

# San Diego County Breastfeeding Coalition Strategic Plan – 2016

January 9, 2016

## ***Mission:***

The San Diego County Breastfeeding Coalition is a non-profit association whose mission is to protect, 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 and her child wish.
- 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 decision regarding their child's feeding.
- Community acceptance and support are integral components of breastfeeding success.
- Health professionals, business leaders and policy makers have a vital need for access to accurate information, and play 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.
- Mother-to-mother support, peer counselors, doulas, childbirth educators and other support persons play a vital role in promoting and supporting breastfeeding in the community.
- 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.**

<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>INTERMEDIATE TASKS</b>	<b>LEAD/ HELPERS</b>	<b>RESULTS EXPECTED</b>	<b>PROGRESS YTD</b>
Objective 1.1: Education	1.1.1: Maintain SDCBC Website	<ul style="list-style-type: none"> <li>a. Arrange for modifications to website as needed - Continue to clean-up Calendar/Events, Links</li> <li>b. Arrange for content to be updated</li> <li>c. Research on-line sources of income</li> <li>d. Make sure website is mobile friendly</li> <li>e. Add community resource button to website</li> <li>f. Link to LIVE WELL</li> </ul>	Vaucher, Murphy / Le / Tseng, Burke-Pevney / Wolfrum,	Maintain functional and up-to-date website	
	1.1.2: Provide CME at General Coalition Meetings 6 X/yr	<ul style="list-style-type: none"> <li>a. Develop programs for the year</li> <li>b. Arrange for space at hospitals</li> <li>c. Get necessary information from presenters</li> <li>d. Prepare and disseminate flyers</li> <li>e. Prepare materials &amp; obtain CME/ CERPs</li> <li>f. Advertise General meetings</li> </ul>	a-e Wight  f. Burke-Pevney	Provide CME and CERPs at 6 General Meetings	
	1.1.3: Provide RCHSD WBW Grand Rounds 1X/yr and Mini-Seminar 2-3X/yr	<ul style="list-style-type: none"> <li>a. Develop program with speaker(s)</li> <li>b. Create brochure and send to email list</li> <li>c. Print brochures and provide to outreach team</li> <li>d. Offer a discounted rate for up to 10 CPSP providers</li> <li>e. Apply for CME, CERPs</li> <li>f. Prepare, print &amp; assemble syllabus</li> </ul>	Wight/ Burke-Pevney/ Murphy/ Leilani Wilde/ Boies	Grand Rounds – 8/5/2016 Mini-seminars – 8/6/16 and April 9 “Difficult Feeder” and [possible mini-seminar: “Breastfeeding Issues and Solutions: Birth and Beyond”	WBW 2016 Theme:
	1.1.4	<ul style="list-style-type: none"> <li>a. Network with Anne Kashiwa for consumer lunch and learn in-service at community businesses</li> </ul>	Burke-Pevney/ Wight/ Le		
	1.1.5: Scholarships	<ul style="list-style-type: none"> <li>a. Advertise scholarships at Gen Meetings &amp; by email to email list, newsletter, and to CPSP and PHNs</li> <li>b. Review applications 2 months before class starts</li> <li>c. Recommend awardees to Board</li> <li>d. Notify winners &amp; Nicole Mitchell at UCSD Extension</li> <li>e. Collect photo consent form &amp; post photo on website</li> </ul>	Murphy/ Burke-Pevney	Award 2 CLE, 1 LC Hybrid, 2 LC-Ed Only scholarships for 2016	

