

Task Force Webinar Notes: May 12, 2016

Goal 1 Task Force: Sustaining the Coalition's Infrastructure Leadership: Kelli Hansen

IDEAS FOR KEY ACTIONS TO TAKE (YEAR 1).

Initial Ideas from Survey:

- Find additional funding sources (fundraising, private, grant opportunities) to increase income of NE BFC
- Additional promotion or advertising of NE BFC and activities to gain members and funding.
- Taking action in our community to promote our image - this can include talking to other pregnant/infant care establishments in our area about the information they provide, while offering information of our own.
- Outreach to smaller niches in the community (including teen moms and new mothers of different class/culture).
- Also, there are many events around town throughout the year that we can promote breastfeeding education/our purpose to.
- Determine funding opportunities/sources
- Create a 1-pager of coalition successes
- Conduct outreach efforts to funders/partners

Ideas from May 12 webinar:

- Create a list of priority partners/contacts; Create a list of potential funding opportunities/partners
 - Meet with defined # of key partners
 - Have a clear "ask" or intent of the meeting
- Create a one-pager of successes and strategic plans moving forward
- Create and outreach plan to communicate with key partners/organizations and spread the work about the BFC/strategy areas/opportunities to learn more
- Update the website to reflect the 3 priority areas and member engagement
- Outline key milestones along the way so we know we are on target with this strategy.
- Research additional grants and funding sources (grants, private funders, fundraising events, membership dues).
- Perform outreach to increase the number of members involved with the NBC and to bring awareness to NBC activities.
- Create and expand partnerships with state health departments, hospitals, WIC clinics, etc. to promote the NBC and breastfeeding.
- Brainstorm potential funding sources and coalition partners
- Set reasonable goals to keep things moving; ex: meet with 3 potential partners by the end of 2016
- Kelli and identified LT member(s) should set meetings with key players in the state to put the coalition in the forefront of their mind and develop key relationships.
- Research and brainstorm additional funding sources and apply
- Work to identify BF friendly person at each health department and also make contact with those people, promote the coalition and CBI

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IDENTIFIED WORK CLUSTERS AND RELEVANT ACTIONS (YEAR 1).

Funding:

- Create a list of priority partners/contacts; Create a list of potential funding opportunities/partners
 - Meet with defined # of key partners
 - Have a clear “ask” or intent of the meeting
- Research additional grants and funding sources (grants, private funders, fundraising events, membership dues).
- Brainstorm potential funding sources and coalition partners
- Research and brainstorm additional funding sources and apply

Outreach:

- Create and outreach plan to communicate with key partners/organizations and spread the work about the BFC/strategy areas/opportunities to learn more
- Perform outreach to increase the number of members involved with the NBC and to bring awareness to NBC activities.
- Create and expand partnerships with state health departments, hospitals, WIC clinics, etc. to promote the NBC and breastfeeding.
- Kelli and identified LT member(s) should set meetings with key players in the state to put the coalition in the forefront of their mind and develop key relationships.
- Update the website to reflect the 3 priority areas and member engagement
- Create a one-pager of successes and strategic plans moving forward
- defining role of BF friendly coordinator at each health department

Monitoring/Assessment:

- Set reasonable goals to keep things moving; ex: meet with 3 potential partners by the end of 2016
- Meet with defined # of key partners
- Outline key milestones along the way so we know we are on target with this strategy.

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TIMELINES AND LEADERSHIP (YEAR 1).

Cluster, Team	Quarter 1 (Jul-Sept2016)	Quarter 2 (Oct-Dec2016)	Quarter 3 (Jan-Mar2017)	Quarter 4 (Apr-Jun2017)	Victory!
<p>FUNDING</p> <p>WHO: Stacey, Nikki, Holly, and the leadership team (as needed)</p>	<ul style="list-style-type: none"> Brainstorm who the contacts (list of partners/ sources) might be, timeline of WHEN funding is available/ awarded Research additional grants and funding sources (grants, private funders, fundraising events, membership dues). [connection w/ cluster 2: one pager of successes completed to use for making contact with partners/sources] 	<p>identify and make contact with 2-3 partners</p>	<p>identify and make contact with 2-3 partners</p>	<ul style="list-style-type: none"> Identify and make contact with 2-3 partners 1-2 funding proposals submitted (qtrs 3/4) 	<ul style="list-style-type: none"> defined list of partner/sources specific # of contacts made on that list 1-2 funding proposals submitted at least 1 other source funding besides CDC and membership dues
<p>OUTREACH</p> <p>WHO: Stacey, Nikki, Holly, and the leadership team (as needed)</p>	<ul style="list-style-type: none"> Create a one-pager of successes and strategic plans moving forward Create the key contacts list Define NE BFC outreach activities 	<ul style="list-style-type: none"> Update the website to reflect the 3 priority areas and member engagement Revisit (and further define as needed) the outreach activities/plans Hold 2-3 meetings with new partners (blend with outreach activities as possible) 	<ul style="list-style-type: none"> 1-2 outreach activities complete Revisit (and further define as needed) the outreach activities/plans Hold 2-3 meetings with new partners (blend with outreach activities as possible) Update the website to reflect the 3 priority areas and member engagement 	<ul style="list-style-type: none"> 1-2 outreach activities complete Hold 2-3 meetings with new partners (blend with outreach activities as possible) 	<ul style="list-style-type: none"> updated website a list of key contacts, key players in the state/HDs defined communication outreach activities (qtrly newsletter, etc.)
<p>MONITORING/ ASSESSMENT</p> <p>WHO: Stacey, Nikki, Holly, and the leadership team (as needed)</p>					