Nebraska Breastfeeding Coalition - Year 2 Strategic Plan

**Goal 1: Leader – Kelli Hansen, LT Members – Holly Dingman, Arli Boustead**

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| **Strategy Name** | **Activities** | **Victory** |
| **FUNDING OUTREACH** | * Review membership list and organizational partners and identify who
* Use the membership survey to help develop best friends
* Have a plan to evaluate membership base (Tami’s formula)
 | * Secure $20,000 from funding partners for operational expenses
* Identify 3 key funding partnerships to develop
* Successful 2017 Membership Drive of 100 paid members
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| **ADVOCACY OUTREACH** | * Newsletters to highlight 5 goals and how to take action, including legislation
* Membership meetings with an average of 35 attending
* 4 Quarterly leadership team meetings and 2 strategic planning meetings
 | * 4 Quarterly Electronic Newsletters
* Obtain information on current breastfeeding legislation with DHHS
* 4 Quarterly Meetings (coalition and leadership team)
* 4 key stakeholder meetings
* Identify a membership chair
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| **MONITORING STRATEGIC GOALS** | * Review Kayla’s document and Douglas County CHIP and merge
 | * Have a template for evaluation of all strategic plan work (internal)
* Have a communication tool to share with membership quarterly (external)
* Get all pertinent coalition documents in a shared dropbox/drive
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**Goal 2 – Healthcare Provider: Leader – Arli Boustead, LT Members – Tina Goodwin, Corrine Jarecke**

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| **Strategy Name** | **Notes** | **Victory** |
| **BUILDING AND SUPPORTING THE LACTATION WORKFORCE** | * $660 for the exam, and $850 for Linda's class, with a member discount to $650
* Priority given to CBEs, and X number for minorities
* Other tasks TBD
 | * Increase the number of CLCs in Nebraska by 75 participants
* Supporting 25 individuals to advance lactation knowledge, resulting in X new IBCLCs
* Engagement plan for follow up
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| **PRIMARY CARE PROFESSIONAL EDUCATION (prenatal {midwife, OB, family practice} clinic focus this year)** | * CBEs taking into CBI
* Other tasks TBD
 | * Complete Really? Really. toolkit
* Develop dissemination model with key partners and measures
* Pilot this in a minimum of 2 clinics
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**Goal 3 – Worksite Support: Leader – Shannon Sands, LT Member – Tami Frank**

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| **Strategy Name** | **Notes** | **Victory** |
| **EMPLOYER EDUCATION** | * Tasks TBD
 | * Baseline knowledge of employers is established
* Business Case Training is created and piloted in Omaha
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| **EMPLOYER RECOGNITION** | * Tasks TBD
 | * Reviewed and updated BFF Award
* Established BFF communication plan
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**Goal 4 – Empowering Moms: Leader – Amy Potratz, LT Member – Rachel Sazama**

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| **Strategy Name** | **Notes** | **Victory** |
| **WORKING MOTHER EDUCATION AND ADVOCACY** | * Tasks TBD
* Consider collaboration with Grand Island WIC virtual return to work
 | * Developing education based on survey results for two sectors including return to work resources
* See an increase in BFF Awards
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**Goal 5 – Community Breastfeeding Initiatives: Leader – Tami Frank, LT Members – Sara Brown, Kelli Hansen**

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| **Strategy Name** | **Notes** | **Victory** |
| **CBI MINI GRANT** | * Activities TBD
 | * Updated application and scoring
* Distributed money to 4 CBIs
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| **CBI SUPPORT/TECHNICAL ASSISTANCE** | * Other activities TBD
* Identify what CBI work plan is for the year
 | * Develop a strategy for ongoing CBI support (new and existing)
* Establish regular communication with active CBIs that fosters networking
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