, educates, and empowers.

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New Food Package Rule

- Discussion on new Breastfeeding Food Package Formula amounts. Attendees shared:
 - Less BF families are certified as NPP/IFF
 - Parents like ability to receive more formula in the first month if needed
 - It has been a learning curve for staff but we are so excited for this change.
 - Easier to manage client needs and changes
 - More BP transition to BE rather than from BP to NPP
 - Both clients and staff are enjoying this change

Food Guide Suggested Changes (Breastfeeding Section)

Attendee Feedback

- Condense words. Too wordy, redundant.
- Add more visuals/ lactation images/ the busy BF parent/ older infants/ nursing parents supporting each other
- Focus on the foods
- Consider BF to be closer to the front of the booklet
- More visuals: including difference in how much \$ they receive in food with a BE/BP package for a whole year vs. NPP package for 6 months?
- Explain length of time BF client receive package
- Emphasize NPP loses benefits at 6 months – parents are always surprised when they lose their benefits at 6m.
- Consider lego blocks infographics – formula vs human milk
- Be conscious of literacy levels
- Different age babies, I would like to see older infant
- More white space
- Keep information about services offered by peer counselors and lactation consultants.

BREASTFEEDING & CHESTFEEDING

Breastfeeding and Chestfeeding Give Babies a Healthy Start in Life.

- Feeding a baby is easier with a team. Support from partners, family and friends can help you reach your goals.
- WIC is here to help every step of the way with resources, support and answers.
- Ask for a peer counselor – a parent in the community with personal breastfeeding or chestfeeding experience who is trained to give information and support to new parents.

It's not just good for babies, it's good for you too!

- Babies receiving human milk have lower risk of certain infections and diseases.
- Babies can easily digest human milk.
- Babies feel safe, warm, secure and loved when held skin-to-skin.
- Good hormones released while breastfeeding and chestfeeding help parents feel relaxed, peaceful and loving.
- Breastfeeding and chestfeeding lower parents' risks of breast and ovarian cancer.
- It also helps parents recover from childbirth more quickly and easily.

For more information, go to <https://wicbreastfeeding.fns.usda.gov>



How Does WIC Support Breastfeeding and Chestfeeding?

- Peer counselors are available when you need them, by phone or text, including outside of regular clinic hours.
- All WIC staff are trained to support lactating families.
- WIC clients have free, unlimited access to lactation consultants and peer counselors.
- Breastfeeding and chestfeeding parents are able to stay on the program longer and get more food, including canned fish.
- At 6 months, babies fed only human milk receive infant meats and more fruits and vegetables.

Zomee Product Demonstration

Dina Shanowitz

dinas@zomee.com

Unimom Opera – multi-user

2hrs battery use time, 3y warranty, LED screen, Vacuum/cycle customization between left and right breast, 30-100 cycles per minute, memory setting

Zomee Z2 - personal user

2yr warranty, but still there to support mom afterwards and makes sure moms has what she needs, 1500 pumping hours (average 300 pumping hours), touchpad LED screen, starts on stimulation, expression after 2 minutes.

Both pumps: when double pumping, alternates expression. 2-phase mode, goes back and forth between stimulation and expression for when moms have harder time getting letdown or trying to trigger 2nd letdown. Nightlight. Pause mode for the busy parent.

Flanges – 180 degree angle, 17, 19, 20, 21mm will soon be included in the kit. Perfect fit promise- if mom needs a different size, will be provided free of charge by contacting customer service.

Wide-neck bottles - kit includes adapters for standard neck bottles.

Duckbill valves/ diaphragms - kit includes extra set of each for the first 6 months- replace every 2 months. Pull tab on duckbill to prevent from tearing.

Zomee Fit - wearable

Z2 bundle – ability to transition to the wearable. Sensor for leaking milk/ prevention of milk getting into the motor. Goes up to 280 mmhg.

Customer service 24hrs- English and Spanish – all moms and CLCs to help moms w/ advice for pumps and breastfeeding.



