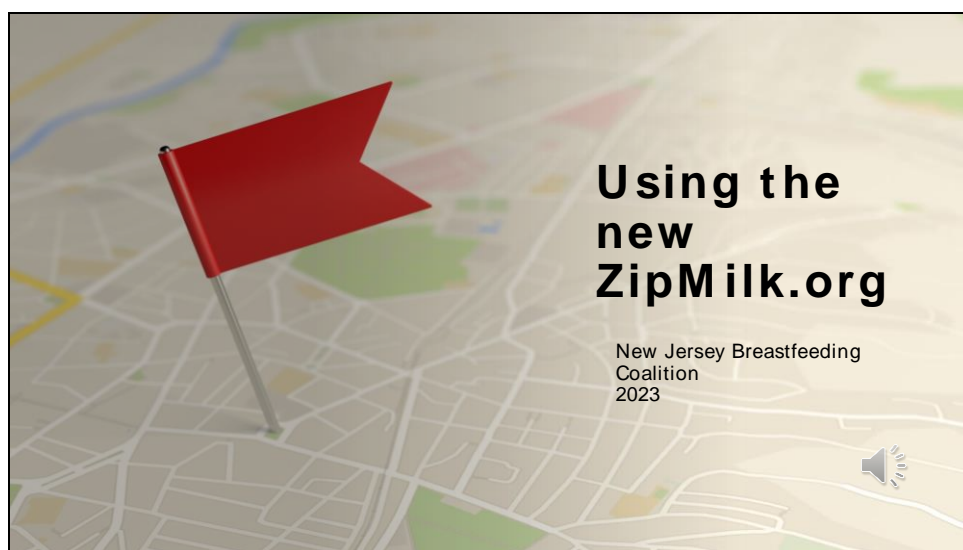


Using the new ZipMilk.org

Slide 1



Welcome to this tutorial on using the new ZipMilk.org website. My name is Danielle Tropea, and I'm one of the New Jersey Zip Milk Administrators at the New Jersey Breastfeeding Coalition.

ZipMilk.org is a database of lactation providers and community support, searchable by zip code. It was created and is run by the Massachusetts Breastfeeding Coalition.

The NJ Breastfeeding Coalition pays an annual fee to be part of it.

Two of our neighboring states, Pennsylvania and Connecticut, also participate.

Search results now include our neighboring states, Pennsylvania and Connecticut.

For example, if you are based in Camden, Philadelphia-based families entering their zip code can also see you and vice versa.



The new ZipMilk.org looks very different. There's a completely new layout.

There are more steps to creating your listing.

You don't have to confirm your listing like you did with the old version.

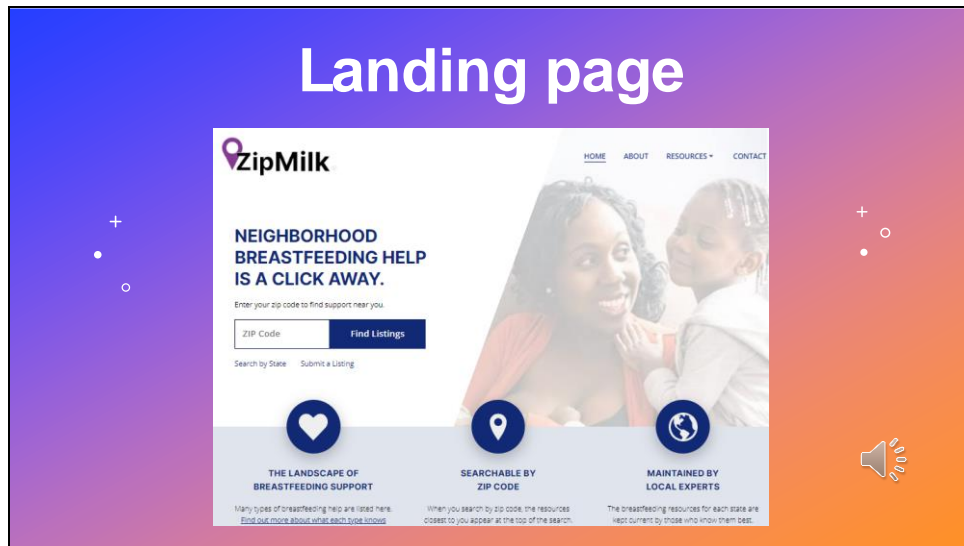
You will get an email confirming it's been received and one when it's published.

To edit it save the published listing email.

The new listing template allows you to include more information. At this point though users can't search by them.

