

# Minnesota Breastfeeding Coalition Strategic Plan 2018

## 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 Three (2018) Objectives

Objective	Lead	Completion date	Target goal & strategy
80% of local breastfeeding coalitions (listed as of October 2017) identify at least one worksite within their geographic region as having achieved MDH Breastfeeding Friendly Workplace recognition	Worksite & Childcare Subcommittee and MDH	October 15, 2018	Goal 1, strategy 2 & 4 Goal 2, strategy 3 & 4
Advance a bipartisan licensure bill in the state legislature to increase access to lactation services	Advocacy Subcommittee	May 31, 2018	Goal 1, strategy 1 & 3

Develop a strategy and identify the resources needed so MBC can determine where and what types of lactation care (professional, certified and peer) currently exists across the state. This objective will show where access to appropriate and equitable lactation care is lacking.	Advocacy Subcommittee and Equity & Access Subcommittee (Leslie Kummer, Des Ahrens, TBD Master's student)	December 2018	Goal 1, strategy 1, 2 & 3 Goal 2, strategy 3
Post a contract and search for a paid or volunteer MBC bookkeeper	Finance Subcommittee (Marcia McCoy)	October 2018	Goal 2, strategy 1
Complete the Minnesota Common Grant application as first step for MBC applying for future grants	Finance Subcommittee (Lisa Roberts)	July 31, 2018	Goal 2, strategy 2
Plan and implement 10th annual workshop and annual meeting	Events Subcommittee & MotherBaby Healthcare Collaborative	November 2018	Goal 1, strategy 1 Goal 2, strategy 3 & 4
Plan and implement 11th annual teleconference	Events Subcommittee BOD chair	April 2018	Goal 2, strategy 3 & 4
Continue to build partnerships and enhance networking amongst organizations and health care providers to increase breastfeeding knowledge and stakeholder involvement <ul style="list-style-type: none"> <li>• Offer an educational event</li> <li>• Foster regional networks</li> <li>• Advocate for statewide Medical Assistance donor milk reimbursement and enhanced payment for maternity care in Baby-Friendly hospitals</li> </ul>	MotherBaby Healthcare Collaborative and Events Subcommittee	Spring 2019	Goal 1, strategy 1, 2 & 3 Goal 2, strategy 3 & 4
Nominate a person (or persons) of color to the Minnesota Breastfeeding Coalition BOD to serve starting January 2019	Equity and Access Subcommittee, Membership Subcommittee, & Nominating Subcommittee	August 2018	Goal 1, strategy 2 Goal 2, strategy 1 & 4

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**Improve the function and appearance of the website**

• <b>Update all website content for accuracy and functioning links</b>	Website Subcommittee	April 30, 2018	Goal 2, strategies 3 & 4
• <b>Implement new website changes request form</b>	Website Subcommittee	April 30, 2018	Goal 2, strategies 3 & 4
• <b>Hire contractor to update website organization and appearance</b>	MBC Board & Website Subcommittee	June 30, 2018 - hire August 30, 2018 – work completed	Goal 2, strategies 3 & 4
• <b>Hire a paid website administrator to be responsible for timely website updates</b>	MBC Board & Website Subcommittee	Sept. 1, 2018	Goal 2, strategies 3 & 4

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\*Year Three is January 1, 2018 – December 31, 2018.