



# BREASTFEEDING WORKGROUP

FRIDAY, JULY 11, 2025

8:30am-9:00am:

Coffee Talk and Bagels

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



# Directories and Online Sharing Docs



BFC Workgroup Sharing Notes

[https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU\\_bHf0PQM/edit#gid=0](https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU_bHf0PQM/edit#gid=0)



Collaborative Folder

[https://drive.google.com/drive/folders/1q5mFL2IbV2\\_VmbU\\_PM7pB3BX3u4FFQj5?usp=sharing](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.





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## 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. 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

- New Breastfeeding Food Package Formula amounts
  - Helping with breastfeeding rates
  - Helping clients in the first month with continuing to breastfeed?

## Food Guide Changes (Breastfeeding Section)

- Content Change (shortened section)
- What would you like to see in this section?

### 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 Rep Placeholder

Dina Shanowitz



# Trainings

# OA Grant-Funded Training

- [OA grant training registration](#)
- If wanting level 3 (CLS) training, Michigan staff will be waitlisted.
- Some trainings have low registration.
- Full Circle Life Coaching trainings: same content as Breastfeeding Basics
- Notice CERP Guidance Document under Continuing Education tab.

# Peer Update

- Date: Tuesday, September 23<sup>rd</sup>
  - [Peer Update Registration](#)
  - Location: Grand Rapids, Sheraton Grand Rapids Airport Hotel
  - Theme: 15 yrs of Peers
  - [Agenda](#)
    - Plans for the day
    - Topics
    - Peer of the Year/10 year peers
    - Breastfeeding Awards of Excellence virtual recognition
- Lodging needs

# Regional Peer Counselor Training

## Peer Power Up: Next Level

Clinical Enrichment Topic: Documentation  
[Registration to open soon](#)

Date is dependent upon Region (six regions and six different dates): October and November dates

# Advanced Clinical Lactation Skills Training

[Register for ACLS Training](#)

When: October 7-8, 2025

Where: The Henry Center in Lansing

Who can take: Staff with advanced credentials  
needing more confidence in assessment skills  
(including peer counselors)

# 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

(Polling Question)

# Milk Expression Training Polling Question

# Guidance Documents

- 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



# New Delivery Process

- Items coming from Storeroom: milk storage bags, cooler bags, magnets,
- Items coming from J&B: direct shipment from DME
- Lasinoh Order: Silicone Breast Pump Order – direct shipment from company
- Once you receive items from J&B/storeroom, if a pump or kit:
  - Use Google Doc for local agency to confirm receipt of J&B items
  - Google Doc will be monitored by State WIC office
  - Pumps and kits into MIWIC
    - If single user electric, manual or kit: move pumps/kits from in-transit to in stock (regular process).
    - **If a multiuser pump: enter serial number from pump (located on shipping box or pump itself). (New Process)**

# Product Feedback:

- Zomee Pump

# Pump Pilot Status

- Current agencies
  - 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
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- Additional agencies:



# Peer Counselors

# Peer Counselor Development Task Force

- Recognition at annual conference (ME Special Recognitions): 3 agencies were recognized at the Peer Update:
  - District Health Department #10
  - Mid-Michigan District Health Department
  - Public Health Delta Menominee
- Peer Counselor/Hospital Collaboration Toolkit

# Breastfeeding Awards of Excellence



**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](mailto:MooreSmithD@michigan.gov)





Resources

# Hospital PC Collaboration Toolkit Feedback

If you have a successful partnership with a hospital, our TF would love to hear from you:

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# IBCLC Exam Preparation

[IBCLC Exam Prep Course – MWR OA Grant-Funded Breastfeeding Trainings](#)

Ohio State WIC monthly meetings

Quick  
Updates



MIBFN Placeholder

Shannon

# Local Agency Sharing

BFC Work Group Sharing Notes

[https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU\\_bHf0PQM/edit#gid=0](https://docs.google.com/spreadsheets/d/18Ek7vAeaHC5qUzzCMi10oXrFUEVaAIWMmsU_bHf0PQM/edit#gid=0)



Focused Discussion

Peer Retention

BF Note Grid  
Documentation



## 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