	1.1.6 Explore Breastfeeding Education and/or Baby Bootcamp for Fathers	<ul style="list-style-type: none"> <li>a. Find out what is currently available (WIC, Hospitals)</li> <li>b. Add a page "For Fathers" to our website</li> </ul>	Le/ Speckhahn/ Saavedra/ Burke- Pevney	Find out current resources for fathers; add page to our website	
Objective 1.2: Advocacy	1.2.1: Disseminate Resource Guides to HCP and hospitals	<ul style="list-style-type: none"> <li>a. Finalize sponsorship of Resource Guides</li> <li>b. Update guides; Add free BF support groups</li> <li>c. Translate new listings in Spanish Resource Guide</li> <li>d. Order Resources Guides by end of February</li> <li>e. Post BRGs to website in a digital printable format 8 x 11</li> </ul>	Wight/ Burke- Pevney/  Tseng	Update English/Spanish Resource Guide	
	1.2.2: Disseminate Lanyards to HCP and hospitals	<ul style="list-style-type: none"> <li>a. Donate Lanyards and retractable badge holders as requested</li> </ul>	Wight		
	1.2.3: Maintain 1-800-371-MILK line	<ul style="list-style-type: none"> <li>a. Respond to calls within 24 hours</li> <li>b. Answer requests for lactation information</li> <li>c. Refer caller to other Board members as needed</li> <li>d. Track number of calls per month</li> </ul>	Burke- Pevney		
	1.2.4: WBW Hospital Celebration Contest	<ul style="list-style-type: none"> <li>a. Expand scope of WBW Celebration events to include relevant educational/promotional activities</li> <li>b. Create new WBW Celebration application form with examples</li> <li>c. Send out contest information in June</li> <li>d. Ask nurses to nominate most "Breastfeeding-Friendly" doctor and recognize each doctor publicly</li> <li>e. Send press release to hospital media list</li> <li>f. Send email announcing winners</li> <li>g. Recognize winners at Gala</li> <li>h. Expand hospital competition to more hospitals</li> <li>i. Coordinate WBW publicity with each LC contact at hospitals</li> <li>j. One free Liquid Gold Gala ticket for every participating hospital (Additional two free tickets to winner; additional one free ticket</li> </ul>	Vaucher/ Wight/ Burke- Pevney/ Boies	Recognize 1 winner and 1 runner-up with tickets to Liquid Gold	
	1.2.5: RestHaven Pump Grant	<ul style="list-style-type: none"> <li>a. Apply for Rest Haven Grant for equipment</li> </ul>	Wight		

	1.2.6: Media	<ul style="list-style-type: none"> <li>a. Utilize Miracle Babies PR person</li> <li>b. Write Press Releases for various holidays                             <ul style="list-style-type: none"> <li>- Valentine’s Day, Black History Month, Mother’s Day, Father’s Day, Earth Day, Breast Cancer Awareness Month, Infant Loss Awareness Month</li> </ul> </li> <li>c. Follow CBC guidelines to prepare for report release</li> <li>d. Arrange for speakers who will respond to media requests for comments</li> <li>e. Keep track of media attention</li> <li>f. Regularly publicize SDCBC activities in AAP Coastal Currents</li> <li>g. Board members will forward items worthy of media attention to Heidi</li> </ul>	Tseng/ Wight/ Vaucher/ Burke- Pevney	Receive attention from at least 1 media outlet	
	1.2.7 Publish an e-newsletter	<ul style="list-style-type: none"> <li>a. Publish bi-monthly e-newsletter for providers - 1 page distributed to all members</li> <li>b. Include a check box on sign-in sheet at General Meetings for sign-up on our email list</li> <li>c. Add a link and/or reminder to read our blog</li> </ul>	Burke- Pevney		
	1.2.8: Create a social media presence	<ul style="list-style-type: none"> <li>a. Maintain Facebook</li> <li>d. Revive Twitter</li> <li>e. Maintain Blog</li> </ul>	Burke- Pevney/ Tseng		

**GOAL 2.0: INCREASE PROTECTION, PROMOTION AND SUPPORT FOR BREASTFEEDING MOTHERS**

OBJECTIVES	STRATEGIES	INTERMEDIATE TASKS	LEAD/ HELPERS	RESULTS EXPECTED	PROGRESS YTD
Objective 2.1: Education	2.1.1: Make lactation accommodation information available to the community	<ul style="list-style-type: none"> <li>a. Maintain up-to-date lactation accommodation resources on website</li> <li>b. Respond to online requests for information</li> </ul>	Burke- Pevney/ Vaucher/ Wight		

	2.2.1: WBW Breastfeeding Friendly Workplace Awards	<ul style="list-style-type: none"> <li>a. Update list of winners and link to their website on the SDCBC website</li> <li>b. Find a sponsor for plaques (optional)</li> <li>c. Send out monthly email reminders March - May</li> <li>d. Announce contest at General meetings March - May</li> <li>e. Close applications for schools by May 1, all others by June 1</li> <li>f. Arrange for worksite visits for schools throughout May, all other businesses throughout month of June</li> <li>g. Visit worksites - get photo consent signed and take photos for gala and for website</li> <li>h. Notify winners</li> <li>i. Send out press release during WBW announcing winners KPBS, Coastal Currents, UCSD, Fox 5</li> <li>j. Post winners photos on website</li> <li>k. