

Nebraska Breastfeeding Coalition

November 6, 2018

Strategy Café

Meeting Purpose: To gain input from Coalition membership on strategy for the next 1 – 3 years.

The membership began the meeting by reviewing the existing strategic plan and then moved into answering the following questions:

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

KEEP

Education Promotion (speakers, training)
KEEP GOAL #1
 Focus on funding and securing hospital/organization partners
Survey, evaluation, assessment

Worksite Support (adult)
KEEP GOAL #2
 Education & evidence based practices, describe breast feeding focus CBE clinics
BF education (moms), messages - bring state to popularize on social media efforts

KEEP GOAL #5
 Links local efforts bring in CBE's & cultural diversity & inclusion
Visibility of lactation specialty support

CBI Initiative
Ready? Really? Train?
CBI's
"Beats" "reaches" "for the people" "finds" "for the people" "finds" "for the people"

Community Empowerment via social network
Training opportunities CBE/IBCLC
CBI's
(mother relationship) (diversity)

Relaxant Resources
(BIB, media for lactation, lact. resources, speakers, etc.)

MISSION WORK

Work force Development w/ emphasis on Direct & Peer to Peer
Expand & Continue Support in the Workplace
Culturally diverse education
Formalize and increase partnership with NACLC (possibly others as well)
Availability of Lactation Support in Rural Areas
Continuing Education (starting current)

Engagement of Stakeholders
More CBE/IBCLC & trained NDE in non-traditional professionals
CBI Summit
Increase Diversity
Training for Physicians
More prenatal education: moms can advocate for herself

Expand & Maintain support for CBE's
Intersect clinical and community and domestic barriers (cultural, racial, etc.)
Drive Collaborative efforts
Shared digital resources
Celebrate
Breastfeeding training/education
Having a champion in each sector (private, public health, education, etc.)

NEW INSIGHTS

Big Opportunity to involve worksite (IBCLC champions to activate membership)
Opportunities for more (small) communities to engage & NEBFC
Get more providers on board w/ discussing breastfeeding earlier in pregnancy
More diversity in peer lactation support

Impartative for NEBFC to serve as a catalyst
Common Themes (worksite, workforce development)
LOTS OF WORK TO DO!
Increase number of CBE's in Western NE
Help families advocate for their needs and find lactation resources
Increasing Ed for moms - She has to be her own advocate
Increasing Ed for moms - She has to be her own advocate

Early in front
More non-med lactation support
More non-med lactation support
More non-med lactation support

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

Leadership Team Strategy Work

The leadership team of the Nebraska Breastfeeding Coalition built off the previous conversation to begin strategic planning for the next 1 – 3 years.

Strategy Area: CBI Support, Development, and Dissemination
Why is it important for the Nebraska Breastfeeding Coalition to be doing this? <ul style="list-style-type: none"> • Unite with common goals • Provide resources “not re-invent the wheel” • Extend our reach • Need • Part of our mission
What have we accomplished to date? What do we have in place? <ul style="list-style-type: none"> • Really? Really, BC & BF toolkits • Existing CBIs (17) • Success stories • Provided funding for work • Continued interest in accomplishing more • Opportunities for networking
What are the main goals of this strategic direction over the next 1 – 3 years? <ul style="list-style-type: none"> • Dissemination and utilization of toolkits • Yearly training, offering • Annual assessment of needs of communities • Increase number by 2 per year • Increased western / rural CBIs • Provide biennial CBI Summit
What are the key milestones over the next 1 – 3 years that will result from this strategic direction? <ul style="list-style-type: none"> • Identify CBIs goal setting / technical assistance needed • Networking opportunities quarterly • Expand Really? Really and BC & BF toolkits • Provide 2 – 3 webinars annually • Identify communities interested in expanding their BF efforts (include at least 1 rural) • Recognition of interconnection of strategic goals and maximizing efforts • Development of templates for “asks” for sustaining CBIs • CBI Summit provided
What are the potential data / data sources that we could use to measure or support this strategic direction? <ul style="list-style-type: none"> • Annual survey of CBIs • # of CBIs and location • # of toolkits disseminated • Mom stories of success • PRAMS, WIC • Number of moms reached • Number of stakeholders • Increase capacity for evaluation and sustainability