Zomee Demonstration

Dina Shanowitz
dinas@zomee.com

Discussion

- Do we want to get rid of brand-specific flanges?
 - Inserts are nice and compatible with most brands
- Are agencies interested in adding Zomee to the inventory?
 - Interested in multi-user – appears to be smaller than symphonys/lactinas, more portable. More affordable?
 - Having a wearable option to offer would be great if clients are educated on when they are appropriate to use. Great option for working parents who struggle to find time to take a break to pump.
- Concern shared about clients losing insurance and not being able get insurance pump. WIC is here to support the clients no matter what. This may also include billing for IBCLC reimbursement.
- Some local agencies will be trialing the following Zomee pumps: Opera multiuser, Zomee Z2 double single user with wearable cups, Zomee Fit hands free pump.
- Stay tuned for a survey regarding use of Zomee pumps in future (for local agencies who are trialing these pumps).



Trainings

OA Grant-Funded Training

- [OA grant training registration](#)
- Staff needing level 3 (CLS) training (i.e., Breastfeeding Coordinators), reach out to Dionne. Michigan staff will be waitlisted. Priority are BF Coordinators needing Level 3 credential.
- Some trainings have low registration.
- Full Circle Life Coaching trainings: same content as Breastfeeding Basics. These trainings include:
 - Confidence in Counseling
 - Benefits and Barriers
 - Latching and Limitations
- Notice CERP Guidance Document under Continuing Education tab.
- How do agencies tackle overtime for CLS training (a 9 hour training)? Most agencies said they offer flex time.

Peer Update

- Date: Tuesday, September 23rd
- [Peer Update Registration](#)
- Location: Grand Rapids, Sheraton Grand Rapids Airport Hotel
- Theme: 15 yrs of Peers
- [Agenda](#)
 - Guest speaker is Dr. Jenni Thomas
 - Recognitions: Peer of the Year, 10 year peers and Breastfeeding Awards of Excellence (virtual)
- Lodging needs for peers:
 - Available if LA is 50 miles or more away from venue
 - Handled by MPHI. More information available on the MPHI website and your registration confirmation email
 - Register by 8/15/25 if needing a room.
- Breastfeeding Coordinators, WIC Coordinators and Peer Managers are welcome to attend. Lodging needs for supervisors are covered by the local agency (unless rooming with the peer).

Regional Peer Counselor Training

Peer Power Up: Next Level

- [General Agenda Fall 2025](#)
- Clinical Enrichment
 - Colleen Unsal (DHD#10) presenting!
 - Topic: Documentation
- [Registration to open soon](#)
- Date is dependent upon Region (six regions and six different dates): October and November dates
- This training is only for peers. WIC Coordinators/BF Coordinators/Peer Managers cannot attend. To provide a safe space of sharing for peers.

Advanced Clinical Lactation Skills Training

- [Register for ACLS Training](#)
- When: October 7-8, 2025
- Where: The Henry Center in Lansing
- Who can register: all lactation staff level 2-4
- This training has been offered in the past to those who have completed a Level 3 course such as CLS and LCE as a follow up training which focuses on skills training. Now opening this up to peer counselors to take for assisting with clinical judgement skills for proper Level 3 or IBCLC referrals.
- Consider retaking if it has been 5+ years since you have taken this course.

Winter PC Training/Other Future PC trainings

- MIBFN may have a live virtual panel discussion as the Winter PC training
- Skills Building Training for peers coming in the spring.
- Poll Question: Would you prefer the Virtual Spring Peer Counselor Skills Training be 2 half days, or 1 full day?
 - 2 half days (39%)
 - 1 full day (57%)
 - Other feedback: either works, tough to maintain attention during long virtual trainings, half days allow peers to complete other duties the rest of the day

Milk Expression Training Polling Question

- Poll Question: Have you or another staff member attended Milk Expression Training?
 - Yes, I have recently (29%)
 - Yes, I have but years ago (44%)
 - Not me, but another staff member attended (20%)
 - No (5%)
- Poll Question: If you have taken Milk Expression Training, have you/another staff member implemented this training?
 - N/A – never attended (3%)
 - Yes, staff have received training (51%)
 - No (44%)

