



## Seeking Hmong Community Coordinator

The Minnesota Breastfeeding Coalition (MBC) is seeking a part-time Hmong community coordinator to hire on contract to assist with a project to develop short educational videos based on the results of the Hmong Breastfeeding Initiative's (HBI) Equity Action Lab (EAL).

The Hmong community coordinator will work closely with the project coordinator, the HBI planning team and a representative from Saint Paul - Ramsey County Public Health. Applicants for this position may apply for the project coordinator position as well, if qualified for both positions.

Please submit cover letter and resume describing relevant work or volunteer experience and submit to [hmongbf@gmail.com](mailto:hmongbf@gmail.com) with **Hmong Community Coordinator** in the subject line. Please include name/phone/email of at least two references. Resume via LinkedIn profile also accepted. Applications due by 4:00 p.m. on June 17<sup>th</sup>, 2019.

Time: Approximately 8 hours / week for 25 weeks beginning about June 24<sup>th</sup> and ending on or before December 31<sup>st</sup>, 2019.

Contractor billing rate: \$30/hour

Funds available for some travel and administrative costs.

## Project Description

The project coordinator and Hmong community coordinator will work with the Hmong planning team through July and August to identify Hmong subjects for the videos, and help them develop two types of video content:

- breastfeeding-related stories
- breastfeeding education scripts

The EAL outlined several short videos to be produced, highlighting the role of Hmong fathers, Hmong elders, and the value of colostrum. Other videos will also be developed, all under the umbrella theme of "Honoring the past, embracing the future". The EAL participants hope to showcase respected community leaders, such as a Hmong elected official or a Hmong physician, in additional videos. By August 31, 2019, the project will have contracted with a videographer, preferably Hmong, to create these videos.

The filming and graphics design will occur between September 1 and October 31, 2019. The videos will be 1-6 minutes each, depending on content. Three to six videos to be completed by the end of October will be tested at 3 metro area clinics throughout the month of November. These clinics have been identified by the EAL participants as locations that serve many Hmong clients. An evaluation will gauge viewer responses to the videos and changes in knowledge and perceptions about breastfeeding.

## Job Description for MBC Hmong Community Coordinator

### Contractor Duties

Duties include and are not limited to:

- Working collaboratively with the project coordinator to complete the project
- Facilitating communication among the planning team
- Recruiting Hmong community members to participate in the planning process
- Identifying subjects to be filmed and coordinating their participation
- Facilitating communications with the videographer and video subjects
- With the planning group, pilot the videos at the designated clinics as well as social media outlets (yet to be identified)
- Assisting with designing, implementing, and analyzing evaluation
- Reporting regularly to the project coordinator
- Collaborating with the project coordinator on a summary of activities at the conclusion of the contract

Required qualifications:

- Knowledge of breastfeeding promotion strategies and messages
- Experience working on a project team doing breastfeeding promotion, advancing another public health objective, or addressing a health topic in a clinical or academic environment
- Ability to understand Hmong and translate into English
- Strong written and verbal communication skills

Preferred qualifications:

- Familiarity with the Minnesota Breastfeeding Coalition's work
- Experience working with the Hmong community
- Ability to speak Hmong
- Experience in video production
- Knowledge of social media promotion strategies