

# Minnesota Breastfeeding Coalition Strategic Plan January 2017

## Summary

The Minnesota Breastfeeding Coalition was formed in 2006 and was formally incorporated as a nonprofit organization in 2009. The coalition has grown to include over thirty local coalitions and representatives from state and local health departments, the WIC program, hospital, programs, clinics, La Leche League and other organizations that support breastfeeding.

The following vision, mission and purpose guide the organization:

Vision: Breastfeeding: Healthy Babies, Healthy Families, Healthy Communities

Mission: Working collaboratively to create an environment in Minnesota where breastfeeding is recognized and supported as vital to the health and development of children and families:

The purpose of the Minnesota Breastfeeding Coalition is:

- to work collaboratively to increase the initiation, duration, and exclusivity of breastfeeding in Minnesota;
- to promote public awareness and support for breastfeeding as the cultural norm;
- to increase awareness of and compliance with the WHO Code;
- to develop networks for sharing information among groups concerned about improving the health of mothers and babies through breastfeeding;
- to serve as a resource for health care professionals and the general public through dissemination of information and materials on breastfeeding topics;
- to encourage the development of local breastfeeding coalitions;
- to raise charitable funds for the above; and
- to engage in such other activities as are consistent with the foregoing.

In early 2015, the Minnesota Breastfeeding Coalition embarked on a process to create a strategic plan, which will guide the organization over the next three to five years.

A planning group comprised of the board of directors and representatives from the steering committee guided the development of the strategic plan.

## Goals and Strategies, 2015 to 2020

**Overall Goal:** Breastfeeding goals are reached. The Minnesota Breastfeeding Coalition contributes to an increase in breastfeeding in Minnesota by 2020.

**Goal 1:** Environments in Minnesota are breastfeeding friendly

- Strategy: Advocate for policy change that supports breastfeeding
- Strategy: Advance community-based support for breastfeeding (\*this strategy requires further reflection and may be edited to include more clarification of what *community or community-based* means)
- Strategy: Advance hospital and health care support for breastfeeding
- Strategy: Advance workplace support for breastfeeding

**Goal 2:** The infrastructure and systems of the coalition are stable and advance the coalition into the future

- Strategy: Organize and build the coalition’s internal capacity
- Strategy: Identify resources and raise funds to strengthen the coalition
- Strategy: Collaborate and communicate effectively with priority audiences
- Strategy: Reach out to and engage with existing and potential coalition members

## Minnesota Breastfeeding Coalition Strategic Plan Year Two (2017) Objectives

| Objective   | Lead                                    | Completion date   | Target goal & strategy                           |
|---|---|---|--|
| Aim for at least 80% of counties represented by local coalitions to identify and recognize a breastfeeding friendly workplace | Worksite & Childcare Subcommittee & MDH | October 2017  | Goal 1, strategy 2 & 4<br>Goal 2, strategy 3 & 4 |
| Advance a bipartisan licensure bill in the state legislature to increase access to lactation services                         | Advocacy Subcommittee                   | May 31, 2017  | Goal 1, strategy 1 & 3                           |
| Develop organizational budgets to support Year 2 objectives   | Treasurer & Finance Subcommittee        | 2017 budget:<br>August 1, 2016<br><br>2018 budget:<br>October 1, 2017 | Goal 2, strategy 1 & 2                           |

|   |  |                  |  |
|---|--|------------------|--|
| <b>Strengthen the Finance Subcommittee by writing policy &amp; procedures, contracting with a bookkeeper and presenting to the BOD &amp; Steering Committee the budget fundamentals needed to execute their positions</b> | Governance Subcommittee & Finance subcommittee   | December 1, 2017 | Goal 2, strategy 1                           |
| <b>Revise orientation documents &amp; orient new BOD members annually</b>   | Governance Subcommittee  | December 1, 2017 | Goal 2, strategy 1                           |
| <b>Plan and implement 10th annual workshop and annual meeting</b>   | Events Subcommittee & MotherBaby Healthcare Collaborative  | October 2017     | Goal 1, strategy 1<br>Goal 2, strategy 3 & 4 |
| <b>Plan and implement 11th annual teleconference</b>  | Events Subcommittee  | April 2017       | Goal 2, strategy 3 & 4                       |
| <b>As an alternative to the MotherBaby Summit, in 2017 host an educational webinar(s) for maternity center staff and initiate plans for networking maternity centers</b>  | MotherBaby Healthcare Collaborative, Media and Outreach Subcommittee & Events Subcommittee             | December 2017    | Goal 1, strategy 1 & 3                       |
| <b>Create an Equity and Access Subcommittee charter and initial plan that will lead to a 20% increase in diversity in the Steering Committee &amp; subcommittees (to include age, geographic, race, gender or other).</b> | Equity and Access Subcommittee, Membership Subcommittee, Nominating Subcommittee, & Steering Committee | December 2017    | Goal 1, strategy 2<br>Goal 2, strategy 1 & 4 |

\* Year Two is January 1, 2017 – December 31, 2017.