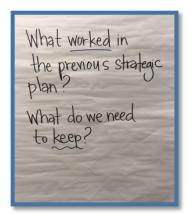
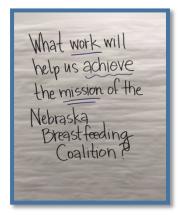
Nebraska Breastfeeding Coalition

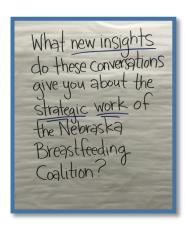
November 6, 2018 Strategy Café

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:









	Keep	Mission Work	New Insights
•	Education Promotion	Workforce development with	Big opportunity to evolve
	(speakers, training)	emphasis on diversity and	worksite (ID campions and
•	Worksite Support (toolkit)	peer to peer	activate membership)
•	Keep Goal #1 – focus on	Expand and continue support	Opportunities for more (small)
	funding and securing hospital	in the workplace	communities to engage with
	/ organizational partners	 Culturally diverse education 	NeBFC
•	Keep Goal #2 – Education &	(more peer to peer & CBE	Get more providers on board
	evidence-based practices,	efforts)	with discussing breastfeeding
	prescribe breastfeeding focus	Formalize and increase	earlier in pregnancy
	OB clinics	partnership with ACLU	More diversity in peer
•	Keep Goal #5 – Links local	(possibly others as well)	lactation support
	efforts; bring in CBE's and	Availability of lactation	Imperative for NeBFC to serve
	cultural diversity and inclusion	support in rural areas	as liaison between community
•	CBI Initiative	Continuing education (staying	& clinical spaces to support
•	Community Empowerment via	current)	local efforts
	social networking	Engagement of stakeholders	Lots of work to do! (progress
•	CBI's (member networking;	(insurance, health systems,	varies across communities;
	increased diversity)	state, business)	opportunities to connect CBIs
•	Visibility of lactation	More CLC / IBCLC and trained	/ Champions)
	specialists / support	MDs or non-medical	Increase number of CLCs in
•	Really? Really Toolkit	professionals (on Coalition;	western NE
•	Training Opportunities (CLC /	advocacy partners)	Identify / connect with
	IBCLC)	CBI Summit	champions across sectors (businesses, hospitals, primary
•	Relevant resources (RR toolkit	Increase diversity	care, WIC, LPHD)
	for clinics, WIC resources,	Training and advocacy for physicians	Common themes (worksite,
	worksite toolkit)	physicians	workforce development)
•	Survey, Evaluation assessment	 More prenatal education – mom can advocate for herself 	A greater presence for
•	BF education (Really? Really)	Expand and maintain support	advocacy and policy
	messages – being sure to capitalize on social media	for CBIs	development (legislative)
	outlets	Intersect clinical and	Help families advocate for
	CBI's (brings "credit" to the	community and decrease	their needs and find lactation
	powers that be to focus on	barriers (cultural, rural vs	resources
	this work!)	urban, etc.)	Increasing Ed for moms – she
•	Training opportunities (CLC &	Drive collaborative efforts	has to be her own advocate
	IBCLC) = workforce	(shared, digital resources;	Buy-in from admin, provider,
	development	ongoing calls)	workforce
•	Worksite education & support	Goals – advocate – celebrate	Increase non-medical
•	Social media presence	Breastfeeding training /	professional involvement;
•	LT infrastructure	education	crossing "spheres" and
	-	Having a champion in each	expanding who is at the table
		sector (providers, public	More non-medical lactation
		health, education, etc.)	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?

- 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?

- 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?

- 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?

- 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

- 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?

- 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?

- 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?

- 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?

- 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

- 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?

- Sustain the coalition
- Maximize our capacity
- Have credibility and growth potential

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

- 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?

- 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?

- 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

- Funding dollars
- # of membership demographics & report
 - o 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)

- 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

