

Nebraska Breastfeeding Coalition

# 2019-2021 Strategic Plan



## **About the Nebraska Breastfeeding Coalition**

### **Mission and Vision**

The Nebraska Breastfeeding Coalition is a network of individual members and organizational partners dedicated to improving the health of Nebraskans by making breastfeeding the norm through education, advocacy and collaboration. We work together to share information and partner in activities to increase breastfeeding rates across the state.

We meet quarterly with members of the coalition, interested parties and community breastfeeding advocates to share knowledge, resources and work towards our goals.

### **Coalition Leadership Team:**

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This report documents the strategy development process undertaken by the Nebraska Breastfeeding Coalition.

The report highlights the following:

- ☐ ***Strategy Café***
- ☐ ***Strategic Outcomes & Measures***
- ☐ ***Strategic Activities***

Questions regarding this report or the Coalition's progress toward their goals can be directed to:

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## Goals

- Increase communication and collaboration among persons committed to promoting and supporting breastfeeding
- Ensure that there are state and local laws and policies protecting breastfeeding
- Increase knowledge, skills, and positive perceptions related to breastfeeding among Nebraska healthcare providers
- Identify breastfeeding as a vital public health issue
- Create and maintain a positive environment supportive and accepting of breastfeeding

## Values

- **Integrity:** We act honestly and ethically.
- **Credibility:** We disseminate evidence-based information and promote best practices.
- **Inclusion:** We respect cultural differences and seek diversity in our membership.
- **Collaboration:** We embrace partnerships with organizations that support our mission and values.

# PHASE 1: Strategy Café

Focused Conversation—November 6<sup>th</sup>, 2018

The Nebraska Breastfeeding Coalition engaged in a focused conversation at the fall quarterly meeting to obtain member insights into the previous strategic plan work as well as to help begin facilitation of the new strategic plan for 2019-2021.

What worked in the previous strategic plan?  
What do we need to keep?

What work will help us achieve the mission of the Nebraska Breastfeeding Coalition?

What new insights do these conversations give you about the strategic work of the Nebraska Breastfeeding Coalition?

**NEBRASKA BREASTFEEDING COALITION**

*Strategy Café* 

KEEP	MISSION WORK	NEW INSIGHTS
<p><b>Education Promotion</b> (Speaker training)</p> <p><b>Website Support</b> (Public)</p> <p><b>KEEP GOAL #5</b> Links local efforts, bring in CEOs &amp; Cultural Diversity &amp; Inclusion</p> <p><b>CBI Initiative</b></p> <p><b>Community Empowerment</b> via social network</p> <p><b>CBI's</b> (Mother education &amp; resources)</p>	<p><b>Work force Development</b> of employees on District 5 level</p> <p><b>Engagement of stakeholders</b> (CEO, Executive health system, state/federal)</p> <p><b>Expand &amp; Communicate Support</b> in the Workplace</p> <p><b>CBI Summit</b> Diversity</p> <p><b>Training for Providers</b></p> <p><b>More prenatal education</b> &amp; more prenatal for herself</p> <p><b>Continuous Education</b> (online courses)</p>	<p><b>Big Opportunity to activate network</b> (10 CEO on panels &amp; activate members)</p> <p><b>Opportunities for small business communities to engage &amp; NEBFC</b></p> <p><b>Get more providers on board</b> of directing breastfeeding advice in program</p> <p><b>More diversity in peer lactation support</b></p>
<p><b>KEEP GOAL #1</b> Focus on funding and/or expand hospital/lactation partners</p> <p><b>KEEP GOAL #2</b> Educate on &amp; empower local providers, parents, lactation leaders</p> <p><b>KEEP GOAL #3</b> Build a network of support</p> <p><b>KEEP GOAL #4</b> Increase visibility of lactation support</p> <p><b>KEEP GOAL #6</b> Increase visibility of lactation support</p> <p><b>KEEP GOAL #7</b> Increase visibility of lactation support</p>	<p><b>Workforce</b> (more staff, more support)</p> <p><b>Engagement</b> (more stakeholders, more support)</p> <p><b>Expand &amp; Communicate</b> (more support, more visibility)</p> <p><b>CBI Summit</b> (more diversity, more support)</p> <p><b>Training for Providers</b> (more prenatal education, more prenatal for herself)</p> <p><b>More prenatal education</b> (more prenatal education, more prenatal for herself)</p> <p><b>Continuous Education</b> (more online courses, more online courses)</p>	<p><b>Common Themes</b> (workable, measurable, achievable)</p> <p><b>LOTS OF WORK TO DO!</b> (more support, more visibility)</p> <p><b>Increase number of CEOs in northern NE</b> (more support, more visibility)</p> <p><b>Help families approach for their needs and find lactation resource</b> (more support, more visibility)</p> <p><b>Increasing Ed for nurses - strategies to be successful</b> (more support, more visibility)</p> <p><b>Increasing visibility with local business</b> (more support, more visibility)</p>

Keep	Mission Work	New Insights
<ul style="list-style-type: none"> <li>• Education Promotion (speakers, training)</li> <li>• Worksite Support (toolkit)</li> <li>• Keep Goal #1 – focus on funding and securing hospital / organizational partners</li> <li>• Keep Goal #2 – Education &amp; evidence-based practices, prescribe breastfeeding focus OB clinics</li> <li>• Keep Goal #5 – Links local efforts; bring in CBE’s and cultural diversity and inclusion</li> <li>• CBI Initiative</li> <li>• Community Empowerment via social networking</li> <li>• CBI’s (member networking; increased diversity)</li> <li>• Visibility of lactation specialists / support</li> <li>• Really? Really Toolkit</li> <li>• Training Opportunities (CLC / IBCLC)</li> <li>• Relevant resources (RR toolkit for clinics, WIC resources, worksite toolkit)</li> <li>• Survey, Evaluation assessment</li> <li>• BF education (Really? Really) messages – being sure to capitalize on social media outlets</li> <li>• CBI’s (brings “credit” to the powers that be to focus on this work!)</li> <li>• Training opportunities (CLC &amp; IBCLC) = workforce development</li> <li>• Worksite education &amp; support</li> <li>• Social media presence</li> <li>• LT infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce development with emphasis on diversity and peer to peer</li> <li>• Expand and continue support in the workplace</li> <li>• Culturally diverse education (more peer to peer &amp; CBE efforts)</li> <li>• Formalize and increase partnership with ACLU (possibly others as well)</li> <li>• Availability of lactation support in rural areas</li> <li>• Continuing education (staying current)</li> <li>• Engagement of stakeholders (insurance, health systems, state, business)</li> <li>• More CLC / IBCLC and trained MDs or non-medical professionals (on Coalition; advocacy partners)</li> <li>• CBI Summit</li> <li>• Increase diversity</li> <li>• Training and advocacy for physicians</li> <li>• More prenatal education – mom can advocate for herself</li> <li>• Expand and maintain support for CBIs</li> <li>• Intersect clinical and community and decrease barriers (cultural, rural vs urban, etc.)</li> <li>• Drive collaborative efforts (shared, digital resources; ongoing calls)</li> <li>• Goals – advocate – celebrate</li> <li>• Breastfeeding training / education</li> <li>• Having a champion in each sector (providers, public health, education, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Big opportunity to evolve worksite (ID champions and activate membership)</li> <li>• Opportunities for more (small) communities to engage with NeBFC</li> <li>• Get more providers on board with discussing breastfeeding earlier in pregnancy</li> <li>• More diversity in peer lactation support</li> <li>• Imperative for NeBFC to serve as liaison between community &amp; clinical spaces to support local efforts</li> <li>• Lots of work to do! (progress varies across communities; opportunities to connect CBIs / Champions)</li> <li>• Increase number of CLCs in western NE</li> <li>• Identify / connect with champions across sectors (businesses, hospitals, primary care, WIC, LPHD)</li> <li>• Common themes (worksite, workforce development)</li> <li>• A greater presence for advocacy and policy development (legislative)</li> <li>• Help families advocate for their needs and find lactation resources</li> <li>• Increasing Ed for moms – she has to be her own advocate</li> <li>• Buy-in from admin, provider, workforce</li> <li>• Increase non-medical professional involvement; crossing “spheres” and expanding who is at the table</li> <li>• More non-medical lactation support</li> <li>• Leveraging existing work (WIC, local coalitions, VNA, CBIs, etc.)</li> </ul>

## PHASE 2: TWO-YEAR STRATEGIC PLAN

All Day Workshop—Jan 29<sup>th</sup> 2019

Over the course of a one-day meeting in Lincoln, NE, the Leadership Team embarked upon a two-year strategic planning process. Based on the discussions within the strategy café four key strategic areas of focus were identified:

- Advocacy
- Professional/Workforce Development
- Coalition infrastructure
- Community breastfeeding initiative (CBI) support

### Strategic Outcomes:

For fiscal years 2019-2021, this strategic plan aims to advance the mission of the Nebraska Breastfeeding Coalition by:

#### **Advocate more intentionally to normalize breastfeeding:**

We will advance our position as a leader in advocacy and public policy by leveraging our social media and community presence to better highlight current advocacy activities.

