

YEAR IN REVIEW



Minnesota Breastfeeding Coalition 90-Day Challenge

In Spring of 2022, the Minnesota Breastfeeding Coalition (MBC) announced it's "90-Day Challenge" for member coalitions. Of course, the Crow River Area Breastfeeding Coalition (CRABC) established a subcommittee and planned to participate! The goal of the 90-Day Challenge was to gather resources, identify breastfeeding champions around the State, and support lactation in the workplace. The CRABC was able to use resources created in the past to submit to the initiative,

giving us a head start in points. The subcommittee identified local businesses and organizations that support lactation in the workplace by providing a space and/or including lactation in their employee policy. We were able to submit 19 champions from our area, and were able to make many more connections with businesses as we made calls. By the end of the challenge, our coalition pulled ahead in points and won! The grand prize was \$500 to be used for our World Breastfeeding Week celebration. We also won 5 free registrations to future MBC workshops/continuing education events. We thank the Minnesota Breastfeeding Coalition for hosting this challenge; the ripple effect it created is sure to have a positive impact on breastfeeding support!

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World Breastfeeding Week Celebration 2022

August 1st-7th, 2022 was again the World Alliance for Breastfeeding Action (WABA) World Breastfeeding Week. The 2022 theme was "Step Up for Breastfeeding: Educate and Support." With our extra \$500 winnings from the 90-Day Challenge, our coalition was able to make this 5th annual event a success! We were able to offer incentives for sharing the event on Facebook in hopes of increased awareness. Throughout the week we virtually hosted pregnancy and breastfeeding BINGO for prizes, and created a word cloud of words submitted about breastfeeding.



Coffective Partnership

Minnesota WIC received grant dollars to partner with Coffective. "Coffective supports state and local organizations in coordinating to address systemic barriers and improve the health of birthing people and babies." Two of our coalition members worked with Coffective to spend \$5,000 to grow partnerships and promote breastfeeding locally. Strategies included "Lunch and Learn" events with 2 local hospitals, updated and

On Saturday August 6th, the weather didn't hold us back as we hosted the in-person event that brought out 53 attendees! We had door prizes, a small silent auction, vendors/resources, a local photographer offering mini-sessions, and a whole lot of connection! It was so fun to see pregnant and breastfeeding moms sitting together and connecting over refreshments. We were able to gather feedback and look forward to hosting another celebration August 1st-7th of 2023!

professionally printed resource guides, purchasing breastfeeding supplies to be given to community members as needed, gift cards as incentives for new coalition members and respondents to our 2022 Community Support Survey, and CLC training for 3 staff members. One of these staff members is Spanish-speaking, addressing a gap in lactation care for our Spanish-speaking families! The responses to our community support survey will assist in planning for a successful 2023!

Serving Meeker, McLeod, and Sibley Counties.

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.

2022 SPECIAL SHOUT OUT!

Gibbon Fairfax Winthrop (GFW) Public Schools partnered with Sibley County SHIP to establish portable lactation spaces to be used between their 2 buildings for staff or students. The funding provided chairs, cube fridges, extension cords, lamps, and supply carts to be used in a classroom or set up in a spare office. Thank you, GFW Schools, for your commitment to supporting breastfeeding!

