

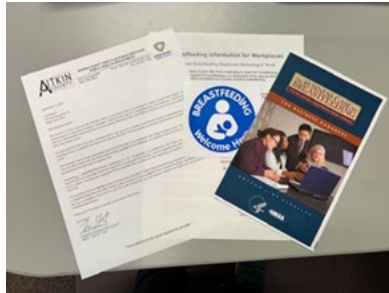
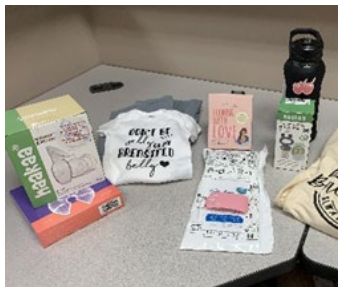
2024 Equity in Lactation Grant Projects

JANUARY 13, 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 breastfeeding promotion and support projects.

Five local agencies completed projects with this funding, spending a total of \$23,125 to allow local agencies to partner with others in their communities to promote WIC, normalize lactation and reduce breastfeeding disparities in communities.

Aitkin County WIC



Cost: \$3,999

Goal: Promote in person WIC and peer services, encourage breastfeeding initiation and duration, support breastfeeding in the community.

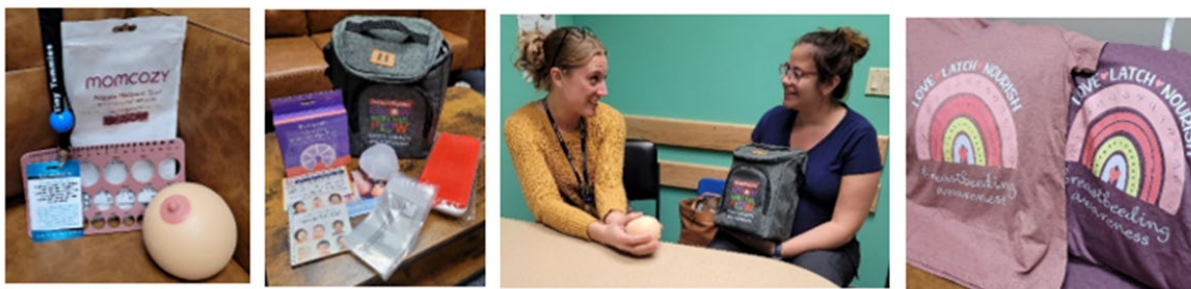
Summary:

- Promote the peer program and face to face WIC services.
- Contacts and support items were offered prenatally and at 2 weeks, 1 month, 2 month, 3 months, 6 months, and 12 months.
- WIC mailed out letters to local businesses with a 'Breastfeeding Welcome Here' sticker promoting WBW and offering resources around becoming a breastfeeding-friendly business.
- Remaining funds were used to purchase a tent for our breastfeeding families at community events and for our employees who work in the field.

Outcomes:

- 66% increase in peer participants, 12 to 20. CPAs made more referrals and peers made more face-to-face contacts improving the connection.
- The lactation tent was already used at 2 events this summer!

Itasca County WIC



Cost: \$4,999

Goal: Breastfeeding Incentives and Encouragement at targeted milestones.

Summary:

- Breastfeeding support items and certificates to acknowledge breastfeeding milestones at 1mo, 2mo, 3mo, 6mo, 9mo, and 1 year.
- Items were given out at WIC appointments, peer visits and family home visiting contacts.
- 48 lactation support items were distributed, and certificates were mailed to 47 participants.
- Additional funds were used for staff materials for breastfeeding promotion and participant education.

Outcomes:

- WIC staff were interested in talking about breastfeeding more because of the grant.
- Participants were also offered more in-person appointments.

Meeker McLeod Sibley WIC



Cost: \$4,743

Goal: Promoting Lactation Support in the Community.

Summary:

- Lactation baskets filled with breastfeeding support items and education materials were distributed by peers.
- Community partners donated additional items to support the project.
- Baskets were given to participants planning to fully breastfeed, first time parents and those hoping to reduce formula supplementation.
- Supported the World Breastfeeding Week lactation event.

Outcomes:

- Several participants reported better breastfeeding outcomes after receiving the baskets.
- Increased referrals and contacts with the Spanish speaking peer.
- Increased breastfeeding rates among basket recipients.
- 80 families attended the World Breastfeeding Week celebration and interacted with WIC staff and peers tabling there.

Red Lake - Minwanjige WIC Program



Cost: \$4,979

Goal: Promote breastfeeding through creating a lactation Space and breastfeeding books.

Summary:

- Create a lactation space that reflects the cultural values and preferences of WIC participants.
- Provide a welcoming and inclusive space for breastfeeding participants and staff.
- Normalize and support breastfeeding through children’s and adult breastfeeding books featuring indigenous families.

Outcomes:

2024 OUTREACH GRANT PROJECTS

- Positive feedback from participants and staff that the lactation space is very calming and comfortable.
- Books were used during WIC appointments to facilitate conversations about breastfeeding. Additional books will be used at outreach and community events.
- The majority of lactating parents reported feeling seen and supported as a result of this project.

White Earth



Cost: \$4,405

Goal: Create breastfeeding friendly environment through breastfeeding artwork

Summary:

- Commission artwork that highlights breastfeeding and the traditional values it has to the Native American culture.
- Promote milk medicine, it's importance in indigenous communities and normalize breastfeeding.
- Make breastfeeding families feel more welcome, comfortable, and confident in the WIC clinic.

Outcomes:

- Local artist Courtney Bunker created 2 artworks to be displayed in WIC clinic.
- Community members, WIC participants and staff were surveyed and 100% shared positive impressions of the artworks.