

2023 Equity in Lactation Grant Projects

JANUARY 14, 2025

The Minnesota WIC program provided submitted an operational funding grant proposal to USDA Food and Nutrition Services for \$25,000 to support local agencies with WIC promotion and outreach efforts.

Seven local agencies completed projects with this funding, spending a total of \$22,165 to fulfill their local agency outreach needs and increase WIC program awareness and participation.

Beltrami County WIC



Cost: \$5,000

Goal: Beltrami County Family Health and WIC partnered with community to start a Baby Café.

Summary:

- Promote equity in lactation focusing on the Native American communities, to increase breastfeeding rates with this underserved population.
- Meet the community needs by offering groups in multiple locations, and partner with community organizations to host and promote the support group.
- Advertise the support groups and raise awareness of WIC breastfeeding support services.

Outcomes:

- Many new Partnerships and Relationships built.

2024 OUTREACH GRANT PROJECTS

- Project helped develop trust and collaboration with existing partners.
- Connections to partners sends a unified message of breastfeeding support to the community.
- Additional outreach activities with ECFE and offering WIC services in the Bemidji Head Start building.

Meeker McLeod Sibley WIC



Cost: \$4,948

Goal: Lactation Education and Normalization through breastfeeding books.

Summary:

- Provide books that normalize lactation for children and families in the area during “We care about kids day” at the Hutchinson mall.
- Books were also shared with the local library, WIC participants and at the breastfeeding support group.
- Provide Lactation Education with High school students at Hutchinson Public school.

2024 OUTREACH GRANT PROJECTS

- 15 students in the child development class at the local high school.
- Prenatal Lactation education classes virtual and in-person.
- World Breastfeeding Week lactation event.

Outcomes:

- Breastfeeding books were well received.
- Continue to collaborate with Hutchinson high school, asked to come back for 2 more classes.
- Prenatal education classes were more successful virtual than in person.
- There was success with those who attended the prenatal education, all the parents that have taken the class breastfed longer than they did with their last baby- 6 weeks at least.
- World Breastfeeding Week Event in Hutchinson for the area lactation supporters, and people who are lactating. There were over 80 people present for the event.
- Gave out books to each family.

Isanti Public Health



Cost: \$2,600

Goal: Promote the WIC program and breastfeeding at a Community Baby Resource Fair.

Summary:

- The event took place during National Breastfeeding Awareness Month to highlight the benefits of breastfeeding for caregivers, babies, and the community. The theme for the event was "Enabling Breastfeeding and Expanding Connections for Progress".
- The event promoted breastfeeding resources and support services such as the East Central Baby Café.
- The resource fair was promoted to all community members that were expecting, recently had a baby or are providing breast milk.

Outcomes:

2024 OUTREACH GRANT PROJECTS

- 112 guests attended.
- Guests visiting the Breastfeeding Resource Table were asked if they would like to complete a Baby Cafe survey. Out of 38 woman who completed the survey, 28 had previously heard of Baby Cafe via word of mouth. as the common source of information.
- 14 Public Health staff and 16 resource table hosts.
- All resource table hosts worked with our target population.
- Table hosts had positive feedback, were able to connect with guests and would like to attend future events.

Cass County WIC



Cost: \$3,000

Goal: Provide books that support breastfeeding/human milk feeding in all communities in Cass County.

Summary:

- The project supports breastfeeding/chest feeding as the first medicine along with language development and provide parents with connection to their small children.
- Promote WIC and connect WIC with community and other agencies.
- Collaboration between agencies and programs can help provide resources that families need and support to continue to breastfeed/chest feed for a longer period.

Outcomes:

Books were provided at several events and programs:

- Attendees at the Fifth Annual Leech Lake Welcome Baby Celebration sponsored by Family Spirit Home visiting program.
- Attendees of the Blue Plus sponsored Cass County Baby shower.
- 14 pregnant moms attended and brought significant others, grandmas and children along!

2024 OUTREACH GRANT PROJECTS

- Representatives from Blue Plus, Odam Mobile Clinic, Dental, Public Health, and WIC staff tabled at the event.
- Breastfeeding was highlighted with 'Breastfeeding BINGO'.
- Leech Lake WIC program and Family Spirit for their staff to use to promote human milk feeding within the clinics and home visits.

Le Sueur WIC



Cost: \$ 2,927

Goal: Staff materials to support lactation education and breastfeeding support items for participants.

Summary:

- Purchased educational materials such as breastfeeding baby dolls, breastfeeding trainer for moms to practice with and a lactation breast model to practice hand expression with families.
- Many WIC participants are visual learners, and this will help those who would like to breastfeed their baby.
- Increase breastfeeding rates through education of participants who wish to breastfeed or are currently lactating.

Outcomes:

- At the end of the grant period just getting started with using the educational materials and supplies.

- It will take some time to see an increase in breastfeeding rates as we start using these grant items. In summary, we plan to utilize these grant items to hopefully see increased breastfeeding rates in our county.

Nicollet County WIC



Cost: \$2,690

Goal: Billboards normalizing breastfeeding and promoting WIC.

Summary:

- Billboard campaign for World Breastfeeding month in August, “Good for them, Good for you”.
- Four billboards strategically placed throughout Nicollet County, one near the Nicollet County Fairgrounds, a second near our local medical clinic and the last two billboards on rural highways that are well traveled.
- The billboards highlighted 4 mothers from the community.
- Feature diverse parents nursing their infants/ children and doing everyday activities.
- At the bottom of the billboards are the logos of WIC, local breastfeeding coalition and Public Health.

Outcomes:

- Second year in a row for campaign.
- Modern research believes that the average consumer needs to view an ad at least 7-8 times before it will really sink in.
- Campaign has strengthened partnerships with the South Central Breastfeeding coalition and Mayo Clinic Health System.
- Weekly impressions run from 22,000 up to 107,000 depending on the location.
- County employees were surveyed and responded that they did see the billboards including our county commissioners and they responded positively to them.

St. Joseph's Hubbard



Cost: \$1,000

Goal: Breastfeeding books outreach to normalize breastfeeding in the community and businesses.

Summary:

- Donated sets of children's books that promote breastfeeding books to local businesses where WIC aged children and women gather.
- Distributed books to 27 businesses in Hubbard County such as church nurseries, Hubbard County Social Services, MOPS (Mothers Of Preschoolers) groups, Preschools, Kitchigami Public Library, dental offices, Early Childhood Family Education, and Head Start.
- Distributed books with an outreach letter promoting WIC services and lactation support.
- Distribution of the books started just before World Breastfeeding Week to help promote and acknowledge this event. It was also just before going back to in person services with WIC.

Outcomes:

- Included a survey seeking feedback on what level of lactation support each business offers and if they needed any information or support from our WIC office.
- Survey completion was low, at the end of the project only 2 businesses responded with mixed results.
- The local businesses welcomed book sets and responded positively when delivered.
- The local library completed the survey and is interested in working with WIC to strengthen breastfeeding support.