

Community Events

Report Form

Notes/Key Points:

Natasha Reilly

- Scott-Carver Community BF Celebration-2nd yr
- WBW picnic celebration-shared photos from this year's event
- Got more \$\$ and donations this year. Towels, gym memberships, coffee shops
- Good community support-had magician
- 140 people attended (not counting volunteers and their families), 200+ including volunteers
- Publicity: Coalition Facebook page, Mailings to all peer cl's, posted in local papers and their websites, bulletin boards
- Event open to any interested families
- Funding: \$5000.00 last year-lunch, Sat after, Face Painter-donated time
- Budget: \$7000.00 this year-spent all, evening-dinner
 - Crazy hair donated their services both years
- Prizes all got WBW BF week blanket-everyone signed up for raffle got a prize
- Photographer member of coalition, discounted her rate
- Had inflatable play equipment

McLeod

- PH leads BF showers
- Got shipment of formula after last event-returned

Linda Smith-The Coach's Notebook

- Compare palatable vs non-palatable food items
- Equate with breastmilk vs formula

Health Partners

- PH Program Manager
- Lead testing paired with women in faith communities
- They are the people who can bring focus to PH efforts
- Foundation grants: make contacts for event funding early in process. Be aware of existing gaps to specify needs

Food Access Conference-Pam Galle

- Brought BF message to this event

Jill Wilson-Photo Shoot for BF Promotion

- Photographer from Public Affairs-gave print of mom's choice as gift, and used photos in promotional materials, also used in materials placed in WIC folder
- This project developed own collection of photos
- Public Affairs dept donated their services to get buy-in: had good relationship, had present to Henn. Cty board-wanted materials to be branded to fit standardized format in Henn.Cty.
- Tried to reflect diversity
- Lots of peer counselors' clients were photographed
- Family photos, not just BF mom and baby
- Consent forms distributed
- Jill will send email to Mary w/ consent

Mary Johnson's Comments

- State photo context-posters are available now
- Mary working on getting more American Indian subjects for photos
- Project was response for more "looks like me" photos
- Photos are digitally copyrighted-hx for-profit company taking video and using their product

Sherry Nelson-Crow Wing

- Got company to donate air-conditioned RV
- Consider log for BF moms at county fairs for moms to share perceptions/value of BF space

Freeborn

- Got storage room w/ A/C at county fair

Pam Galle-Fond du Lac

- Honoring dinner for BF Moms-annual event this was 7th year
- Funding: Local block grant
- 65 attended this year-has been as high as 100
- All who've BF in past year invited
- Catered dinner w/ professional photographer (consent signed)
- Attendees get family photo
- Local elder provides blessing, music during dinner
- Table tents highlight families BF success
- Available: transportation to even for distant families
- A very popular event
- Mary mentioned that Fond du lac has the highest bf rates of all tribes in MN
- Requested email consent form to Mary Johnson

Baby Stop and Baby Talk

- Support group-weekly
- Lactation Counselor and parent educator-hooks into ECFE program Rice County
- Steele County has similar program collaboration

Lyon County

- Will be 6-county agency in January
- Just starting peer program

Blue Earth (Mankato)

- Trying to develop multi-county coalition

Community Baby Shower

- Just beginning-American Indian Family Center-St. Paul

Food-big draw for groups

Lakewood Health System

- WBW cupcakes, looked like breasts
- People saw printed materials w/ people they knew-led to good 'normalizing' of BF in community
- BF welcome here clings for business windows
- Getting to know health care providers is key