



# **Mothers' Milk Bank Northeast**

*Share the Health*

# Spanish Donor Outreach Program

## Why We Created a Bilingual Program?

- ❖ Raise awareness of donor milk within Spanish-speaking communities
- ❖ Break the language barrier in milk **donation** and **receiving** within Latino families
- ❖ Enable more Latina mothers to be educated about donor milk benefits
- ❖ Foster good will with our community partners



*Sarai & baby Jeremy*

# Spanish Donor Outreach Program

## Who Are Implementing the Program

- ❖ We hired native and fluently Spanish speakers
- ❖ Our Bilingual Donor Intake Coordinators are fully trained to exercise the position
- ❖ We are able to have more control and confidence of the information provided by donors

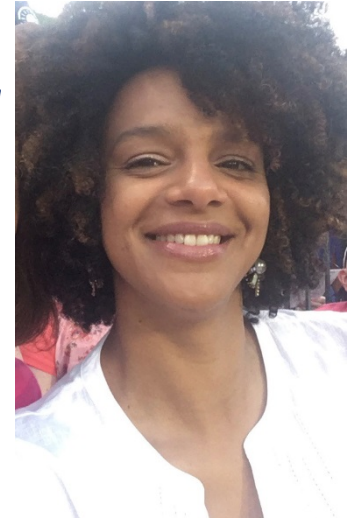
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# *Spanish Donor Outreach Program*

## Implementation of the Program

- ❖ Translated printed materials and website
- ❖ Two Spanish-speaking staff check paperwork
- ❖ We created a Spanish Facebook page

<https://www.facebook.com/groups/2220971821556462/>

- ❖ We created a WhatsApp account



*Maria, baby Ana, sister and dad.*

## Implementation of the Program

### ❖ Extensive Outreach

- Prenatal/Breastfeeding/Postnatal Support Groups
- Hospitals
- Conferences
- WIC Offices
- Home Visiting Programs (Nurses, Social Workers)
- Doula Programs
- OBGYN Clinics
- Pediatric Offices

# *Spanish Donor Outreach Program*

## Challenges

### ❖ Translation

- Time Consuming
- Different ways of translating
- Cannot rely only on translation agencies

### ❖ Meeting timeline stipulated by the funding agency

# Spanish Donor Outreach Program

## Funding of the Program



	To Date	Estimated	Total Projected	
Staffing	7,260.25	4,920	12,180.25	
Webmaster	1,732.50		1,732.50	
Translations	2,711.75	1,500	4,211.75	
Graphic design	200.00	250	450.00	
Printing	1,320.62	1,225	2,545.62	
Postage	61.77		61.77	
Mileage, Tolls, parking	63.20		63.20	
	13,350.09	7,895.00	21,245.09	

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## Our Successes