



Crow River Area Breastfeeding Coalition

May 28th, 2021 10:30am

Zoom

Present: Jenny (Meeker), Whitney (Sibley), Dixie (NFP), Jill (community), Lois (NFP), Brianne (BF Peer), Lindsay (WIC), Meg (BF Peer), Jamie (intern), Jayme (McLeod), Nicole (McLeod).

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

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

| Topic | Discussion/Plan | Action/Do/Follow up |
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| Welcome and Introductions | | |
| Approval of March Minutes | Motion by Lindsay Second by Jayme | Post minutes to website |
| Financial Update | Stable funds at \$602.75 | |
| Coalition Accomplishments | Sharing past successes (BLO) at Spring Teleconference event Updated resource guides are more inclusive of local resources (doulas, support groups). | |
| Review Strategic Plan/ Action Plan | Subcommittee Updates: <ul style="list-style-type: none"> • Collective (Whitney and Lindsay) | Collective: Send invite to Meg (Moms Like You) |

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| | <ul style="list-style-type: none"> ○ Coaching webinar May 6th, will discuss participating in collective coaching. ○ <u>Partners joined</u>: MBC, Doula Julia, SHNFP, GRH, Hutch Health, McLeod County PH, MMS CHS WIC, MDH WIC. ○ <u>Partners not yet joined</u>: Meeker Memorial, Ridgeview, Olivia Hospital, NUMC, Bonded by the Womb, Tiny Crow Doulas, MMS FHV, Meeker and Sibley Counties Public Health ● Educational/Materials Outreach (Joanne, Jenny, Brianne, Meg, Dixie, Jill) <ul style="list-style-type: none"> ○ Stalled/on hold due to COVID ○ One-liners ○ Myths/facts ● BLO/WBW (Jill, Jayme, Joanne, Meg, Lois) <ul style="list-style-type: none"> ○ Week long virtual event with giveaways, games, community chats. Rotary park is reserved Saturday August 7th. BLO organization is saying "virtual only," seeking more info on what that means in the U.S. ○ Letters ready to send for donations ○ Staying on zoom to meet when coalition meeting concludes ● Marketing Materials (Jenny, Jill, Jayme) <ul style="list-style-type: none"> ○ Tabletop display ○ Signage ● Tech Development (Jayme, Jill, Lois) <ul style="list-style-type: none"> ○ Look into startup costs for our own website vs. using Health Communities. <ul style="list-style-type: none"> ▪ Big Fish and Vivid Image are options | |
| Partner Sharing | <p>Public Health—vaccination clinics slowing down. Sibley resuming in person universal contact visit. McLeod seeing an increase in PPNB referrals.</p> <p>Meeker Memorial—not present/no update</p> | |

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| | <p>GRH—not present/no update Hutch Health—not present/no update Moms Like You/BF Peers—Saturday meetings in person at Rotary Park in Hutchinson, plan to continue. Tuesday evening is virtual. WIC—Fruit/veggie benefit increased to \$35. Funds for outreach efforts, participants can now apply/submit 'proofs' online. NFP—starting in person visits, encouraged outdoors. Sibley continuing hiring process. Lacey presenting at Sibley County's June Health/Human Services All-Staff meeting.</p> | |
| <p>MN Breastfeeding Coalition</p> | <p>April 16th Spring Teleconference recap</p> <p>Whitney participated in MBC rebranding activity</p> <ul style="list-style-type: none"> • Group activity with a long list of adjectives and the following categories <ul style="list-style-type: none"> ○ Who/what we are ○ Who/what we are not ○ Who/what we want to be • Adjectives were placed in each category to generate discussion • Option to use this in the future as a coalition activity. | <p>Whitney will ask Linda (MBC) for adjective list.</p> |
| <p>Upcoming Trainings</p> | <p>Great Lakes Breastfeeding Webinars Free monthly education</p> <p>Gold Lactation Online Conference March 29th-June30th</p> <p>Breastfeeding LA</p> <p>U.S. Breastfeeding Committee</p> | |

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| Parking Lot | USBC Breastfeeding Public Health Partners Toolkit <ul style="list-style-type: none"> • “Landscape” has breastfeeding support images available | |
| Future Meeting Dates | <p>4th Friday every month, 10:30am</p> <p>June 25th</p> <p>July 23rd</p> <p>August 27th</p> <p>September 24th</p> <p>October 22nd</p> <p>November/December combined TBD</p> <p>Due to COVID19, certain months may be cancelled based on availability.</p> | |
| Respectfully Submitted: | Whitney Nelson RN, PHN, CLC | |