Unlike the old version, we aren't notified when new listings are added so there can be a delay in getting your listing published. To expedite publication of your listing, please email us at nj@zipmilk.org with your business name.

Slide 3



The landing page is where parents can search for providers based on zip code and by the state.

It's also the same page where you can submit your own listing.

Slide 4

Search

[Directory](#) [View All Listings](#) [Add Listing](#)

SEARCH

Listing Category: -- Choose One --

Last Name:

State: New Jersey

ZIP Code:

Find listings within: 20 miles

Languages Spoken: -- None --, English, Mandarin, Hindi, Spanish, French

Search [Clear](#)

First let's look at the search page.

Users can search based:

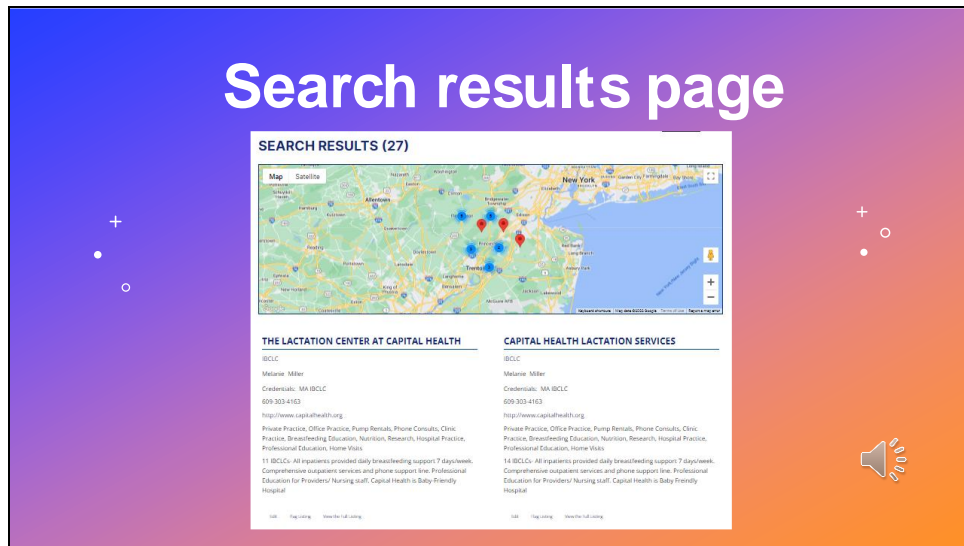
on the type of provider – IBCLC, WIC, community groups, etc. Only one at a time OR all of them

Their state

Zip code

Proximity – the default is set as 20 miles but it can be changed to 1, 5, 10, 30, and 50

And languages spoken. Because of this, if you speak a language other than English, when you create your listing, make sure you select it!

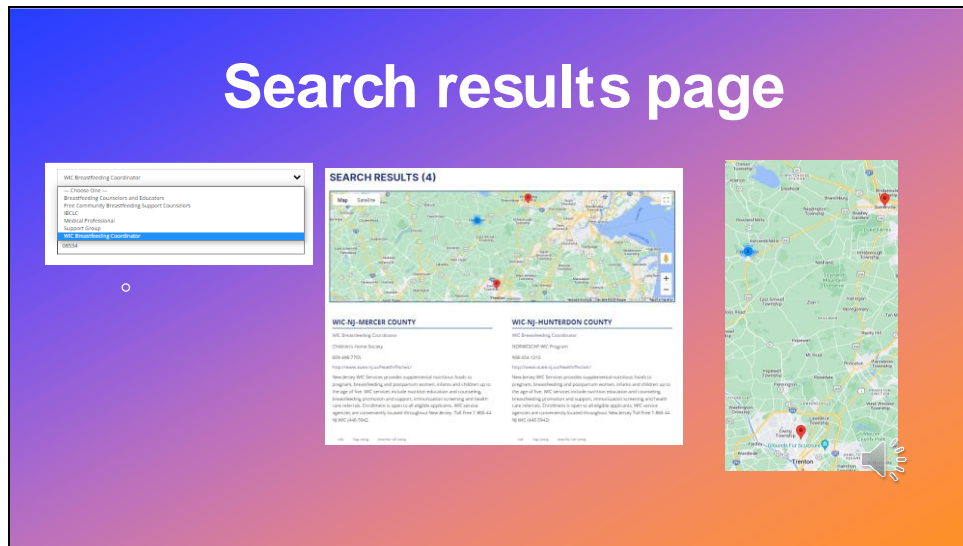


I entered the zip code for Pennington, NJ (08534) and did not select a category of provider. It pulled up these 19 listings.

