

San Diego County Breastfeeding Coalition 3-Year Strategic Plan – 2008-2010

Approved February 7, 2008

Mission:

The San Diego County Breastfeeding Coalition is a non-profit association whose mission is to promote and support breastfeeding through education, outreach and advocacy in our community.

Vision:

- Breastfeeding will be the norm in San Diego County for at least the infant's first year of life and preferably longer.
- All healthcare professionals in San Diego County will be knowledgeable about, promote, and provide support for breastfeeding.
- Every woman will have access to the information, resources and community support necessary to breastfeed for as long as she wishes.
- The San Diego County Breastfeeding Coalition will be recognized as the key coordinating resource for breastfeeding issues and support in San Diego County.

Values:

- Breastfeeding is a health, social, ecologic, and economic resource for our community.
- Mothers have the right to make an informed choice regarding their infants' feeding.
- Community acceptance and support are integral components of breastfeeding success.
- Health professionals, business leaders and policy makers have a critical role in the support and promotion of breastfeeding.
- Breastfeeding is an integral component of parenting, and the family an essential part of breastfeeding support.
- We provide current, accurate, scientifically valid and culturally sensitive information.

GOAL 1.0: IMPROVE ACCESS TO COMPREHENSIVE, CURRENT, AND CULTURALLY APPROPRIATE LACTATION CARE AND SERVICES FOR ALL WOMEN, CHILDREN AND FAMILIES IN SAN DIEGO COUNTY.				
OBJECTIVES	STRATEGIES	RESPONSIBILITY	IMPLEMENTATION DATE(S)	DOCUMENTATION & EVALUATION
Objective 1.1: Education	1.1.1: Maintain & Update SDCBC Website. Increase resources on site.	Wight/Neff-Powell	Ongoing	# hits/month User feedback
	1.1.2: Produce and disseminate at least 2 theme-based newsletters/yr	Wight/Neff-Powell	2008, 2009, 2010	
	1.1.3: Disseminate 2008 Hale Book to ERs/clinics with bookplate and letter with help of AAP Chapter 3.			
	1.1.4: Provide CME at general coalition meetings 6X/yr	Wight	Ongoing	# participants & evals
	1.1.5: Provide RCHSD WBW Grand Rounds and Mini-Seminar 1X/yr	Wight	Aug 2008, 2009, 2010	# participants & evals
	1.1.6: Provide On-Line CME 6/yr	Wight	Ongoing	# users; \$ income
	1.1.7: 2 day Conference every 2-4 years	Wight	2009	Attendance, income, evals
	1.1.8: Develop flipchart/resource packet for use at CPSP sites	Wight,/Boies/ Conrad	2008	
	1.1.9: Revise CHHC Breastfeeding Resource Book and issue joint SDCBC and RCHSD publication (evidence-based family and professional handouts)	Pletcher/Wight	2009	# sold, distributed Evals
Objective 1.2: Advocacy	1.2.1: Update & distribute Breastfeeding Resource Guide 1X/yr in English and Spanish with sponsor for each issue. Expand distribution (?Welcome Home Baby, CPSP, other).	Wight/Pletcher/ Conrad	2008,2009,2010	Number distributed and sites using
	1.2.1: WBW Lanyard/Badgeholder exchange in each county birthing hospital	All	2008, 2009, 2010	
	1.2.2: Produce and distribute breastfeeding rights cards (Eng & Span)	Mattingly/Boies/ Wight	Ongoing	# distributed
	1.2.3: Repeat hospital breastfeeding resources survey and publish on web	Vaucher/Conrad	2008, 2009, 2010	
	1.2.4: Maintain current local media contact list and establish relationship with one health or family reporter		Ongoing	

	1.2.5: At least 2 press releases/yr		2008,2009,2010	
	1.2.6: Maintain 1-800-371-MILK (6455) request and referral line	Barger	Ongoing	# calls/month and types of calls
GOAL 2.0: INCREASE PROTECTION, PROMOTION AND SUPPORT FOR BREASTFEEDING MOTHERS IN THE WORKFORCE.				
Objective 2.1: Education	2.1.1: Produce and distribute packet on workplace breastfeeding to HR managers (hard copy plus CD ROM?)	Mattingly/Boies	2008	# HR managers and CEOs reached
	2.1.2: 1 article/yr in HR newsletter	Boies	2008, 2009, 2010	
	2.1.3: Re-establish Child Care Worker BF Education project by working with Childcare Resource Center (15 min slide show and newsletter articles)			# child care workers reached; # presentations
Objective 2.2: Advocacy	2.2.1: WBW Breastfeeding Friendly Workplace Awards – at least 1/yr	Boies/Mattingly	Oct 2008, 2009, 2010	Awards given Press received
	2.2.2: Support DHHS and other workplace improvements	All	Ongoing	# letters, endorsements, presentations
GOAL 3: ENSURE THE SDCBC WILL BE FISCALLY SOUND AND SELF-SUSTAINING				
Objective 3.1: Infrastructure	3.1.1: Maintain organizational history and records	Murphy/Wight	Place on web 2008 & Ongoing updates	Yearly update done
	3.1.2: Prepare & maintain organizational policy and procedure book	Wight/All	2008 & ongoing	
	3.1.3: Electronic financial records	Murphy/Wight	2008	
	3.1.4: SDSU EMC Business Plan			
Objective 3.2: Fundraising	3.2.1: Formal yearly audit so can apply for grants	Murphy		
	3.2.2: Market joint RCHSD/SDCBC Resource Book	Pletcher/Wight	2009	
	3.2.3: Escript	Barger		
	3.2.4: Fundraising party & silent auction		2008	\$ raised
	3.2.5: At least 1 fundraising event/yr		2009, 2010	\$ raised
Objective 3.3: Membership	3.3.1: Appoint membership chair			
	3.3.2: Develop membership plan			
	3.3.3: Solicit membership feedback			
Objective 3.4: Volunteers	3.4.1: Develop volunteer task list			
	3.4.2: Develop volunteer recognition plan			