

Minnesota Breastfeeding Coalition Strategic Plan 2019

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 Four (2019) Objectives

Objective	Lead	Completion date	Target goal & strategy
<p>#1 Develop a plan in collaboration with local coalitions and SHIP to continue work on Breastfeeding Friendly Worksites and Childcare</p>	<p>Worksite & Childcare Subcommittee (interim chair Megan Kirby) and MDH</p>	<p>Prior to October 24 & 25 annual meeting and workshop or no later than December 31, 2019</p>	<p>Goal 1, strategy 2 & 4 Goal 2, strategy 3 & 4</p>
<p>#2 Explore and identify shared participation in one new organization as a way to foster MBC involvement outside the traditional lactation community and in underrepresented communities. The shared participation would be reciprocal, with a steering committee or board member attending and bringing a breastfeeding lens to another organization whose primary focus is not breastfeeding (e.g., infant mortality, church, women’s issues group), and vice versa.</p>	<p>Equity & Access Subcommittee</p>	<p>December 31, 2019</p>	<p>Goal 1, strategy 2 Goal 2, strategy 3 & 4</p>
<p>#3 Post a contract, search for, and supervise a paid or volunteer MBC bookkeeper</p>	<p>Finance Subcommittee (Marcia McCoy)</p>	<p>October 31, 2019</p>	<p>Goal 2, strategy 1</p>

<p>#4 Complete the Minnesota Common Grant application in order to obtain funding for ongoing activities and proposed projects. This will necessitate that Minnesota Breastfeeding Coalition:</p> <ol style="list-style-type: none"> 1. Develop and annual budget 2. Complete an audit 3. Align activities and projects with strategies and budgets 	<p>Finance Subcommittee</p>	<p>October 31, 2019</p>	<p>Goal 2, strategy 1 & 2</p>
<p>#5 Plan and coordinate 12th annual Minnesota Breastfeeding Coalition meeting and assist the MotherBaby Health Care Collaborative in its planning of the pre-conference Workshop</p>	<p>Events Subcommittee & BOD chair</p>	<p>November 2019</p>	<p>Goal 1, strategy 1 Goal 2, strategy 3 & 4</p>
<p>#6 Plan and hold the 12th annual local coalitions teleconference to connect local coalitions and share successes and challenges</p>	<p>Events Subcommittee & BOD chair</p>	<p>April 2019</p>	<p>Goal 2, strategy 3 & 4</p>
<p>#7 Offer continuing education opportunities and foster continuity of care activities in partnership with health care providers and health care</p>	<p>MotherBaby Healthcare Collaborative & Events Subcommittee</p>	<p>November 2019</p>	<p>Goal 1, strategy 1, 2 & 3 Goal 2, strategy 3 & 4</p>

systems:

1. Plan and coordinate the 6th Perinatal Hospital Leadership Summit, May 17, 2019
2. Plan and coordinate 2019 MBC pre-conference workshop - skill building education sessions - related to 2 of the 10 Steps of the revised WHO Baby-Friendly Hospital Initiative and other content TBD
3. Oversight of MDH-CDC grant funded contract position - (Create job description, hire, guide and supervise) for Program Coordinator - 5 year coordinator position for "Mother-Baby STEPS Program " which is the MDH Breastfeeding Friendly Maternity Center 5 star recognition program (STEPS - STRiving for Excellence in Perinatal Services)

#8

Research and contract with a strategic planner to develop Minnesota Breastfeeding Coalition's next 3- to 5-year strategic plan, including determining retreat dates in January or February 2020 for BOD members and key Steering Committee member

Strategic Planning Subcommittee

November 1,2019

Goal 2, strategy 1

#9

Hire a contractor to update the MBC's website appearance, functionality, and organization as directed by the Website Subcommittee

Website Subcommittee

Hire: June 30, 2019

Work completed:
August 30, 2019

Goal 2, strategy 3 & 4

*Year 4 is January 1, 2019 – December 31, 2019