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 |
| **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 |
| **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 |

**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 |
| **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 |

**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 |
| **EMPLOYER RECOGNITION** | * Tasks TBD | * Reviewed and updated BFF Award * Established BFF communication plan |

**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 |

**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 |
| **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 |