But if I want to narrow my search down to another category of provider like WIC...

Slide 6

Search results page



I'm going to scroll back up to the search section and select WIC Breastfeeding Coordinators.

It pulls up the four closest WIC offices.

I can zoom in or out on the map to see where they are located. If you click on the little square within the top right side of the map, you can see it full screen. This is helpful if the user wants to see which is the closest to them.

I can access each listing by either clicking on the name in capital letters OR click the View the full listing link in tiny print at the bottom of the listing.

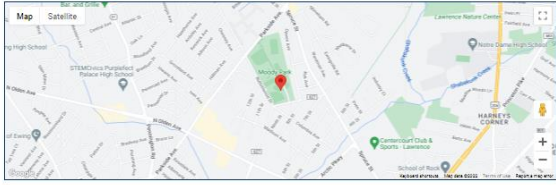
Slide 7

Individual Listing

WIC Breastfeeding Coordinator
Children's Home Society, Ewing, New Jersey 08638
609-498-7755
<http://www.state.nj.us/health/nut/wic/>

New Jersey WIC Services provides supplemental nutritious foods to pregnant, breastfeeding and postpartum women, infants and children up to the age of five. WIC services include nutrition education and counseling, breastfeeding promotion and support, immunization screening and health care referrals. Enrollment is open to all eligible applicants. WIC service agencies are conveniently located throughout New Jersey. Toll Free 1-866-64-NE WIC (646-5542).

Virtual Support Available? Yes



Here you can see:

The category

Address

Phone number

Website

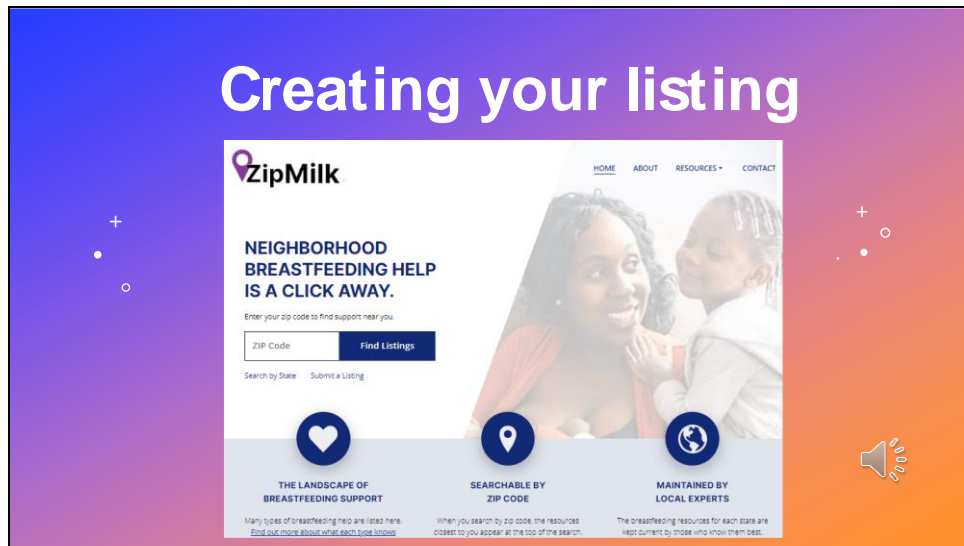
Description

That they offer virtual support
as well as a map

You can zoom in or out on this map too.

This listing doesn't use all of the possible fields. We'll check that out in a minute.

Slide 8



We're going to create your listing, now so we'll go back to the landing page.

We'll click Submit a Listing, directly under find Listings.

Type of listing

1

LACTATION COUNSELOR

2

LISTING INFORMATION

Listing Category *

-- Choose One --

Next

Listing Category *

-- Choose One --

Breastfeeding Counselors and Educators

Free Community Breastfeeding Support Counselors

IBCLC

Medical Professional

Support Group

WIC Breastfeeding Coordinator

Click Listing Category.

