

2025 Equity in Lactation Grant Projects

NOVEMBER 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.

Ten local agencies completed projects with this funding, spending a total of \$24,314 to allow local agencies to partner with others in their communities to promote WIC, normalize lactation and reduce breastfeeding disparities in communities.

Becker County WIC



Cost: \$2,104

Goal: Create a breastfeeding comfort station to promote WIC and public health breastfeeding services, and support breastfeeding in the community. Participate in the Becker community baby shower and resource fair to encourage breastfeeding initiation and duration.

Summary:

- Breastfeeding comfort station and table were set up at the Blue Cross community baby shower.
- Promote the WIC program's breastfeeding support services.
- Table visitors were entered into a drawing for 4 prize bags of breastfeeding promotion items, WIC information and breastfeeding education cards.

Outcomes:

- 50-60 families attended the community event.
- Following the event, we observed a slight increase in online WIC applications during the 2-4 weeks afterward. We view this as a positive sign that outreach at events like this one is both impactful and valuable to the community.

- One attendee shared: “We changed our son twice in the comfort room. It was SOO nice to have! And loved the changing table itself.”

Hennepin County WIC



Cost: \$500

Goal:

The Bridge Bags program promotes health equity by offering lactation support in a vulnerable period of lactation to historically underserved populations. Bridge Bags contain both donor milk and information about how to receive lactation help through WIC, parents who receive bags may not need to turn to formula to support their babies' nutrition needs. Further, NorthPoint's food shelf serves low-income residents of Hennepin County, primarily in North Minneapolis and northwestern suburbs; these areas have disproportionately large BIPOC populations, which have historically received less lactation support than White counterparts.

Summary:

- Hennepin County WIC requested funding to purchase branded cooler bags for our ongoing collaboration with the Minnesota Milk Bank for Babies and NorthPoint Health & Wellness Center Food Shelf.
- This 'Bridge Bags' program provides new parents 20-40 ounces of pasteurized donor human milk as a temporary bridge until their own milk supply increases.
- Parents initially receive one Bridge Bag with five 4-ounce bottles of donor milk for their child. Once they use that milk, they can receive one additional bag if they still need support.

Outcomes:

- With \$500, we purchased 139 cooler bags, which allowed the milk bank to provide 2,780 ounces of human milk to low-income families.
- This program has been growing exponentially since it started in 2022, which shows the great need for donor milk in our community and the importance of WIC's support of the program. In 2024, 140 bags were given to families in need. In just the first six months of 2025, 150 bags had already been given.

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- Our support of the program reduces the milk bank's costs in donating milk to the NorthPoint food shelf, thus facilitating further growth of the program in Hennepin County.
- In the future would like to explore a partnership with a local birthing hospital, such as Hennepin healthcare. This could reduce some of the barriers to picking up bags at North Point, such as lack of transportation or being unable to go to the food shelf during their open hours.
- Feedback from participants:
 - "My milk supply was low, and this helped me feed my baby"
 - "Because of unforeseen medical difficulties and stress my milk supply had started to dry up. Having the bridge bag makes me hope that breastfed babies matter and resources for them matter. Formula is so readily available to families who need resources but breastmilk isn't."
 - "My own milk supply didn't come in until 4-5 days postpartum and I sought out additional resources to supplement my supply. Although we had purchased milk in the past, \$18 for a bottle of donor milk was not sustainable for our family's budget. With the help of the Bridge Bag I was able to breastfeeding my baby for 15 months."

Houston



Cost: \$2,000

Goals: To foster a welcoming and comfortable environment for breastfeeding families, create a supportive, empowering, and inclusive environment that promotes breastfeeding success and long-term health benefits for both parents and children. This project includes improving the building lactation space, recognizing participant's breastfeeding efforts and improved breastfeeding support tools for staff.

Summary:

Lactation space:

- The lactation space was renewed with a new chair that rocks, reclines, and can be wiped off between uses. Improved lighting, breastfeeding promotion art and a mirror were added.
- Outreach and education materials were added to the room for all users. The lactation room is available to provide privacy for the breastfeeding dyad, and for Houston County Public Health and Human Services staff as needed.

Breastfeeding recognition program:

- Developed a recognition system to provide breastfeeding promotion, support, and affirmation to breastfeeding moms.
- At initiation of breastfeeding, moms were given a breastfeeding promotion t-shirt, water bottle, and a book about Mama's Milk.
- At the next appointment between 1-3 months, staff will provide an affirmation sticker. These may be mailed out if needed.
- At 6 months, two-handled infant cups that will be handed out or families can stop by the clinic to pick up.
- At 9 months to one year the dyad gets a breastfeeding promotion onesie and a tote bag.
- Breastfeeding stickers are available for when staff feel a mom needs a little extra encouragement, a sticker or two can be mailed out.
- When the dyad completes their breastfeeding journey, they will receive a certificate of achievement.

Breast pump sizing kit:

- WIC staff will be trained in how to support a woman who is using a breast pump with the flange sizing kit.
- Improper flange fit can be a big issue. Now participants can get support from WIC instead of having to travel to La Crosse, WI.

Breastfeeding promotion display:

- The display base is a vinyl tree with many branches. WIC staff will attach leaves when a parent reaches her final breastfeeding milestone.
- The leaves on the branches are different colors because they will correspond to how long the dyad breastfed. This will serve as a lovely reminder that all breastfeeding is valuable, no matter how long and everyone's breastfeeding journey is celebrated.

Outcomes:

- We had one WIC mom stop in after shopping for her WIC foods across the street, to feed her baby, because she felt invited to do so following her WIC appointment.

- Delays over the summer resulted in the recognition program, flange fitting and breastfeeding display starting October 1st, 2025.



Kanabec

Cost: \$2,469

Goals: The goal of Kanabec County Equity in Lactation grant was to support, encourage, and empower our clients through their breastfeeding journey.

This project focused on redesigned prenatal breastfeeding teachings, breastfeeding support items, improved breastfeeding education supplies and tools in the office to help our pumping clients and celebrated our breastfeeding participants during the month of August to support longevity of breastfeeding.

Summary:

Improved prenatal breastfeeding education:

- Teaching tools purchased include the “Scoop on the poop” bookmarks and breastfeeding tear offs from Childbirth Graphics to offer education talking points and handouts to directly reference back to when the time is needed. We also added a crochet breastfeeding puppet that better shows latch, positioning, freedom for baby to move head, etc. with our families.

Breastfeeding support items:

- For breastfeeding participants staff have a variety of tools on hand to help support breastfeeding in those early days. We educate all staff on the use of each tool and check for understanding with families before they leave. Our breastfeeding tools include breast pads, breastmilk storage bags, breast ice packs, a nursing cover, and haakaas.

Pump flange sizing:

- To better support our pumping participants, we obtained some flange inserts of 9 different sizes, flange sizing rulers, and sterilizing microwavable bags to offer nipple sizing and correct flange fitting. Education is provided to staff and client to ensure proper indication, use, and understanding.

Word Breastfeeding Week:

- A breastfeeding banner and information board in the main lobby of our office promoted breastfeeding. We also sent out handwritten notes and a sticker “In my breastfeeding

era" to all breastfeeding participants. What a joy it was to recognize each of these hardworking clients!

Outcomes:

Initiation and duration data before and after implementation of these items was hard to compare within the short timeframe. More time is needed to give a clear picture of duration and initiation rates; the current comparison of 6 months vs 2 months is skewed data due to the small numbers. Data tracking will continue for 6 months after implementation. A survey will be done with clients after the 6-month timeframe.

Breastfeeding initiation

- The data is still preliminary, but we did see that more infants were mostly breastfeeding rather than some breastfeeding, which is a great change compared to pre-implementation rates.

Breastfeeding duration 6 months before Equity in Lactation implementation:

- 22 families were still breastfeeding beyond a year! There was a trend for families to stop breastfeeding around the 9-month mark.

Breastfeeding duration 2 months after Equity in Lactation material implementation:

- 5 families were still breastfeeding beyond a year! Trend for families to stop breastfeeding around age 7 months.

