

# Florida Breastfeeding Coalition, Inc.

## STRATEGIC GOALS: 2015-2020

### MISSION STATEMENT

To improve the health of Floridians by working collaboratively to protect, promote and support breastfeeding.

### BOARD OF DIRECTORS' RESPONSIBILITY

It is the responsibility of the Board of Directors to direct the Florida Breastfeeding Coalition towards achieving its mission and legacy.

### STRATEGIC GOALS: 2015- 2020

The Florida Breastfeeding Coalition has adopted the following strategic goals to achieve its mission and legacy:

**Goal A:** *Ensure that quality breastfeeding services are an essential component of health care for all families.*

#### Objectives:

1. Advocate for adoption of evidence based breastfeeding standards, guidelines, and regulations for facilities providing maternity and infant health care services. Recognizing the important role of hospitals in helping women begin breastfeeding, using Healthy People 2020 Goals set for hospitals.
  - Support policies aimed to reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life (MICH-23).
  - Promote evidence-based practices supportive of breastfeeding to hospitals, including ALL of the WHO/UNICEF Ten Steps to Successful Breastfeeding and employment of International Board Certified Lactation Consultants.
  - Promote the 10-Steps to Baby Friendly Program to maternity hospitals by encouraging policy and implementation of the WHO/UNICEF's *Ten Steps to Successful Breastfeeding*, which has been endorsed by the American Academy of Pediatrics. At least 90% of delivering hospitals in the state of Florida will achieve at least half of the 10-Steps by 2020.
  - Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies (MICH-24) ( 13).
  - Promote the Florida Quest for Quality Maternity Award Project and the Baby-Friendly Hospital Initiative (BFHI) to hospitals, and recognize hospitals who achieve the designations by recognizing them with the highest award of five stars, sending certificate of recognition and listing them on the FBC website.
  - Provide recognition to those hospitals who have obtained the designation of Baby Friendly on the FBC website.
2. Ensure that health care professionals have the knowledge and resources to make evidence-based recommendations and treatment decisions that optimize breastfeeding outcomes.
  - Encourage and support hospitals to develop a written policy on breastfeeding based on WHO/UNICEF Ten Steps to Successful breastfeeding.
  - Advocate for the elimination of the distribution of formula marketing materials and formula discharge bags through health care professionals and the health system. Develop and implement the Ban the Bag initiative statewide in Florida with recognition on FBC website of healthcare offices and hospitals who DO NOT distribute commercial infant formula gift bags.
3. Promote collaborative relationships with stakeholders.
  - Assist the Florida Department of Health (DOH), the Centers for Disease Control and Prevention (CDC), the United States Breastfeeding Committee (USBC) and other partners in disseminating information and promoting programs and initiatives related to improving breastfeeding outcomes in maternity and infant health services.
  - Partner with local coalitions to hold continuing education conferences for health professionals.
  - Disseminate available trainings and other resources to promote evidence-based practice related to breastfeeding.
  - Provide and maintain an electronic list serve ( i.e. - email groups, newsletter, social media) to disseminate information to health care workers in Florida on the Florida Quest For Quality and Baby Friendly Hospital Initiative.

**Goal B:** *Increase public awareness and acceptance of breastfeeding.*

**Objectives:**

1. Advocate for the normalization of breastfeeding in public.
  - Support breastfeeding coalition public awareness initiatives that support breastfeeding. For example, the Anytime, Anywhere Business Campaign, display "Breastfeeding Friendly Establishment" decals, Big Latch On, Quintessence International Breastfeeding Challenge.
  - Assist FL DOH and other partners in advocating and promoting programs and/or initiatives related to breastfeeding laws and the right to breastfeed in public.
2. Increase community support of breastfeeding.
  - Disseminate literature or information to directly impact breastfeeding support by dads & grandparents.
  - Continue to promote state and local resources for breastfeeding support by social media and FBC website.
  - Network with health professional organizations, Florida Lactation Consultant Association, FL WIC, FL DOH, La Leche League in Florida, and other sources of professional, paraprofessional, and mother-to-mother support to strengthen the breastfeeding community support system in Florida.
3. Educate the general public, policymakers, lactating mothers and maternal-child professionals about the benefits of breastfeeding for families and the community.