Your options are:

Listing categories

- Breastfeeding Counselors and Educators
- Free Community Breastfeeding Support Counselors
- IBCLC
- Medical Professional
- Support Group
- WIC Breastfeeding Coordinator

Some things to know:

- If you selected the wrong category or you need to change your category- like from Lactation Counselor to IBCLC - CONGRATS by the way! You can do it later
- If you would like to be listed under more than one category, you need to create separate listings

Add your listing

CERTIFICATION SOLUTIONS

1

LISTING INFORMATION

2

Listing Title *

Enter what you want the heading of your listing to read

First Name

Last Name

Credentials

Certification L number, ALPP ID, or other certificate #

Certification Expiration

Date certification expires

Contact email *

Your email will not be shown to the public on the website

City *

State *

Connecticut

Zip Code *

Phone

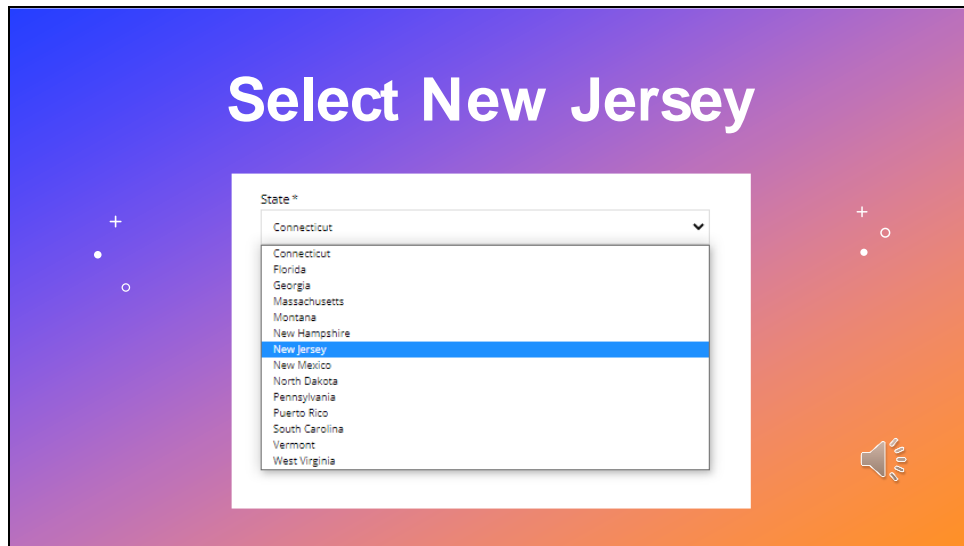
Required fields:

- Listing Title – this would be your business name or your name
- Contact email address – make sure you enter this correctly or you won't be able to edit your listing in the future
- City
- State
- Zip Code

However, you should include as much information as you can.

Your Certification number and expiration date fields won't be displayed on your list nor will your contact email with the asterisk.

Scroll down to see more fields...



Second to making sure you've entered your correct email is selecting the correct state.

If you don't select NJ, we won't be able to see it to approve it.

Add your website, practice information

Phone ext. <input type="text"/>	Phone2 <input type="text"/>
Phone2 ext. <input type="text"/>	
Website URL <input type="text"/>	Link Text (optional) <input type="text"/>
Do you only see clients in an inpatient setting? <input type="radio"/> Yes <input type="radio"/> No	Practice Type <input type="checkbox"/> Private Practice <input type="checkbox"/> Office Practice <input type="checkbox"/> Pump Rentals <input type="checkbox"/> Phone Consults <input type="checkbox"/> Clinic Practice <input type="checkbox"/> Breastfeeding Education <input type="checkbox"/> Nutrition <input type="checkbox"/> Research <input type="checkbox"/> Hospital Practice <input type="checkbox"/> Professional Education <input type="checkbox"/> Home Visits

I've scrolled down to see more fields.

The screenshot shows a web form titled "Add your business description/ bio" set against a blue-to-orange gradient background. The form is centered and contains the following elements:

- Description:** A large text input field with a diagonal line in the bottom right corner for expansion.
- Service Area:** A text input field with the placeholder text "country, radius".
- Languages Spoken:** A dropdown menu with "None" selected. The list of options includes English, Mandarin, Hindi, Spanish, and Arabic.
- Other Languages Spoken:** A text input field.
- Virtual Support Available?** Radio buttons for "Yes" and "No".
- Admin Notes:** A text input field with a small note: "Notes for administrative purposes only - will not be shown on the website".
- TERMS AND CONDITIONS:** A section header followed by a checkbox and the text "I agree to the [Terms and Conditions](#)".
- Clear Form:** A small link below the terms and conditions.
- Buttons:** "Back" and "Complete Listing" buttons at the bottom right of the form.

Decorative elements on the background include a "+" sign and a small circle on the left, and a "+" sign, a small circle, and a speaker icon on the right.

We can now see the Description box. This is where you can enter your bio, business information, etc. Any websites you list here will not be linked.

You can expand the description entry box by clicking and dragging on the diagonal lines in the bottom right corner.

