



Monthly Meeting

April 22nd, 2022

Zoom Meeting

Welcome


- Introductions
- Motion by Lois to approve March meeting minutes, second by Jenny
- Financial Update
 - Account stable at \$809.70
 - \$219.20 for WBW account
 - Discussions continue regarding where to hold MOMLY donations.

Positives

- Coalition Accomplishments
 - Increased reach on social media
 - 90 Day Challenge outreach

Reviewing Goals

- Social Media/Marketing (Jenny, Joanne, Brianne, Meg, Dixie, Lois)
 - Meeting 3rd Wednesday each month
 - Analysis of social media campaign through 4/19/22
 - Mother's Day giveaway, book giveaway
- 90 Day Challenge (Whitney, Meg, Lindsay, Jenny, Joanne)
 - Letters to local chambers
 - Poster/window cling distribution
 - Will be partnering with SHIP to see what funding we can offer businesses.
- Collective (Lindsay and Whitney)
 - \$5,000 grant (through WIC) for coaching activities May-October 2022
 - Would like to do a lunch and learn with hospitals



Discussion & Sharing

- Public Health
 - CRABC Resource Guides (update)
- Meeker Memorial no update
- Hutchinson Health no update
- GRH no update
- Moms Like You/BF Peers
 - Campaign for breastfeeding goals
- WIC
 - Waivers extended into July, services continue to be by phone into at least October
- NFP no update
- Minnesota Breastfeeding Coalition




Trainings

- MBC 2022 Perinatal Hospital Summit recording available
- Recording Supporting and Promoting Breastfeeding, Chestfeeding, and Lactation in Health Care Settings
- PMAD's webinar recording from Primewest
- Great Lakes Breastfeeding Webinars free monthly
- Breastfeeding LA
- US Breastfeeding Committee annual conference June 7-9 online
- GOLD Lactation online conference April 4-July 22
 - FREE live Keynote "Fitting Flanges for Pumping: Rethinking Sizes and Materials" 5/9/22
- Starting Off Strong: Breastfeeding Intensive for Birth and Health Professionals 9/23/22 Staples, MN



Parking Lot

- Revisit logo and name in the future
 - Update logo?
 - Does our name reflect our service area?
- Established WBW event/Milk Meeting committee (Jenny, Whitney, Lindsay) please let Whitney know if you would like to assist in planning!
 - Meet via Zoom May 9th at 8:30am
 - Whitney check to see where supply tote is
 - Reserve Rotary Park



Future Meetings

4th Friday of Every Month

- May 27th
- June 24th
- July 22nd
- August 26th
- September 23rd
- October 28th
- November/December combined TBD



CRABC

- [Website](#) and [Facebook](#) Page
- Our Mission: Collaborate with local health departments, WIC, healthcare, businesses, and community members to protect, support, and promote breastfeeding.
- Our Vision: Provide a clear and consistent message through the community about breastfeeding resources and support.

Attendance



- Jenny C. (Meeker), Whitney N. (Sibley), Lindsay H. (MMS WIC), Hannah P. (McLeod), Lois P. (NFP), Dixie J. (NFP)

Action Items



- Post January and March meeting minutes and 2021 Year In Review to website.
- 90 Day Challenge will be ending in April. Please send any champions and completed outreach activities to Whitney for submission to MBC.
- Update resource guides (use only flyer form in English and Spanish, discontinue use of brochure).
- WBW activities as listed above