Staff and participant feedback:

- Since implementing these Lactation Equity support items, both staff and recipients have been very positive in comments and response.
- Kanabec County WIC staff feel that the materials and items purchased through our Equity in Lactation grant have led to successful prenatal breastfeeding education, stronger support for breastfeeding families, and an opportunity to celebrate our breastfeeding participants! Staff feel better equipped to help families through some of their breastfeeding barriers, both with the equipment and the education tools. Using the new breastfeeding tools has allowed WIC staff to empower breastfeeding clients throughout their journey so they don't become discouraged and stop sooner than planned.
- Although data is pending, the immediate impact feels large. A common challenge we faced was cost of some educational items; it would have used much of our budget. Finding the Childbirth Graphics and puppet were a huge lesson learned to think outside of the box, you may find better than you anticipated!
- Recipients of the breastfeeding kits have expressed gratitude, support, and understanding. A common comment from participants is that "the handouts and visuals were really helpful to understand breastfeeding before my baby was here."
- A future project we would love to complete is a community baby shower event or a community breastfeeding event.

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Community Health & Human Services of Faribault & Martin Counties
Published by Kaylee Diefenderfer • September 22 at 10:00 AM • 0

Books to help kids learn about breastfeeding are now at your local library!
These stories make learning about feeding and caring for babies fun and easy for children.
The books were purchased with a special grant from WIC "WIC Equity in Lactation" to help families see breastfeeding as normal and to support parents who choose to breastfeed.
Stop by your library and check out these helpful, family-friendly books!



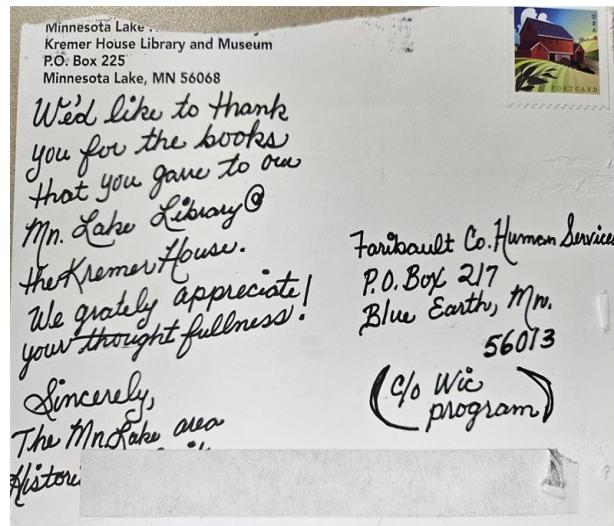

Looking for a way to help kids understand breastfeeding?



See insights and ads Boost post

20 likes 4 comments 5 shares

Like Comment Share



Books provided by Promoting Equity in Lactation WIC Grant
Health and Human Services of Faribault & Martin Counties
Questions? 507-238-4757

Martin

Cost: \$1,893

Goals: Increase community awareness of the WIC program, peer program and normalize lactation through a WIC- library partnership.

Summary:

- Partnered with 10 local libraries to host breastfeeding and lactation book events across Faribault County and Martin County.
- Books were purchased to give to the libraries to check out to patrons. Each book will be stamped with our WIC contact information for families looking for additional support. Books will be in English and Spanish.
- World breastfeeding month library events: Between August 1- August 7th, 2025, WIC staff and peers dropped off books at the local libraries to celebrate World Breastfeeding week. The books promote our WIC Peer program with advertising at the libraries and promote the in-person baby cafe. The library and WIC office also handed out books to families that visited to take home.

Outcomes:

Feedback from Tanya Bird, PHN- WIC CPA in Faribault County "I have seen a substantial benefit to our breastfeeding population from the Equity in Lactation grant. This support has not only provided essential resources to strengthen our breastfeeding initiatives, but it also reaffirms the importance of equity and ensuring all breastfeeding participants have access to the support they need."

Feedback from Brookelyn Kolander, WIC Clerk & WIC Breastfeeding Peer Counselor "We donated books during World breastfeeding week and have been giving out some books to breastfeeding WIC moms or moms at the library who are wanting to provide some education on breastfeeding for younger kids to understand! The library in Fairmont was very excited about us doing this!"

McLeod



Cost: \$2,926

Goals: Our goal is to expand equitable access to lactation support through providing lactation education and resources for families across our rural area while strengthening relationships between participants and peers.

Summary:

Essential lactation supplies kits:

With the funds awarded, we purchased and distributed essential lactation supplies to clients, removing financial and accessibility barriers to procuring breastfeeding supplies in our rural area. Lactation supply bags were provided to participants by their peer counselor at a face-to-face meeting which opened the doors to better communication.