Unlike the old ZipMilk, you can separate lines in the description field. Just hit enter.

Under languages, make sure you select English as well as any others you speak. If you do not select English and someone searches English, you won't show up!

Although the service area is not searchable, if you do home visit will be helpful for families viewing your listing.

I recommend you read the Terms and Conditions before clicking "I agree to the Terms and Conditions"

Now click Complete Listing

TERMS OF USE

ZipMilk is a project of the Massachusetts Breastfeeding Coalition, Inc. ("MBC"), which is responsible for oversight and maintenance of the overall site.

ZipMilk is designed solely to provide a platform for users to find breastfeeding support resources. MBC does not provide the data collected to anyone other than those conducting individual searches through the ZipMilk website. Data from providers collected here is not otherwise traded or sold.

For ZipMilk visitors: While MBC requires states and entities that participate in ZipMilk to verify information collected to the greatest extent possible, and to update that information annually, MBC is not responsible for the accuracy of the information listed on the site. The resources on this site are not a substitute for medical advice.

For providers: By adding your listing and email to ZipMilk, you consent to receiving emails from local State Admins or ZipMilk Directors for quality assurance and update notification. If you do not wish to receive any emails, please do not add your listing to ZipMilk.org.

MBC makes providers' information available to the public through ZipMilk. Providers recognize that their information will be available to all users, and that they relinquish all rights, and hold MBC harmless, regarding ways in which the public may use the information.


The Fine Print

For visitors:

MBC is not responsible for the accuracy of the information listed on the site. The resources on this site are not a substitute for medical advice.

For providers:

- By adding your listing and email to ZipMilk, you consent to receiving emails from local State Admins or ZipMilk Directors for quality assurance and update notification.
- If you do not wish to receive any emails, please do not add your listing to ZipMilk.org.
- MBC makes providers' information available to the public through ZipMilk.
- Providers recognize that their information will be available to all users, and that they relinquish all rights, and hold MBC harmless, regarding ways in which the public may use the information.



Since you probably didn't read the Terms & Conditions, here is what you're agreeing to as a provider.

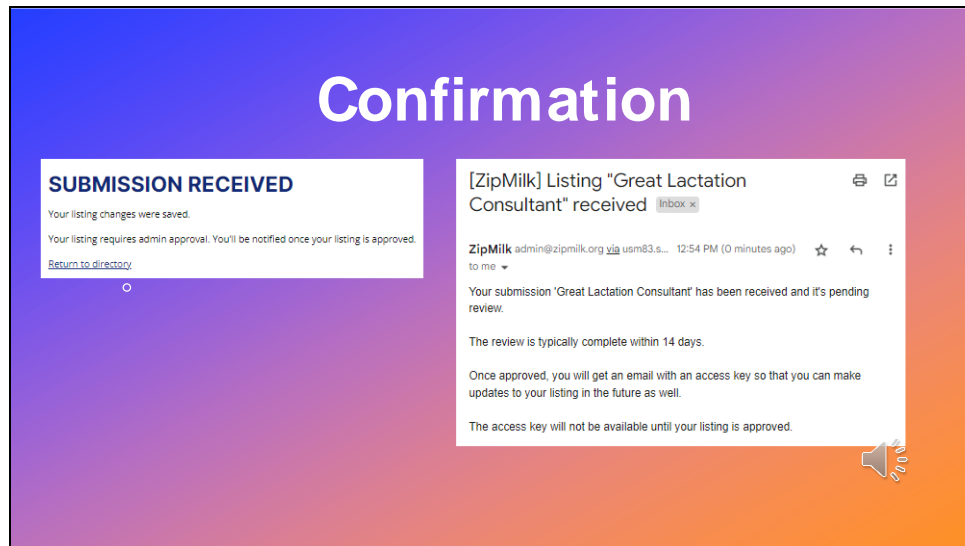
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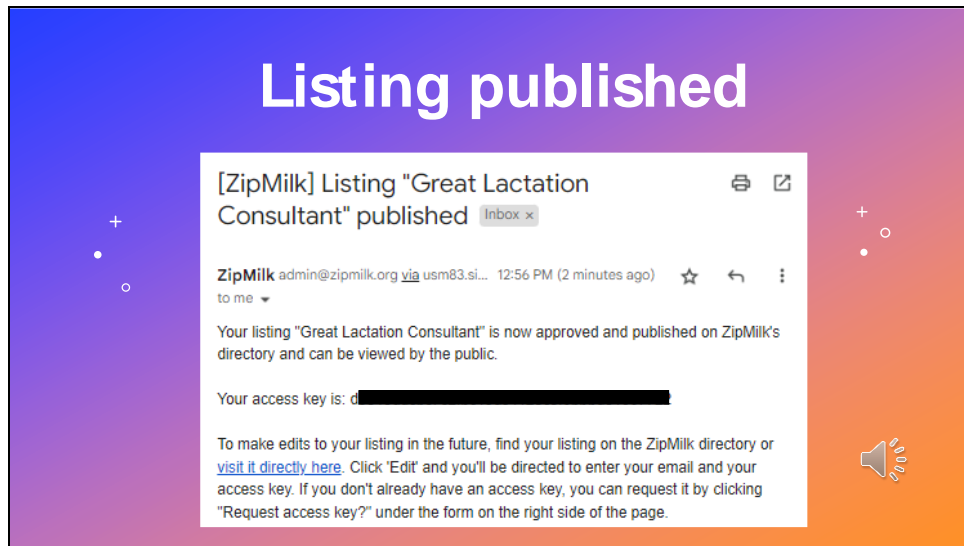
After you clicked Complete Listing, you'll see this confirmation.