#### **Increase support for the current breastfeeding workforce:**

We will develop new strategies to better understand the state workforce as well as offer opportunities for continuing education.

#### **Enhance statewide engagement and support of the Nebraska Breastfeeding Coalition:**

We will diversify and secure funding opportunities and create partnership/membership development plans.

#### **Bridge state to local resources that enhance community support across Nebraska:**

We will increase the number of CBI locations and diversify our members across a broader geographic area.

**Strategic Outcome:** Advocate more intentionally to normalize breastfeeding:

**Strategic Measurement:** # of FB likes, FB post activity (shares/views), newsletter/website views

Strategic Activity #1: **Increase social media presence by 25%**

1. Streamline internal process for managing social media content
2. Increase social media presence with more frequent relevant content
3. Enhance relationships with community stakeholders by sharing content and resources
4. Post content specific to workplace laws, policies and planning more return-to-work.

Strategic Activity #2: **Develop and disseminate communication tools for members/moms to use**

1. Develop 1-pager on return-to-work for community partners and moms identifying resources available
2. Collaborate with Go NAP SACC team to update the breastfeeding milk storage guidelines and handouts for moms.
3. Update the website with up-to-date resources for moms on the following topics: 1) workplace; 2) child care

**Strategic Outcome:** Increase support for the current breastfeeding workforce, including lactation consultants (IBCLC), certified lactation consultants (CLC), community breastfeeding educators (CBE), physicians, nurses, WIC staff, dietitians, and others:

**Strategic Measurement:** # of IBCLCs and CLCs in NE; # of educational opportunities

Strategic Activity #1: **Assess & summarize current workforce climate and educational needs.**

1. Update the membership application to better capture workforce/educational needs, and pertinent community information
2. Establish annual report on # IBCLCs and CLCs in Nebraska, membership workforce demographics, trainings, and other professional development opportunities (reference 2013 GSCN Survey). Create and disseminate an environmental scan for the breastfeeding workforce
3. Offer 2 continuing education opportunities state-wide

**Strategic Outcome:** Enhance statewide engagement and support of the Nebraska Breastfeeding Coalition:

We will diversify and secure funding opportunities and create partnership/membership development plans.

**Strategic Measurement:** # of NE BFC members; # of NE BFC Organizational Sponsors; # of proposals submitted; # of funds received

Strategic Activity #1: **Membership Engagement/Drive**

1. Assess and summarize current membership, including demographics and equity
2. Conduct membership drive in August 2019
3. Develop innovative strategy to engage workplace partnerships

**Strategic Activity #2: Submit proposals for grants and sponsorships to support the NE BFC strategic plan**

Strategic Activity:

1. Submit 2 grants by the end of 2019 and 2 grants by the end of 2020
2. Develop excel sheet with current and future grant opportunities
3. Identify back-up funding strategies in the event of grant rejections

**Strategic Outcome: Increase support, training and educational opportunities for CBI communities and stakeholders.**

**Strategic Measurement:** # of CBI affiliates established; # of CBI participation in meetings and education opportunities; estimated # of moms/babies reached in each CBI with current activities; annual satisfaction survey of CBI r/t networking/TA support.

Strategic Activity #1: **Explore provider training**

1. Contact iAble to discuss training/partnership
2. Discuss opportunities with CBI communities
3. Schedule training
4. Host Training

Strategic Activity #2: **Complete CBI survey/interview needs assessment**

1. Review previous CBI survey results
2. Develop survey/interview questions
3. Determine outreach strategy to CBIs
4. Compile needs assessment results

Strategic Activity #3: **Explore breastfeeding training for childcare providers**

1. Utilize existing partnerships for work being done to explore options for readily accessible breastfeeding support training
2. Promote existing trainings

Strategic Activity #4: **Provide networking and technical support for CBI communities**

1. Host event after Olson Center Conference
2. Provide mini-grants to CBI communities

Strategic Activity #5: **Explore affiliation charters between NE BFC and local CBI teams**

1. Gather and incorporate CBI input to develop the affiliation charter
2. Develop strategy for quarterly or annual report of CBI activities