

January 25, 2021



Please join the effort to support our breastfeeding moms and families!

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2020 Review: COVID-19 and Creative Solutions!

Mission: Collaborate with local health departments, WIC, healthcare, community members and businesses to protect, support, and promote breastfeeding.

Vision: Provide a clear and consistent message through the community about breastfeeding resources and support.

2020 was a very different sort of year for everyone, to say the least. With COVID coming to the US in January, closures in March, and shifting priorities at our homes and workplaces, the Crow River Area Breastfeeding Coalition needed to get creative to remain resourceful and resilient.

Our usual meetings held in person at our three hospitals, were now held online via Zoom.

Our usual annual event, "The Big Latch-On" was also held virtually.

The Mom's Like You, breastfeeding support group organized by our WIC Peers, was also now a virtual event growing to twice monthly.

Although these may sound like daunting challenges, there was a bit of a

silver lining in each. Attendance increased at our monthly meetings with the ease of attending without the commute. The Big Latch On attendees expressed amazement and increased feeling of local support with the heartfelt stories shared online rather than just smiling a greeting at an event in the park. And the breastfeeding support group held virtually was easy for moms to pop on without leaving home, so much so that they are talking of increasing the number of meetings offered each month.

There have been challenges, no doubt, but we are getting through it together and we will be stronger for it in the end.

Thank you so much for your continued support and commitment of our three-county area breastfeeding moms, babies and families. Your support makes a huge difference in the health and future of these individuals and our community!

Highlights!

- Applied for and received MBC SEED money grant \$1,500 to establish outpatient lactation clinics
- Adapted to virtual meetings and members and organizations continued to provide services locally
- 1 McLeod Daycare was recognized as Breastfeeding Friendly by MDH
- Partnered with Deck the Halls DIY for an at home DIY fundraiser
- Coalition member presented to "Center for Inclusive Childcare" about Breastfeeding Friendly Child Care
- Virtual Big Latch On event reached 11.8k people, 121 responses to actual event, 24 "latches"



Public Health Prevent. Promote. Protect.

Meeker McLeod Sibley Community Health Services

Thank you, Partners!



MEEKER MEMORIAL HOSPITAL & CLINICS Care as it should be.



And many more!