You will receive an email with the subject line: [ZipMilk] Listing "your listing title" received. If you don't see this in your email, please check your Spam folder.

You will need to wait until the listing is approved.

Please keep in mind that NJBC is not notified by ZipMilk when listings are submitted or edited.

We check the site once a week to approve and publish listings. For speedier approval, please email us at nj@zipmilk.org with subject line Zipmilk.



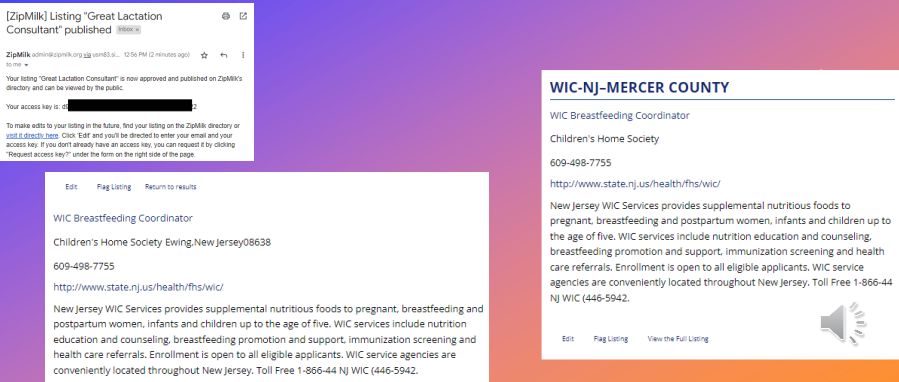
Congrats! You'll receive an email letting you know that your listing has been published.

This email contains your unique access key - save it!

If you would like to edit your listing and can't find the original email or where you saved it, you can request it.

Slide 17

Editing your listing



[ZipMilk] Listing "Great Lactation Consultant" published

ZipMilk admin@zipmilk.org sent 12:56 PM 12 minutes ago

Your listing "Great Lactation Consultant" is now approved and published on ZipMilk's directory and can be viewed by the public.

Your access key is: [REDACTED]

To make edits to your listing in the future, find your listing on the ZipMilk directory or visit this link: [REDACTED]

Click "Edit" and you'll be directed to enter your email and your access key. If you don't already have an access key, you can request it by clicking "Request access key" under the form on the right side of the page.

Edit Flag Listing Return to results

WIC Breastfeeding Coordinator

Children's Home Society Ewing, New Jersey 08638

609-498-7755

<http://www.state.nj.us/health/fhs/wic/>

New Jersey WIC Services provides supplemental nutritious foods to pregnant, breastfeeding and postpartum women, infants and children up to the age of five. WIC services include nutrition education and counseling, breastfeeding promotion and support, immunization screening and health care referrals. Enrollment is open to all eligible applicants. WIC service agencies are conveniently located throughout New Jersey. Toll Free 1-866-44 NJ WIC (446-5942).

WIC-NJ-MERCER COUNTY

WIC Breastfeeding Coordinator

Children's Home Society

609-498-7755

<http://www.state.nj.us/health/fhs/wic/>

New Jersey WIC Services provides supplemental nutritious foods to pregnant, breastfeeding and postpartum women, infants and children up to the age of five. WIC services include nutrition education and counseling, breastfeeding promotion and support, immunization screening and health care referrals. Enrollment is open to all eligible applicants. WIC service agencies are conveniently located throughout New Jersey. Toll Free 1-866-44 NJ WIC (446-5942).