Bags included breast pads, milk collectors, breast hot/cold packs and hydrogel pads.

In addition, we developed and distributed specially designed bags featuring an image of a mother feeding her baby. These bags not only served a practical role in carrying supplies but also carried an important message—helping to normalize breastfeeding within our communities. By integrating culturally affirming and inclusive imagery, we hope to reduce stigma, encourage open conversations, and create a more supportive environment for families choosing to breastfeed.

Outcomes:

As a result of this project, more families had access to the tools and supplies necessary to initiate and sustain breastfeeding. The visibility of the bags also increased awareness of available services and contributed to shifting community norms around infant feeding. Together, these efforts advanced our mission of promoting health equity, strengthening maternal and child health, and ensuring that all families—regardless of circumstance—are supported in their lactation journeys.

Success of the project was evaluated through tracking the number of lactation supply bags distributed, client and staff feedback, and observed increases in visibility and conversation around breastfeeding. Families reported that the resources made them feel more supported and confident in their feeding choices, while staff noted that the supplies enhanced their ability to provide timely, equitable lactation support. By reaching families across rural areas and diverse backgrounds, the project demonstrated progress in reducing barriers to breastfeeding and promoting health equity in our region.

The lactation supply bags gave our bilingual peer an opportunity to encourage her Spanish speaking clients to meet with her and receive face to face care in their own language. This is a service that is otherwise almost exclusively provided through a translator in our area. She found success in providing these baskets to her Spanish speaking clientele and has had a significant increase in Spanish speaking only clients since the roll out of the lactation supply program in 2024, with continuous improvement through our award in 2025.

The lactation supply bags were an opportunity to meet with participants face to face who weren't as willing to chat over text or phone call. This has increased our conversation rate within our peer clients. It has helped empower parents to reach their own breastfeeding goals and given us an opportunity to connect with them on a personal level.

Our staff had positive experiences and feedback from participants who received the bags. The tools were useful, and we believe we saw an increase in the breastfeeding rates and retention with the clients who have already had their babies. We will continue to collect the data for clients who received bags as more babies are born. Overall, we are grateful to have been chosen for the Equity in lactation grant. We were able to invest significantly into our rural area and the needs of our community because of this grant.

Pine



Cost: \$2,601

Goals: Increase awareness of WIC breastfeeding support through events, targeted outreach, and collaboration on a breastfeeding education toolkit.

Summary:

WIC lactation outreach at local events:

- 2 lactation stations were available for families at events. New, more breastfeeding flag signs were purchased to increase visibility of the lactation stations.
- The main outreach event was the Pine County Fair (July 30-August 3), with 210 people stopping at the booth during the fair. Other events included Operation Community Connect (August 27), Parks and Larry (June), and Pride in the Park (June 7).
- Outreach will also include social media campaigns, postcards featuring certified lactation staff, and direct engagement with medical providers across the region.
 - Lactation Support postcards were created featuring lactation counselors and the lactation services provided by public health. These postcards were used at outreach events and shared with local medical providers at Welia Health Obstetrics, Fairview Wyoming, and Essentia Moose Lake.
- Created a breastfeeding support backpack filled with a variety of items to promote and support breastfeeding. The toolkit will ensure that families are better informed about and connected to high-quality lactation support.

- Joint meetings with WIC staff and Pine County Family Home Visiting Staff took place to update staff on the new outreach materials and encourage them to refer families to WIC for breastfeeding support. Staff were also made aware of the lactation outreach postcards that are available to share and the new lactation books that are available for reference.
- Meetings were held with local medical contacts to show them the Breastfeeding Support Materials Backpack and share details about the lactation support provided through WIC. Providers gave positive feedback on the materials.

We have also completed multiple 1:1 breastfeeding education and support appointments utilizing the materials with WIC families during this grant period. Additional breastfeeding support items such as haakaas, hand pumps and nipple shields were ordered to have on hand to support participant needs.

Outcomes:

Since sharing our outreach material, we have had an increase in referrals. We have had 12 more referrals this month than in August.

We appreciated having a variety of items to promote and support breastfeeding in our rural area. However, a more focused approach with fewer items may have been more efficient and easier to manage. In the future, we are considering offering "breastfeeding baskets" containing just a few essential items to provide to families.

