

NUTRITION FIRST DISCUSSION MEETING –World Breastfeeding Week

July 14, 2020

Welcome by Carolyn Conner

What events have you planned for World Breastfeeding Week?

Mara: Working with dietetic intern to develop a 2C to use over the phone to include BF promotion and COVID safety.

Mara said a smaller site is mailing out Mama and Me books to their breastfeeding moms.

Jessica (from the state office) sent out an email recently with great resource links to use. Carolyn will highlight through NF website and newsletter.

From sacosta: At Moses Lake Community Health we will be sending Thank You cards to our BF clients.

From Hannah R: We are doing a drive-through celebration and handing out goody bags :) also planning to get donations from local businesses to make a raffle basket for the moms that show up

From Michele C: We are planning to do a photo (Selfies) on our FB page and have people vote for favorite with the winner getting a gift bag of goodies. We will also be doing daily FB posts on the themes.

From Cristi M : Whidbey Island Breastfeeding Coalition having a Go To Meeting about WBW tomorrow with staff, so taking note of the ideas shared here :)

Big latch-On

www.BigLatchOn.org has information about registering for virtual events. (Olympia and Asotin County have already registered.)

Big Latch-On is also collecting selfies, starting July 31 – August 2 for 3 days. Inviting everyone to post and include hashtag #BigLatchOn2020 and they will then share during WBW.

Jane said they have postponed their big latch-n to next year. But they plan to collaborate with laLecheLeague with has a Live latch Love event. Celebrate by doing a social distancing event in the park later on in the month.

From Cristi M: Whidbey Island Breastfeeding Coalition has done a Big Latch event in past several years, the Virtual version does sound interesting. A lot of our participants use Instagram so might be into that.

Incentives

Jean want to know if anyone has heard when incentives will be available this year? Lezley from the state WIC says there is no ballpark date at this time.

Stacey ordering less incentives. Because mostly sending out the incentives for Farmer's Market. Still will have some left over.

From Michele C : We plan on using incentives we have on hand and add with new ones. We will also seek donations and have had few commitments already. Then I will probably purchase a few things

From Selene A: Are we allowed to use the incentives at the drive through, when issued FMNP. Even though its not WBFW? That is our plan. Stacey says they give out incentives at drive-through card pick-ups. Someone else commented that giving incentives out with pumps and cards

Media

Nutrition First has done press release in the past.

BF Coalition of Washington sometimes does a proclamation.

So any clinic could consider letting the media know what they are doing; or just announcing WBS. Let local media plus policy makers know.

Stacey plans to do some social media posts about WBW. But will all be over the phone and drive-through setting.

Nutrition First sharing a daily post on their Facebook page each day of WBW

From Michele C: We will also be doing a spot on Healthline a local radio program. We are working with the Coalition to have a breastfeeding topic each week of August.

www.WABA.org has downloadable messages to share

Posters

From Michele C: Are there any great posters we could share with our hospital
On World BF Week specific

Jane comments that www.WABA.org (World Alliance for Breastfeeding Action website), usually has some posters/flyers available that are downloadable and printable. Also has a social media toolkit.

Kathy Kendall Tackett's <https://praeclaruspress.com/> has artwork resources to print and share.

CDC

CDC has good information on COVID and breastfeeding. Stacey will send that information out to the providers at the medical clinics and hospitals. Also share with BF Coalition group to share with their partners

Thank You's

Jane, Peer Counselor in Spokane says that since they are not seeing clients, they have had to refer to local BF consultants that are still seeing clients, so Jane said their clinic will be sending out thank you cards, flowers, gifts to the consultants. In years past, they have honored supportive providers

From Cristi M: I like the thank you card idea! It might be a fun idea to send a thank you for breastfeeding me card to our BF participants - from their babies :) Stacey says they have done that and the moms loved it.

Jean said could send thank you's to all the WIC staff.

Carolyn noted that a cancelled tea event sent out to all would-be participants. The sponsors sent out a letter stating they missed everyone and if we were together, we would do... They included a tea bag.

From kim : maybe fenugreek teas? love the tea and thank you ideas

Jane: USCB <http://www.usbreastfeeding.org/> has "Support Changes Everything" cards and posters they used last year for the thank you cards.

Awesome Mom materials

From iPhone: we could use the awesome mom gift tags too

From Cristi M: Yes, the Awesome Mom materials would be perfect

REMEMBER: Send any photos of drive-throughs or any activities to Carolyn to post on the Nutrition First page.