

ABOUT THE NEBRASKA BREASTFEEDING COALITION

- **Our Mission** - Advancing the health of Nebraskans by making breastfeeding the norm through education, advocacy, and collaboration.
- **Our Vision** - A Nebraska where every family is supported to breastfeed through a strong, statewide network of advocates and lactation providers delivering quality, effective care - creating informed communities, equitable access, and a culture that values human milk.

GOALS & OBJECTIVES

Awareness & Education

Build awareness among lactation providers and promote membership through continuing education and networking.

- Increase membership by 35%, from 182 to 242.
- Host 4 quarterly member meetings annually.
- Offer continuing education (CERPs) before each quarterly meeting.
- Issue 12 monthly newsletters and 12 dedicated emails annually.
- Publish 100 educational social media posts annually.

Connection & Collaboration

Strengthen partnerships with organizations and businesses supporting breastfeeding and maternal-child health.

- Develop and sustain a network of organizational partners.
- Recognize at least 10 breastfeeding-friendly businesses annually.
- Collaborate with Nebraska DHHS to enhance statewide breastfeeding support.

Advocacy

Promote breastfeeding-friendly policies at local, state, and national levels.

- Provide monthly legislative and policy updates during Nebraska's legislative session.
- Act as a resource and advocate on breastfeeding policy issues at all government levels.
- Apply for National Breastfeeding Month proclamation through the Nebraska Governor's Office each August.

Impact

Increase visibility and access to qualified lactation providers.

- Expand the NE BFC online provider directory by 50%, from 104 to 156.
- Partner with relevant statewide organizations and Nebraska hospitals to establish a "Top Five Breastfeeding-Friendly" recognition program.

Representation & Inclusion

Ensure that our membership, leadership, and workforce reflect Nebraska's diversity.

- Maintain a membership and leadership with racial and rural representation that mirrors the population of Nebraska.
- Mentor at least 10 aspiring IBCLC candidates, focusing on candidates of color and rural communities.

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