Feedback from staff:

- “I really enjoyed having breastfeeding support stickers to share with moms. They really liked them and it was an easy way to support and encourage their breastfeeding journey.”
- “The postcards look real sharp! Awesome, and thank you!”
- “The moms that I have given Haakaas to are very appreciative.”
- “The flags were helpful for mamas to find places to nurse at the fair.”
- “The outreach materials from this grant have been a great resource to handout to moms! I have a client who is living through the challenges of an oversupply. She is determined and patient with herself and with her baby. She demonstrates good understanding of ways to help manage an overactive let down and prevent mastitis. Recently I was able to gift the gel packs to her to help with inflammation and engorgement. She also relies on the haakaa (given to her through this grant) heavily to collect milk and maintain comfort without inviting a more aggressive let down by using an electric pump.”
- “The items in our new Breastfeeding Support Materials backpack have been really helpful to carry along to home visits. Using the Latch Mask helped show a nursing mom how wide an infant’s mouth can/should open. She was noting pinching and baby unable to stay latched for long periods of time, talking about “the latch” is one thing, but with the Latch Mask I was able to give a breastfeeding mom an up-close visual of what an infant’s mouth is capable of. Dad was at this visit too, seeing the Latch Mask, he noticed he could assess parts of baby’s latch that mom could not see. “

Feedback from participants:

- “I loved getting the stickers in the mail. Somedays it’s hard to keep going with breastfeeding, but the card and stickers were a good reminder why I want to stick with it.”
- “Thank you for the handpump! I haven’t got the electric one from my insurance yet so this will help and give me some needed relief!”
- “Having an extra one (nipple shield) will be so nice, then I don’t have to worry about forgetting it at home!”
- “The Haakaa helps with clogged ducts and helps with leaking.”
- “I use my Haakaa so much, it works great!”

Polk



Cost: \$1,416

Goals: The goal of the PNM WIC Equity in Lactation Project was to improve breastfeeding promotion and resource access for families living in rural northwestern Minnesota. While PNM WIC benefits from our WIC Peer Breastfeeding Support Program, we recognized significant barriers to local lactation resources and breastfeeding education tools—particularly due to long travel distances (30–60 miles) and a lack of locally available supplies.

Summary:

Breastfeeding Promotion Banners:

- Purchased 3 new to replace our very weather-worn USDA (Loving Support) banner. New durable vinyl banners were purchased to replace the dated USDA “Loving Support” signage.

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These banners were displayed during National Breastfeeding Month (August) outside the Polk County Public Health (PCPH) building in Crookston, and at Rock & Rest Tents at both local county fairs—helping to normalize breast/chest feeding in public and to promote WIC's lactation services.

Breastfeeding Resource Kits:

- 24 kits will be available for the 3 counties in which 4 community baby showers are held. This project was made possible through collaboration with key partners, including Polk-Norman-Mahnomen Public Health, Minnesota Health Care Programs (MHCP), and Mama's Milk Connection (MMC). Public Health and WIC staff coordinated outreach efforts.
- Kits include: "Babies Love Breastmilk" tote bag, Storybook: *My Mom is Breastfeeding*, Boon Trove Silicone Manual Breast Pump, Hydrogel Pads, nursing cover, reusable Nursing Pads, WIC magnets and printed resources.
- Instructions on how to use items from the Breastfeeding Resource Bag will be completed one-on-one when presented to a WIC parent by WIC staff or peer counselor. All in attendance are eligible for WIC services due to having Medical Assistance.
- The remaining kits will be offered at WIC clinics during the one-on-one breastfeeding education opportunity. Attending WIC staff and/or peer counselors will offer a Breastfeeding Resource Bag to prepare those WIC parents-to-be or newly breastfeeding moms that will attend.

Breastfeeding Children story books:

- Children's books assist in normalizing breastfeeding. The books selected highlight different races and stages of lactation. Books are an excellent way to support lactation and literacy. Books are available for use at our WIC offices and satellite clinics offers exposure to support breastfeeding to our families, Books will also be available in our lending library for our Mama's Milk Connection (MMC)-Breastfeeding Support Group.

Outcomes:

Banners: The Banners were used at the Norman County Fair in Ada and the Polk County Fair in Fertile. Attendance to these fairs exceeds 35,000. Strategic placement of banners near Rock & Rest Tents ensured high visibility and Public Health/WIC received positive feedback from the community.

