

## Strategic Planning

### Goal 3 Task Force

June 14, 2016

2:00 PM

**PRE-WORK:** Review Webinar Notes – Goal 3.pdf

**TOPIC:** Strategic Planning for the NE BFC

**RATIONAL AIM:** Identify specific (action-oriented) strategies for Work Groups to address in Q1 – Q4.

**EXPERIENTIAL AIM:** Participants feel empowered and engaged in the specific strategies in order to complete the work.

- 2:00 Introductions
  - Kelli Hansen, Amy Potratz, Jackie Moline, Michaela Jennings, Rachel Sazama, Shannon Sands, Stacie Vance, Brandi Stein, Brianna Tenhoff, Tami Frank
- 2:15 Identify Two Victories for Each Goal
- 2:30 Employer Support & Education
- 2:55 Empower Moms
- 3:15 Work Group Leaders
- 3:20 Next Steps – Task Force for Goal 3 will meet every other month – Next meeting August

**Notes:** Explore options around this work – what have other states done around this work? What are they doing and successes they've had (i.e. Kansas)

Cluster, Team	Quarter 1 (Jul-Sept2016)	Quarter 2 (Oct-Dec2016)	Quarter 3 (Jan-Mar2017)	Quarter 4 (Apr-Jun2017)	Victory!
<b>EMPLOYER SUPPORT &amp; EDUCATION</b>  <b>WHO:</b> Lea & Shannon (CO-LEADS), Brianna, Stacie, Tami	<ul style="list-style-type: none"> <li>• Work with Kelli and the Women's Health Advisory Council on the process and determine what steps need to be modified to create a more cohesive plan.</li> <li>• Determine what steps should occur once a nomination is received.</li> <li>• Review criteria for receiving the award.</li> <li>• Meet with Holly re: last letter campaign.</li> <li>• Review a list of large NE businesses and make additions/changes where necessary.</li> <li>• Survey the leadership team and find out specifics on what they'd like to see changed with existing toolkit.</li> <li>• Reach out to WorkWell and determine their timeline for Version 2.</li> </ul>	<ul style="list-style-type: none"> <li>• Make changes to the BFF award and the process based on info collected in Q1.</li> <li>• Develop a communication plan for promotion.</li> <li>• Start to collect content for the mailing – letter from Adam Prochaska regarding new law, NE BFC info and how we can help, other resources like Business Case for Breastfeeding</li> <li>• Participate in the revision process as needed by WorkWell and as specified by the Leadership Team (LT).</li> <li>• Update LT on process moving forward.</li> </ul>	<ul style="list-style-type: none"> <li>• Present the newly revamped award to Leadership Team, WHAC, and other stakeholders (determined by Task Force for Goal 1) and get their feedback and suggestions.</li> <li>• Finalize content for the mailing.</li> <li>• Obtain any necessary signatures.</li> <li>• Participate in the revision process as needed by WorkWell and as specified by the Leadership Team (LT).</li> <li>• Update LT on process moving forward.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the revamped BFF award as defined in the communication plan from Q2.</li> <li>• Complete mailing and determine if there is a need for follow up.</li> <li>• Participate in the revision process as needed by WorkWell and as specified by the Leadership Team (LT).</li> <li>• Update LT on process moving forward.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Revamp, revitalize and promote the BFF Award</b></li> <li>• <b>Complete a mailing to large businesses in the state in partnership with Department of Labor regarding the new law and resources.</b></li> <li>• <b>Assist WorkWell with version 2 of the Breastfeeding Tool Kit</b></li> </ul>
<b>OUTREACH</b>  <b>WHO:</b> Amy (LEAD), Michaela, Shannon, Stacie	<ul style="list-style-type: none"> <li>• Decide how and where we make moms aware of their rights.</li> <li>• Find out how to target the moms we want to reach (those returning to work).</li> <li>• Determine what questions we want to ask them, and how we want to administer the survey.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop the educational piece to provide moms returning to work.</li> <li>• Tap into MilkWorks, health depts, WIC, LLL, and other support groups as a way to gather info on which moms we want to reach.</li> </ul>	<ul style="list-style-type: none"> <li>• Review and finalize the document.</li> <li>• Develop a communication plan for reaching moms with this info.</li> <li>• Administer the survey.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute materials to moms.</li> <li>• Compile survey results.</li> <li>• Discuss next steps for what to do with the data.</li> </ul>	<ul style="list-style-type: none"> <li>• Make moms aware of their rights in the workplace.</li> <li>• Promote the BFF Award to moms.</li> <li>• Survey moms about breastfeeding in the workplace and how their impacted in relation to their breastfeeding goals.</li> </ul>