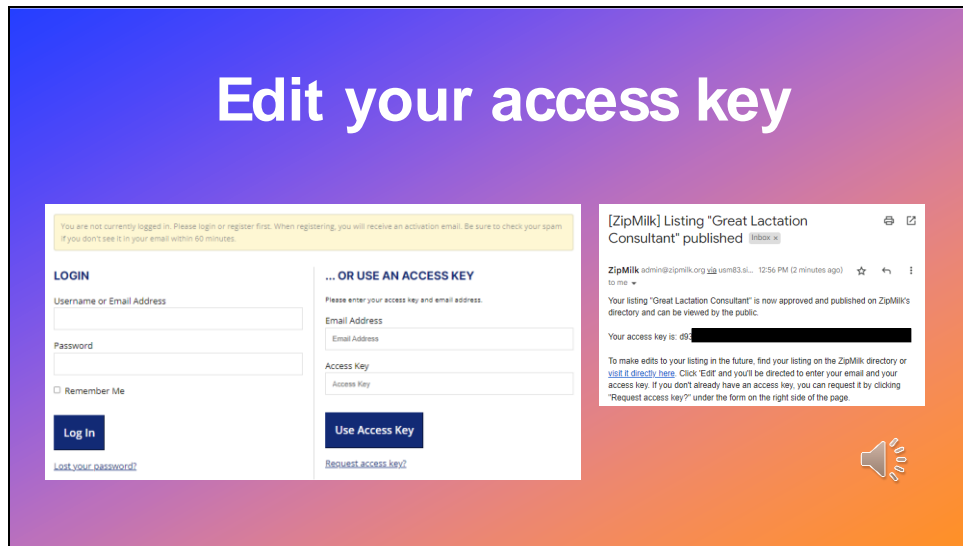
Edit Flag Listing View the Full Listing

There are a few ways to get to your listing to edit it.

- Find the email that confirmed your listing. Click "visit it directly here"
- Search for your listing using the search function. Enter your last name to save time.
- On the search results page, locate your listing and click the Edit link at the bottom of the listing.
- If you've bookmarked your page, go there click Edit above the category name.

There's a link at the bottom of the page that says Admin. That's for the backend administrator.

Uh oh. Are you trying to edit your listing but can't find your access key?



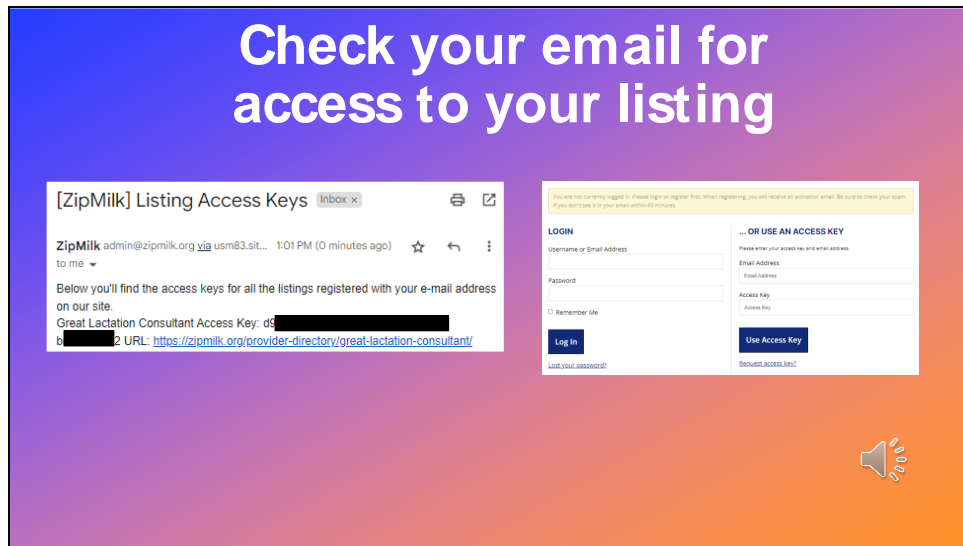
This part is a little confusing.

You won't be able to log in. However, you will be able to log in using an access key. Enter the email address you used to create your listing.

Then enter your access key. Where is it? Go back to that confirmation email and copy the long code that follows the text "your access key is"

Now paste it in the Access Key field and click Use Access Key.

Can't find the email with the access key? Click the Request access key? link. Then enter your email address and click Continue.



check your email for an email with the subject line “[ZipMilk] Listing Access Keys.” This will give you the access key and direct link to your listing.

