



## Crow River Area Breastfeeding Coalition

June 25<sup>th</sup>, 2021 10:30am

Zoom

Present: Brittany B., Dixie J., Jayme K., Jenny C., Jill Y., Lindsay H., Lois P., Meg S., Nicole M., Odette B., Whitney N.

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
Welcome and Introductions		
Approval of May Minutes	Motion to approve by Jill 2 <sup>nd</sup> by Nicole	Post minutes to website
Financial Update	No changes, general fund remains at \$602.75.  BLO account will need to purchase stamps for sending donation letters.	
Coalition Accomplishments		
Review Strategic Plan/ Action Plan	Subcommittee Updates: <ul style="list-style-type: none"> <li>• <b>Collective</b> (<i>Whitney and Lindsay</i>)               <ul style="list-style-type: none"> <li>○ Applied for Collective Coaching calls through WIC, waiting for response/approval. Would start coaching in August.</li> </ul> </li> </ul>	Jenny will send out Survey Monkey to gather information on what we are telling moms about breastfeeding.

	<ul style="list-style-type: none"> <li>• <b>Educational/Materials Outreach</b> (<i>Joanne, Jenny, Brianne, Meg, Dixie, Jill</i>) <ul style="list-style-type: none"> <li>○ Plan to take the rest of the year to prepare and have quarterly outreach planned/prepared starting January 1<sup>st</sup>, 2022.</li> <li>○ Create list of phrases/encouragements.</li> <li>○ Create a list of facts about breastfeeding. Focus on the facts vs. myths.</li> </ul> </li> <li>• <b>BLO/WBW</b> (<i>Jill, Jayme, Joanne, Meg, Lois, Nicole, Brittany</i>) <ul style="list-style-type: none"> <li>○ BLO donation tracking: <a href="https://docs.google.com/spreadsheets/d/1-lua9xZZN6Wb_z8JXQUUMf8SU_LtCtIP9GiDaR67CYk/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1-lua9xZZN6Wb_z8JXQUUMf8SU_LtCtIP9GiDaR67CYk/edit?usp=sharing</a></li> <li>○ Will be assembling 50 goodie bags.</li> <li>○ Donation letters are being handed/mailed out.</li> </ul> </li> <li>• <b>Marketing Materials</b> (<i>Jenny, Jill, Jayme</i>) <ul style="list-style-type: none"> <li>○ Tabletop display</li> <li>○ Signage</li> </ul> </li> <li>• <b>Tech Development</b> (<i>Jayme, Jill, Lois</i>) <ul style="list-style-type: none"> <li>○ Website</li> <li>○ Creating a website with Vivid Image is out of budget.</li> </ul> </li> </ul>	<p>If organizations/programs have goodies for the BLO bags, please have them to Jayme or Jill before July 23<sup>rd</sup>, or bring to meeting on the 23<sup>rd</sup>.</p> <p>Jenny checking with Big Fish and Amy Jung about website design cost.</p>
Partner Sharing	<p><b>Public Health</b></p> <ul style="list-style-type: none"> <li>• <b>Meeker</b> – Jenny no longer working in WIC, switched to immunization team. Doing home visits in person.</li> <li>• <b>McLeod</b> – Starting in-person visits week of July 5<sup>th</sup>. PPNB virtual visits have been busy. New family health nurse starting next week.</li> <li>• <b>Sibley</b> – Have been offering in person home visits.</li> </ul> <p><b>Meeker Memorial</b> – not present  <b>GRH</b> – not present  <b>Hutchinson Health</b> – not present</p>	

	<ul style="list-style-type: none"> <li>• New OBGYN</li> </ul> <p><b>Moms Like You/BF Peer</b></p> <ul style="list-style-type: none"> <li>• Discussed ideas for recruitment and retention <ul style="list-style-type: none"> <li>○ Bullet point sentences to “market” the program</li> <li>○ Call it an opportunity vs. a program or service</li> <li>○ Reminder to WIC staff that moms can be referred at any time.</li> <li>○ Start offering to Spanish-speaking participants with assistance from language line and a few key lines being translated.</li> <li>○ Add testimonials to the “Meet Our Peers” sheet.</li> </ul> </li> </ul> <p><b>WIC</b></p> <ul style="list-style-type: none"> <li>• Will start holding in-person clinic in September in McLeod and Sibley counties.</li> </ul> <p><b>Nurse Family Partnership</b></p> <ul style="list-style-type: none"> <li>• New nurse in Sibley, Crystal, started this past week.</li> <li>• In-person visits if nurse and family are comfortable.</li> <li>• Prenatal milk expression success.</li> </ul>	<p>Future goal: attempt provider outreach at each hospital/clinic. Collaborate CRABC/Public Health/ BF Peers to gather for a meeting.</p> <p>Focus on:</p> <ul style="list-style-type: none"> <li>• CRABC</li> <li>• Breastfeeding Friendly practices</li> <li>• BF Peer services/referral</li> <li>• Moms Like You</li> <li>• Prenatal milk expression</li> </ul>
MN Breastfeeding Coalition	Received notification of MBC membership renewal due September 1 <sup>st</sup> . Motion by Meg, 2 <sup>nd</sup> by Jill, none opposed to renewing membership.	Renew MBC membership.
Upcoming Trainings	<p><a href="#">Great Lakes Breastfeeding Webinars</a> Free monthly education</p> <p><a href="#">Gold Lactation Online Conference</a> March 29<sup>th</sup>-June30<sup>th</sup></p> <p><a href="#">Breastfeeding LA</a></p> <p><a href="#">U.S. Breastfeeding Committee</a></p>	

	<p><a href="#">Supporting the Family's Breastfeeding Journey</a> Thursday September 23<sup>rd</sup> 6:30-8:30pm &amp; 24<sup>th</sup> 8am-4pm. Wadena, MN</p> <p><a href="#">Community Health Workers as Infant Feeding Advisors</a> recorded trainings from MBC</p>	
Outreach	<p>Gather list of community events happening this summer and get the tents out.</p> <p>County Fairs</p> <ul style="list-style-type: none"> <li>• Meeker: Joanne and Heather are securing space.</li> <li>• McLeod: Unsure about rock-n-rest but have been offered a curtain space in the commercial building.</li> <li>• Sibley: Has a permanent space in the fair office.</li> <li>• Have information available – resource guide, MLY info, family health info</li> </ul>	Continue securing lactation spaces/displays at county fairs.
Future Meeting Dates	<p><b>4<sup>th</sup> Friday every month, 10:30am</b></p> <p><b>July 23<sup>rd</sup></b> August 27<sup>th</sup> September 24<sup>th</sup> October 22<sup>nd</sup> November/December combined TBD</p> <p>Due to COVID19, certain months may be cancelled based on availability.</p>	July meeting will be hosted in person in the large conference room of HHW building in Hutchinson. Zoom option will be available. BLO committee gather at 10am to assemble goodie bags, others join at 10:30.
Respectfully Submitted:	Whitney Nelson, RN, PHN, CLC	