Milk Expression Training Discussion

- Time constraints to train everyone.
- OA grant funded trainings have helped (Pumping Basics, Beyond the Basics). Helpful with general troubleshooting, client education, and underlying pathophysiology and biology of breastfeeding information; however, how to use the specific WIC pumps, and obviously the policies and such aren't included.
- One agency offered a "drop in" day. Pumps were set up in a conference room with written information on each pump. Peers/IBCLC available to demo and answer questions. We also had info on hand expression with breast models to practice. Home visiting programs were also invited to "drop in" when available.
- Frustration voiced over staff who do not issue pumps out often and keeping up with their training.
- Can a shortened version be incorporated into BF Basics?
- One agency shared they offer a combined competency training 1x/yr. All clinic staff need to attend and our peers are part of our teaching team. Milk Expression and pump training are a part of this as are many other items for RD's, RN's, and peers.
- Some discussion about how to create a new description of the State led Train the Trainer format for Milk Expression training allowing peers to attend who may be actually implementing the training at their agency.

Guidance Documents

(Breastfeeding Team Project)

- Feeding Device Guidance Documents updated to include Silicone Collection Device (Lasinoh)
- Wearable Pump Guidance (Zomee)
- [Breastfeeding for Staff](#) < Device documents being updated



Breast Pumps & Supplies



Pumps, kits and supplies

- Several items will be coming from the state storeroom, these items were packaged in with NBM material.
 - Items sent included: microsteam and milk storage bags, cooler bags, magnets, Pumpin Pals, Symphony kits, Harmony and other pump accessories.
- Requests for Pumpin Pals exceeded the amount available. Each agency that requested this item was provided a smaller quantity. State staff will continue to work with J&B Medical with hopes that these items will be available for order in future years.
- Lasinoh Order: Silicone Breast Pump Order – direct shipment from company
- Majority of items requested will be directly shipped from J & B Medical
 - Packages will be addressed to MDHHS-WIC Breast Pump Account, State of Michigan, followed by local agency name and LA#
 - IMPORTANT NOTE- Agencies need to keep all packing slips according to the WIC record retention policy.

New Delivery and Reconciliation Process

The state office must confirm local agencies have received all items prior to paying invoices.

With direct ship to each LA, this requires us to develop a new process:

For items inventoried in MI-WIC with a batch # **Personal-Use, Manual and BF Aids (kits)** these items will be entered in MIWIC by State office as “In transit” and the LA will need to change the status to “In stock” to confirm the amount received from J&B.

Multi-user pumps- LA will enter the serial number from pump into MI-WIC. Serial numbers are located on shipping box or pump itself). (**New Process**)

All other **accessory items** from J&B will be accounted for on the Google Doc (link to be sent in E-notice):

- Each LA will have their own designated tab
- Listed will be each item and the amount ordered followed by columns for amount received and date.
- Designated staff will enter the quantity received and date. Please note you may not receive the full amount in one shipment. This is why there are multiple columns for received/date.
- Google Doc will be monitored by State WIC office
- Items received need to be reconciled on Google doc with 5 business days

For questions on the process, please contact Julie at LothamerJ@michigan.gov

Pump Pilot Status

- Current agencies: MMDHD, MMCAA, Oakland, Washtenaw, DHD #4
- Drop shipment – personal use pumps
- Some challenges with process of ordering but working out
- Having periodic meetings
- Survey to assess how things are going with staff and clients
- Other agencies interested: Calhoun County, Muskegon, InterCare, Huron



