

## 2020 Annual Report

### New Depot Opened

During 2020, the Mothers' Milk Bank of Mississippi opened a new depot, "Friends of Finn's Milk Depot" in Clarksdale, in cooperation with the Diaper Bank of the Delta. Along with this depot opening, the milk bank was able to establish a lab draw site for donor mothers at the Outpatient Pavilion.

### Outreach Activities

The new public relations package of presentations created during 2019 has proven extremely useful for virtual use this year. Mothers' Milk Bank staff participated in the following collaborative virtual meetings: Express Yourself webinars, panel presentations sponsored by the Institute for Advancing Minority Health, Zoom meetings for the Delta Baby Café (Indianola) and La Leche League of Metro Jackson, and CHAMPS webinars. Our Outreach Coordinator was also invited to be a guest lecturer for the graduate social work class at Jackson State University.

### Donor Milk Dispensed

We increased donor milk availability for NICUs and outpatients. Since February 1, 2020, the Mothers' Milk Bank of Mississippi has dispensed 55,142 ounces - up from 49,200 oz. in 2019.

We are now able to analyze donor milk for nutritional content in house, thanks to a supplemental \$50,000 grant from the W. K. Kellogg Foundation of \$50,000. These funds were used to purchase the analyzer, ancillary equipment, supplies, and training to perform these procedures.

### Pandemic Challenges of 2020

Many factors continue to hamper recruitment of donor mothers, including low overall state breastfeeding rates and lack of awareness of the role of breastmilk and the importance of human milk donation, particularly among vulnerable populations and those residing in rural areas.

The COVID-19 pandemic severely hampered outreach efforts due to event size limitations and additional COVID restrictions. A "soft opening" was held for the Friends of Finn's Depot, with limited local attendance of depot staff and Finn's family, with a virtual welcome message from milk bank staff over Zoom. We were unable to conduct in-person Milk Drives at depot locations but did attempt two state-wide "virtual milk drives" in recognition of World Breastfeeding Week in August and National Prematurity Month in November. We coordinated social media messaging across platforms with our depots, as well as t-shirts for donor moms who brought milk and shipping supplies to get the milk back to us. These were mildly successful in a few locations that were able to get their local media involved. Mothers we screened delayed having their bloodwork drawn, which delayed their approval and our ability to process and dispense their milk. Additionally, charitable giving fell drastically during 2020, as people dealt with personal financial uncertainty, which in turn decreased our charitable donation income. After some COVID-related staffing turnover, we are pleased that Francis De La Rosa, who has been with us since 2017, is our new Executive Director.

## Plans for the Future

The Mothers' Milk Bank of Mississippi plans to continue expanding depot locations in the state and recruiting donor mothers in those new communities by holding in person events and presentations. Establishing depot locations should improve the likelihood of donations as more breastfeeding mothers will have a convenient location to donate. We also plan to conduct more Milk Drives at our current depots.

Continued advocacy and community outreach efforts such as presentations, informational booths, webinars, and milk drives should further increase awareness of the Mothers' Milk Bank of Mississippi and our ability to increase the number of mothers wishing to become donors.