Copy your access key – keeping in mind it will overflow onto the next line.

Go back to the Use an access key section and enter your info.

It will take you back to the Edit Listing page which looks exactly the same as the Add Listing pages.

Resources

RESOURCES FOR PARENTS

- [Breastfeeding USA](#)
- [CDC - U.S. Food and Drug Administration Information on Breast Milk](#)
- [Breastmilk Matters: Law](#)
- [National Breastfeeding Awareness Campaign](#)
- [USAA - Information for Parents](#)
- [WIC/State - Parent Milk Bank Information for Breastfeeding](#)
- [USMC - United States Breastfeeding Commission](#)
- [NIC - The Social Responsibility of Milk Banks: The Role of Donors, Recipients, and Children](#)
- [The Landmark of Breastfeeding Research](#)

RESOURCES FOR PROVIDERS

- [Academy of Breastfeeding Medicine](#)
- [CDC - Community Support Center - Breastfeeding.cdc.gov](#)
- [WIC/State - Parent Milk Bank Information for Breastfeeding](#)
- [WHO - International Breastfeeding Guidelines](#)
- [National Breastfeeding Awareness Campaign](#)
- [WIC/State - Parent Milk Bank Information for Breastfeeding](#)
- [NIC - United States Breastfeeding Commission](#)
- [NIC - United States Breastfeeding Commission](#)
- [NIC - United States Breastfeeding Commission](#)

Finally, ZipMilk has some basic links for Parents and Providers.

More info

- Deleting your listing
- Create a resource page
- Report a listing

REPORT LISTING

You are about to report the listing "Great Lactation Consultant" as inappropriate.

You are currently logged in as [nj@zipmilk.org](#). Listing report will be sent using your logged in contact email.

Please enter the reasons to report this listing.

This is a text message from BaseLink.

Report Listing

Cancel

Local Lactation Resources near Trenton, NJ

Current as of December 2022

WIC Lactation Support

- WIC-AL-MERCER COUNTY: <https://zipmilk.org/provider-directory/wic-nj-mercer-county/>
- WIC-AL-BURLINGTON COUNTY: <https://zipmilk.org/provider-directory/wic-nj-burlington-county/>

Local Support Groups

- CAPITAL HEALTH NEW PARENT MORNINGS AND BREASTFEEDING MOMS GROUP: <https://zipmilk.org/provider-directory/capital-health-new-parent-mornings-and-breastfeeding-moms-group/>
- PRINCETON HEALTHCARE SYSTEM: <https://zipmilk.org/provider-directory/princeton-healthcare-system/>
- LA LECHE LEAGUE OF LAWRENCEVILLE: <https://zipmilk.org/provider-directory/la-leche-league-of-lawrenceville-il/>
- LA LECHE LEAGUE OF TRENTON EN ESPANOL: <https://zipmilk.org/provider-directory/la-leche-league-of-trenton-en-espanol-il/>
- MONKSTOWN 18 MILK: <https://zipmilk.org/provider-directory/monkstown-18-milk/>

For Active Duty, Guard/Reserve and dependent breastfeeding ~~supporting~~ parents in the Joint Base McGuire-Dix-Lakehurst area

Pump Rentals

- THE LACTATION CENTER AT CAPITAL HEALTH: <https://zipmilk.org/provider-directory/the-lactation-center-at-capital-health/>

Breastfeeding Medicine Physicians

- CENTER FOR BREASTFEEDING/ROSE ST. FLEUR, MD: <https://zipmilk.org/provider-directory/center-for-breastfeeding/>
- ALICIA DERMER, MD: <https://zipmilk.org/provider-directory/alicia-dermer/>
- ALIA GORDINA, MD: <https://zipmilk.org/provider-directory/alia-gordina/>

If you would like to delete your listing, this is only something we can do. If you want to do it please email us at nj@zipmilk.org with the exact link to your page.

A unique URL will be assigned to each listing. You might want to utilize it by creating a list of other providers you recommend. For example, if you are not available, you might want to share the listings of your colleagues who might be. You could also use it as a listing of local resources such as hospital lactation support, WIC offices, free community breastfeeding support, tongue tie release providers, etc.

Hopefully, you won't need to do this but if you see a listing that is inappropriate, you can report it. I can't think of any reasons off the top of my head for why you'd report a listing. Maybe if you know someone is misrepresenting themselves. Such as saying they're an IBCLC when you know they're not.



We hope this tutorial helps you create and manage your listing!

Please reach out to nj@zipmilk.org with any questions!