



## Crow River Area Breastfeeding Coalition

October 22<sup>nd</sup>, 2021

10:30am

Zoom

Present: Dixie J., Jenny C., Joanne W., Lois P., 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	To Do
Welcome and Introductions		
Approval of September Minutes	Motion by Dixie 2 <sup>nd</sup> by Joanne	Post to website
Treasurer Report	Treasurer position  Update from Jayme: Balance at \$577.75. Updated spreadsheet is in the Public Health Q drive.	Ask if a McLeod staff member would be interested so all three counties are represented.
Coalition Accomplishments	<a href="#">USBC: PUMP Act Passes the House</a>  Discussed writing our representatives either thanking them for their support on this bill, or providing education (could use our "Did You Know" and "Have You Heard" campaign.	Contact MN representatives about their PUMP Act votes: Peter Stauber - nay Tom Emmer - nay Michelle Fischbach - nay Jim Hagedorn - nay Angie Craig - yay

		Betty McCollum - yay Ilhan Omar- yay Dean Phillips - yay
Review Strategic Plan/ Action Plan	<p>2021 Goals (revisions in red):</p> <ul style="list-style-type: none"> <li>• By December 31st, 2021, have at least 12 community partners registered/linked on Coffective to strengthen the online resource guide.</li> <li>• Throughout 2021, provide regular outreach <b>through social media</b> with materials targeting <b>community members and followers</b>.</li> <li>• <b>Coffective</b> (<i>Whitney and Lindsay</i>)             <ul style="list-style-type: none"> <li>○ No response from GRH.</li> </ul> </li> <li>• <b>Marketing/Educational/Materials Outreach</b> (<i>Joanne, Jenny, Brianne, Meg, Dixie, Jill, Meg, Lois</i>)             <ul style="list-style-type: none"> <li>○ Materials— ‘Did You Know?’ and ‘Have You Heard?’ Campaigns have been created. Graphics and information will be posted (scheduled) on CRABC social media. May ask to use funds to boost posts.                 <ul style="list-style-type: none"> <li>▪ Translate information into Spanish</li> <li>▪ Can be shared with MBC</li> <li>▪ November 1<sup>st</sup> start date</li> <li>▪ Google Drive spreadsheet to track post engagement.</li> </ul> </li> <li>○ Display</li> <li>○ Tents</li> <li>○ Technology</li> </ul> </li> <li>• <b>Event Planning</b> (<i>Whitney, Jenny, Brittany, Joanne, Nicole</i>)             <ul style="list-style-type: none"> <li>○ To consider: Date, Location (cost of location), targeted audience</li> <li>○ Keep the presenters local for cost savings (Mayo Redwing prenatal milk expression).</li> </ul> </li> </ul>	<p>Coffective: Schedule another coaching call to re-evaluate direction.</p> <p>Marketing: Provide access to CRABC social media page to Meg.</p> <p>Event planning: Whitney will send out Doodle Poll to schedule a date to meet.</p>

<p>Partner Sharing</p>	<ul style="list-style-type: none"> <li>• <b>Public Health</b> <ul style="list-style-type: none"> <li>○ Meeker—no updates</li> <li>○ McLeod—Staffing changes, family home visiting referrals are picking up.</li> <li>○ Sibley—no updates</li> </ul> </li> <li>• <b>Meeker Memorial</b>—Staffing changes, continuing to see families in person.</li> <li>• <b>GRH</b>—not present</li> <li>• <b>Hutchinson Health</b>—not present</li> <li>• <b>Moms Like You/BF Peer</b>—new script to WIC nurses to use to try to increase referrals: <i>“Another part of our WIC program is peer breastfeeding support. A peer breastfeeding counselor will connect with you during your pregnancy and after baby arrives to help you reach your goals for breastfeeding. They’ll share information in pregnancy about how to get a good start with breastfeeding, and then they’re just a phone call or text away after baby arrives to answer any questions or concerns. They are also available beyond the 8-4:30 typical workday and on weekends. One of them will be reaching out to you in the next week or so. Can they text or leave a voicemail if needed?”</i></li> <li>• <b>WIC</b>—Emergency order was extended through January 2022; WIC will have waivers in place through at least April 2022 (90 days after emergency order ends).</li> <li>• <b>NFP</b>—Continuing in-person visits using screening tool and PPE.</li> </ul>	
<p>MN Breastfeeding Coalition</p>	<p>SAVE THE DATE  November 10<sup>th</sup>—<a href="#">Annual Meeting</a>  November 12<sup>th</sup>—MBC Workshop “Supplementation and Feelings of Self-Efficacy”</p>	

<p>Upcoming Trainings</p>	<p>October 25<sup>th</sup> and 26<sup>th</sup> <a href="#">GOLD Learning Latest in Lactation Online Symposium</a></p> <p><a href="#">Albany School of Public Health</a> “Marijuana Use During Pregnancy and Breastfeeding” November 4<sup>th</sup> 7:30-9:30</p> <p>MN Dept of Labor “<a href="#">Nursing Mothers in the Workplace</a>” December 8<sup>th</sup> 10-11am</p> <p><a href="#">Great Lakes Breastfeeding Webinars</a> Free monthly education</p> <p><a href="#">Breastfeeding LA</a></p> <p><a href="#">U.S. Breastfeeding Committee</a></p>	
<p>Outreach</p>	<p>MN Department of Labor and Industry created brochures for Employee Rights in the Workplace for Pregnant and Breastfeeding moms</p> <p><a href="#">English</a></p> <p><a href="#">Spanish</a></p>	
<p>Fundraising</p>		
<p>Parking Lot</p>	<p>Jane Morton QR Code on hospital bracelet at admission leads to <a href="#">educational videos</a></p> 	

	Discussion regarding moms leaving our counties to deliver at other hospitals. 2022 goal: Network with Ridgewater nursing students to complete community survey to look into the 'why'.	
Future Meeting Dates	November/December combined—December 6 <sup>th</sup> , @10:30am	Discuss 2022 meeting schedule
Respectfully Submitted:	Whitney Nelson, RN, PHN, CLC	