Breastfeeding Bags:

- The community baby shower hosted about 100 people between all the counties.
- Participants identified the Boon Trove Silicone Manual Breast Pump as the most useful item in the bag.
- Participants enjoyed receiving in-person instruction on how to use the items during the Community Baby Showers where they had access to Certified Lactation Counselors (CLCs), International Board-Certified Lactation Consultant (IBCLC), and WIC Peer Counselors.

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Participants enjoyed asking questions and talking about the resources in the bag, which helped participants feel better prepared when baby arrived.

- Participants reported that the hands-on support/information helped ensure participants understood how to use everything properly before baby arrived.

Children's Books: Feedback from staff has been positive. Children are observed reading during visits, and parents have borrowed books via MMC.

Staff and Volunteer Feedback:

- Staff appreciated the ability to provide quality items that are both affirming and functionally helpful.
- Peer counselors reported greater engagement when using physical tools like the Boon pumps and storybooks to open dialogue. Peer counselors also loved referring clients to the peer program during this time. The event helped increase participation in the breastfeeding peer counseling program.

St. Louis



Cost: \$5,000

Goals: Promote and normalize lactation and strengthen connection to the community by supporting three events around world breastfeeding week. In addition to events, the WIC clinic will celebrate world breastfeeding week with breastfeeding promotional items to acknowledge participants, and new breastfeeding education tools for staff.

1. Twin ports latch on to celebrate World breastfeeding week
2. Divine Konnections WIC outreach event
3. Peer led breastfeeding class at Women's Care Center

Summary:

1. Twin ports latch on to celebrate World breastfeeding week event reaches the most under-resourced families around Harrison Park in Duluth. St. Louis County WIC and the Northeast MN Peer Breastfeeding Program (including the 7-county region of St. Louis, Carlton, Lake, Koochiching, Itasca, Aitkin, and Cook Counties) collectively planned and hosted a community lactation event in honor of World Breastfeeding Week on August 5, 2025.

WIC purchased banners and tablecloths for tabling at the event, and to use at future outreach throughout the year (i.e., the public library, Early Childhood Family Education (ECFE), and other community partners with whom we regularly table/provide education and support).

Breastfeeding and WIC promotion items were available at the table during the event, and peers wore matching breastfeeding promotion t-shirts to the event. We offered breastfeeding lanyards, tote bags, and children's books at our event welcome table. Additionally, we raffled some nursing cover ups, bra pads (for leakers!), and lactation t-shirt.

2. Divine Konnections partnership: Divine Konnections offers group residential housing and wraparound services for unhoused and at-risk-of-being unhoused BIPOC moms ages 18-24 who are pregnant have a child 2 or younger, and/or are seeking reunification.

WIC hosted an informational event for the residents and stakeholders to share more about the WIC program and WIC's peer breastfeeding services. 15 people joined the event and received WIC and breastfeeding promotion materials. The banner and tablecloths were also used at this event.

3. South St. Louis County's Peer Counselor Amara leads breastfeeding classes at the Women's Care Center in Duluth. Amara utilized the WIC and breastfeeding education and promotion materials at these classes to further support and encourage breastfeeding for all the people who attend her class.

4. WIC clinic incentives: In the month of August, in honor of World Breastfeeding Week, we would refresh our waiting rooms (we have 4 WIC offices in St. Louis County) with some refreshed lactation education and support materials and promotion items. WIC and breastfeeding promotions items were fun lactation stickers for water bottles (or car bumpers!) and the inspirational breastfeeding cards/magnets are just a nice little gift to encourage our lactating parents.

CPAs and peer counselors now have some new visual aids to show new parents what colostrum looks like, how big baby tummies are as newborns, and what neonate stool looks like in the first days of life, for example. We now have some nice bookmarks showing concepts of a good latch and some pamphlets on the lesser-known art of hand expression of breastmilk. These will be so helpful in educating new lactating parents!

Outcomes:

We've held the Twin Ports Latch On event for the past 6 years, but I've never felt so excited as this year because, due to our grant funding, we had nice, new breastfeeding items to offer our attendees. 40 families and 3 dads showed up to the event which also offered prenatal yoga, live music and refreshments donated by the local grocery stores.