**Goal C:** *Ensure that women's civil rights are protected under federal and state breastfeeding policies.*

**Objectives:**

1. Develop and maintain a legislative presence to promote breastfeeding as a health policy issue.
  - Network with other statewide organizations to develop and advocate for strong breastfeeding policy agendas in legislative session.
  - Assure that the public and breastfeeding mothers have access to breastfeeding laws and policies by posting existing and proposed national and state policies, laws and legislation on the FBC website
2. Support USBC's legislative agenda related to ensure that women and their families in the workforce are supported in optimal breastfeeding.
3. Support/advocate for state legislation to require or incentivize workplace accommodations. Encourage implementation of worksite lactation support policies for Florida businesses.

**Goal D:** *Assist mothers and employers in the promotion and protection of breastfeeding in the workplace and child care setting.*

**Objectives:**

1. Promote the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER AWARD to businesses.
  1. Partner with other coalitions or organizations to use the Business Case for Breastfeeding toolkit and other strategies to assist businesses to achieve the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER status (i.e. - Chamber of Commerce, Daycares, Florida Commission of Human Relations).
  2. Educate other partners/organizations about the need for worksite lactation accommodation and support, and about the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER AWARD program.
  3. Encourage employers including hospitals, state agencies, local health, human services and other healthcare settings to become a FLORIDA BREASTFEEDING FRIENDLY EMPLOYERS. Canvass and award 5-10 Florida Breastfeeding Friendly Employer Award

- annually.
  - Recognize the FLORIDA BREASTFEEDING FRIENDLY EMPLOYERS by listing designated employers on the FBC website.
  - Conduct/coordinate Business Case for Breastfeeding trainings and events.
  - Increase awareness about the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER AWARD i.e.- social marketing campaigns
2. Expand Employer Award to include child care facilities (child care centers and homes).
    - Create training resources for child care providers to include live/recorded webinars, PowerPoint presentations, etc.
    - Canvass and award 20 Child care centers and/or homes with the Florida Breastfeeding Friendly Employer Award annually.

**Goal E:** *Ensure that FBC is a sustainable and effective organization, funded, structured, and aligned to meet its mission and vision. .*

**Objectives:**

1. Establish a business plan to secure and maintain funding to support achievement of the strategic goals, and reserves to cushion against the unexpected.
  - a. Continue to seek grant/project funding opportunities.
  - b. Continue to identify potential fund raising opportunities.
  - c. Seek sources of ongoing sponsorship.
  - d. Explore and identify potential funding sources, which could lead to having paid staff member(s).
2. Maintain a strong governance framework, including a committee structure that mobilizes members and volunteers to collaborate to support achievement of the strategic goals, while making the best use of their unique skills and expertise.
  - a. Develop policies and procedures to support the FBC governance model.
  - b. Develop a volunteer staffing structure to support achievement of strategic goals
3. Develop a recruitment strategy to build and maintain FBC annual membership (ie – volunteers, sponsors, representatives, etc)
  - a. Continue to build a multi-sectored, diverse membership and cultivate appropriate strategic partnerships.
4. Serve as an expert voice and a clearinghouse of breastfeeding information.
  - a. Compile an annual report of FBC activities.
  - b. Ensure FBC presence at professional conferences.
  - c. Maintain a strong web presence by updating, enhancing, and maintaining the FBC website.
  - d. Develop and implement a media strategy to respond to and to publicize breastfeeding related events (e.g. – press release)
  - e. Highlight successful breastfeeding programs and initiatives on the FBC website.
5. Provide and support assistance for development of new and existing community coalitions within Florida.
  - a. Maintain a strong partnership with and provide support for a network of local breastfeeding coalitions.
6. Assist with the surveillance and dissemination of breastfeeding statistical data at the local, regional as state level.