Strategy Area: Clinical Workforce Development
Why is it important for the Nebraska Breastfeeding Coalition to be doing this? <ul style="list-style-type: none"> • Members are asking • No other leader in this space • Mission related • CBP training for continuing ed recognized for certifications or professional licensure
What have we accomplished to date? What do we have in place? <ul style="list-style-type: none"> • Trainings • Developed a lot of CLCs & offered continuing education • Empowering Moms – supermoms • Created a demand • Lacking diversity, measurement / evaluation, understanding of existing workforce
What are the main goals of this strategic direction over the next 1 – 3 years? <ul style="list-style-type: none"> • Engage with existing WFD opportunities • Olson Center, LEARN, WIC Conferences, Head Starts, CBE (MilkWorks), Health Systems, NAPSACC, Healthy Start • To identify gaps, overlap, who serving, opportunities to influence offerings with lens of equity • ID and define workforce from peer → MD with BF certification
What are the key milestones over the next 1 – 3 years that will result from this strategic direction? <ul style="list-style-type: none"> • Documentation of existing WFD opportunities (leverage CBIs to build document) • Identify gaps • Develop webinar series (consider physician perspective) • Build the case for it in context of current health needs (i.e., how BF relates to individual health) to seek funding • Environmental scan (What does BF workforce look like?) • Ask UNMC's Family residents about BF in rural communities
What are the potential data / data sources that we could use to measure or support this strategic direction? <ul style="list-style-type: none"> • Survey (workforce status) • Stakeholders coming to table • Webinar participation and satisfaction • Funding received based on case made • Of the gaps identified by documented; of WFD opportunities or environmental scan – how many could this work address?

Strategy Area: Coalition Infrastructure and Partnership and Membership Development
Why is it important for the Nebraska Breastfeeding Coalition to be doing this? <ul style="list-style-type: none"> • Sustain the coalition • Maximize our capacity • Have credibility and growth potential
What have we accomplished to date? What do we have in place? <ul style="list-style-type: none"> • More formalized leadership structure • Memberships – individual and organizational with processes • Had 5 membership drives • White page • Sponsorship page • Willingness of people to do work • Website, social media • Regular attendance at quarterly meetings • A couple strong funding partners • Quarterly meetings
What are the main goals of this strategic direction over the next 1 – 3 years? <ul style="list-style-type: none"> • Diversify and secure funding from other organizations or sources • Ensure all leadership team roles are filled • Secure new fiscal agent / partner • Annual bylaw and policy review and identify need for additional, policy & procedures • Create a partnership development plan • Create a membership development plan
What are the key milestones over the next 1 – 3 years that will result from this strategic direction? <ul style="list-style-type: none"> • Leadership team serving in defined roles • 100 paid individual memberships (\$2,500) • Completed partnership development plan • Completed membership development plan • 1 new hospital partnership • Meeting sponsor and partner highlight • Text to donate at quarterly meetings
What are the potential data / data sources that we could use to measure or support this strategic direction? <ul style="list-style-type: none"> • Funding dollars • # of membership demographics & report <ul style="list-style-type: none"> ○ Focus on geographic & cultural diversity

Strategy Area: Advocacy

Why is it important for the Nebraska Breastfeeding Coalition to be doing this?

- Part of our mission statement
- Collective, strong voice
- No one else is doing this – to inform good policy
- Timing is good – no state dollars

What have we accomplished to date? What do we have in place?

- LB 197 – Breastfeeding protection
- Ties with ACLU
- Robust social media following
- Worksite toolkit / Really? Really.
- Everything we do is advocacy
- Access to a lot of stories
- Membership investment – potential to mobilize
- Collective voice

What are the main goals of this strategic direction over the next 1 – 3 years?

- Enhance presence at systems level (hospitals, communities, etc.)
- Process for responding to change / grievances (referral network)
- Increase opportunities for personal experience sharing
- Advocate for legislation that reduces inequities (build legislative awareness / connections)
- Getting lactation visits paid for through insurance (gathering data to make the case)
- Social media calendar (suggested post / image) – Mom share Mondays
- White papers on workforces support, prenatal support, etc.
- Establish NeBFC as the advocate voice for breastfeeding in Nebraska

What are the key milestones over the next 1 – 3 years that will result from this strategic direction?

- Quarterly or annual advocacy themes or topics (connect quarterly meeting, social media, etc.)
 - Link to legislative session; build up to that with issue briefs
- Procedure for how to address mom's grievances
- Success stories documented (increase supermoms, develop story bank / develop a platform)
- Increase our presence
- Increase membership / diversity
- ID and meet with potential advocacy partners (NMA? DHHS? ACLU?)
- Understand where key advocacy / legislative action is needed
- Determine who should be at the table for advocacy conversations
- White paper development (moms, prenatal providers)

What are the potential data / data sources that we could use to measure or support this strategic direction?

- Member tracking
- Social media (likes / # of shares)
- Survey on coalition page (ask a few questions); capture as much as possible in 1 survey (annual member survey)
- Success stories
- PRAMS data
- What are other states doing?
- # of advocacy partner meetings
- Did we help Moms with grievances? Was the issue resolved?
- Increase in worksites (baseline _____; Increase to _____)

Miscellaneous Documentation