Peer Counselors

Peer Counselor Development Task Force

- Exceptional PC Programming Honor Award (ME Special Recognitions): 3 agencies were recognized. Criteria included: work schedule flexibility, career ladder opportunity and minor consideration was given to breastfeeding rates but reviewed. Congrats:
 - District Health Department #10
 - Mid-Michigan District Health Department
 - Public Health Delta Menominee
- Peer Counselor/Hospital Collaboration Toolkit
 - Looking for LAs who have great collaborative relationships with their hospitals and include the WIC peer/lactation staff. Seeking input on what you would like to see in the WIC Coordinator section of the toolkit that would be helpful for other local agencies trying to establish a peer counselor in the hospital. If you have a good relationship with a hospital or just want to offer input for the WIC Coordinator section of this toolkit, please reach out to Dionne.
 - Please reach out to Dionne to share feedback or join in on a PC Task Force meeting (Third Wednesday of each month).
 - Hoping to have a draft ready by Peer Update and a finished product by the WIC Coordinator Summit.

Breastfeeding Awards of Excellence

- 5 agencies applied (2 for Premiere, 3 for Gold)



**MIDWEST REGION
BREASTFEEDING AWARDS
CELEBRATION**

FRIDAY, AUGUST 1, 2025
1:00-3:00PM CST

save
the Date



What is going well in your Peer's World?

Volunteers for next meeting to share short story of a best practice working well with your agency's Peer Program.

- Helping with retention
- Overall morale booster of peers

Reach out to Dionne to share your LA story for future meetings:

MooreSmithD@michigan.gov





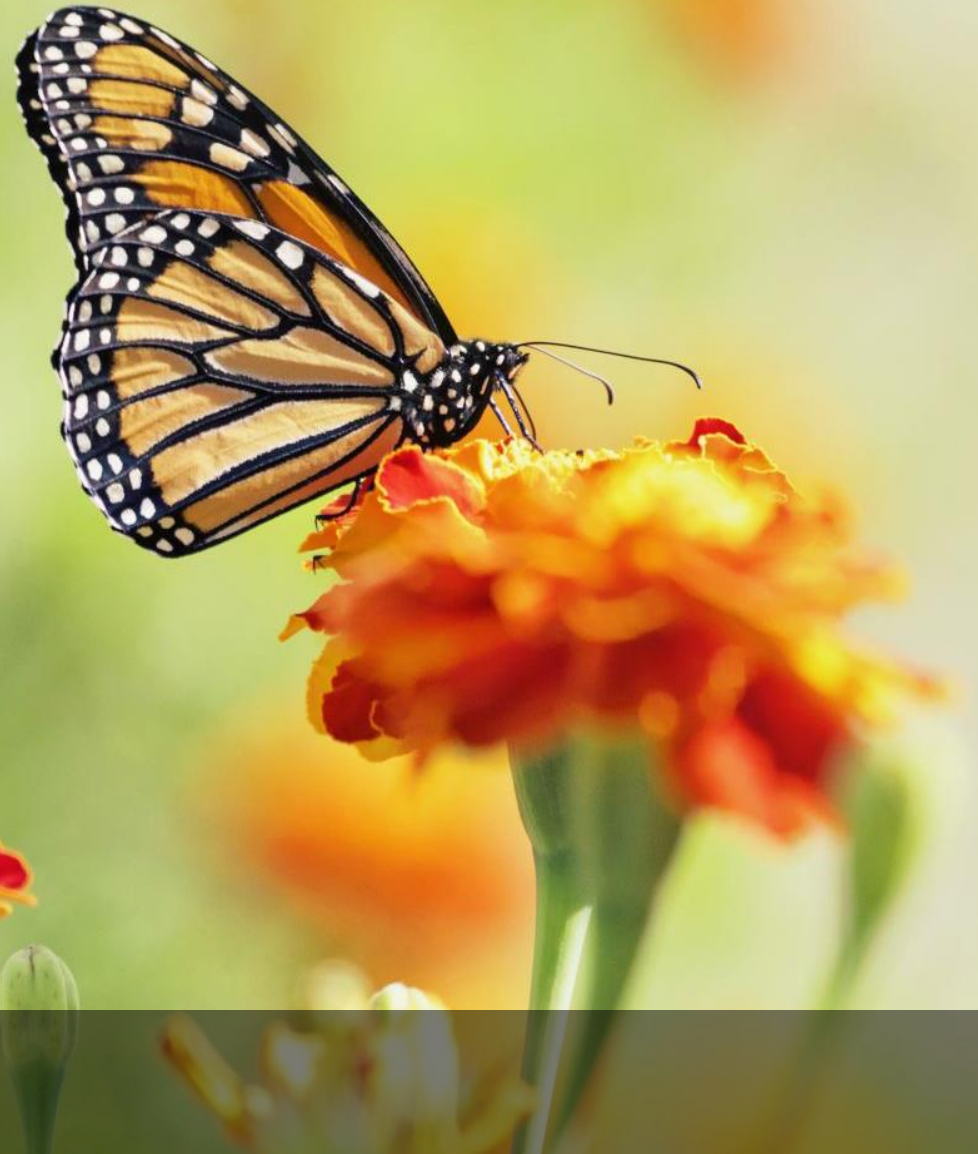
Resources

IBCLC Support and Exam Preparation

- [IBCLC Exam Prep Course – MWR OA Grant-Funded Breastfeeding Trainings](#)
 - The training is for WIC lactation staff in Michigan, Illinois, Iowa, Minnesota and Wisconsin who are preparing to take their initial (or recertification) IBCLC exam. If there is room available after WIC staff have registered, the training will be opened to maternal child health community partners.
- Ohio State WIC monthly meetings. **Monthly from 9am-10am.**
 - August 21, 2025
 - September 4, 2025
 - [Join the meeting](#)
 - Meeting ID: 246 649 257 650
 - Passcode: XNw7NU
- Online tools available:
 - <https://www.goldlearning.com/news-promotion/ibclc-recertification-planner-cerps-tracker-spreadsheet>
 - <https://ibclc-commission.org/ibclc-information/lactation-specific-clinical-practice-calculator/>
- IBCLC Support Group Meeting (for current IBCLCs)
 - First meeting will be Wednesday, 10/15 from 11am-12 noon, will meet 4 times each year going forward. Link to come in future E-notice.

Community Engagement Funding

Parent Pit Stop and
National Breastfeeding
Month materials were
mailed out to local
agencies on July 10th





MIBFN Presentation

Shannon McKenney
Shubert

Shannon@mibreastfeeding.org

- Presentation slides will be available on [MPHI website](#).
- Discussion on what's next in supporting Michigan families.
 - Clients don't always reach out to us until they need formula. Working to change the mentality that WIC is the "formula program."
 - Lack of support in the medical community/birthing setting
 - More staff training opportunities that talk about supporting breastfeeding from a trauma-informed lens. There are options available via OA grant-funded trainings and MIBFN webinars.
 - Boosting client circle of care support and collaboration weeks after delivery.
 - MIBFN is looking into starting a support group for support group facilitators –funding received for this. Reach out to Shannon if interested in this.
 - Creating an inclusive, engaging support group.
 - The Winter PC training may be a one hour webcast surrounding the project Shannon shared with the group: support group for support group facilitators.

Local Agency Sharing

BFC Work Group Sharing Notes

https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU_bHf0PQM/edit#gid=0



Focused Discussion: BF Note Grid Documentation

- Where? Many agencies said they document under the parent (unless terminated)
 - Most agencies document under red notepad when parent is termed, others document under baby. Red notepad is the suggested place to document in policy but State recognizes this may not be optimal for some local agencies.
- One agency documents under parent during PG, then baby after delivery
 - If notes under baby and mom becomes PG again, those past notes aren't available under parent
- Problem: Note in Red Notepad- can't count as a contact
- Wish List discussion
 - Find a way to count both contacts AND nutrition education provided
 - Can KL&A update the system so notes can be added into parent's chart, even if termed? Hoping this doesn't break the system?
 - Link parent and infant BF notes
 - Also to be able to add a line in Contact History grid and BF Aids tab for termed clients



Next Breastfeeding Work Group

Friday, Oct 17, 2025
8:30 am-12:30pm
virtual

Link will change for
either the Oct or
January 2026
meeting