Partnership with Divine Konnections. We were able to establish a relationship while attending their Lunch-N-Learn and bringing along grant funded WIC retractable banners and lactation promotion materials. We left our footprint at Divine Konnections and plan to continue our partnership.

Providing some new visual lactation education materials to Amara (our peer counselor who provides lactation classes at the Women's Care Center) will be great, and so helpful in educating new lactating parents! Typically, she has between 6-15 clients attend her lactation classes. Amara is a well-received face at Women's Care Center and the young parents who attend her classes ask her often, "When are you doing your next class? I want to come!"

Todd



Cost: \$3,405

Goals:

Todd County WIC serves a large percentage of Hispanic/Latina women and has had an increase in Haitian Creole women, many of whom speak Spanish. With a void of educational support about breastfeeding in Spanish, our goal was to provide the opportunity for our community to gain basic knowledge on breastfeeding, help participants to identify breastfeeding resources, find peer support, ask questions, and for us to have a better understanding of the needs of this population.

Summary:

Todd County WIC provided breastfeeding classes in Spanish for our Latina population. Staff created easy to read handout packets in Spanish that cover many basic lactation concepts. Classes are hosted 1-2 times a month. dependent on interest and attendance.

Additionally, breastfeeding support items were purchased to support those fully or mostly breastfeeding, including: Haakaas, breast pads, breast milk cooler, and books.

We partnered with Todd County Family Home Visiting nurses to come up with a list of topics to touch on during educational sessions. These included the following:

- Breastfeeding Benefits
- Formula vs. Breastmilk
- Breastfeeding Plan Checklist
- The Golden Hour
- The Proper Latch
- Is Baby Getting Enough Milk
- Baby's Stomach Size
- Breastmilk Storage
- Hand Expression
- Flange Sizes
- Mastitis/Clogged Ducts
- Breast Feeding Positions
- Feeding Cues

We developed a PowerPoint and handouts in Spanish on the topics above creating a take-home binder for participants. Some of the topics had good resources available in Spanish; these were printed. When printed materials were not easily found online, we created them on our own.

Every participant also received the educational packet, a notepad and pen, a pro-breastfeeding children's book, and washable breast pads with a re-useable cloth bag. We had raffle prizes that had baby utensils, slotted sippy cups, My Plate sectional plate, fruit and veggie placemats, and hot/cold packs for breasts provided in a colorful, reusable fruit and veggie grocery bag.

Class promotion:

To help promote our events, we posted flyers at various locations around town and on the county website. All pregnant women who spoke Spanish and on WIC were called prior to events to encourage attendance. To help remove potential barriers, rides were made available through our local transit service and children were welcome to attend. Family home visiting nurses also reached out to clientele they thought would be interested. We hosted five meetings over the course of the summer offering sessions in the morning and late afternoon.

Outcomes:

To further support breastfeeding, breastfeeding support items will be available for breastfeeding participants: Haakaa milk collectors, re-useable milk storage bags, milk cooler totes, burp clothes, hot/cold breast packs and nursing covers for privacy. These are provided at the post-partum certification for mom's doing any level of breastfeeding as needed. So far, we have given out five of these breastfeeding support packages to our targeted population.

Post-Event Surveys were given to help gauge the helpfulness of the class and to see what further information was needed. Included are the responses.

Post-Event Surveys were given to help gauge the helpfulness of the class and to see what further information was needed.

- Participants found that information about positioning, latch and how to breastfeed most useful.
- They wanted more information about pumping and storing milk, especially freezing.
- Most came into the course stating they were likely to breastfeed (7/10) with 1 unlikely and 2 unsure.
- At the end of the course all 10 said they would definitely breastfeed.

Staff/other Feedback

- Going into this, none of us were sure of how this would go or how far we would get through the curriculum. I think we were surprised at how many of the women returned for additional sessions.
- Our Todd County PHN nurse commented that she thought the presentation was amazing and that all the women seemed very engaged.
- “This was a win for me if this helps just one woman successfully breastfeed because that may have a huge impact on that baby’s life and health.”
- “Doing these events is my favorite thing. I feel like it’s really helping people learn more.”

Because breastfeeding is so important to us here at Todd County and WIC, we are going to continue to offer our Spanish breastfeeding course in the future and plan on doing some additional presentation on pumping and returning to work.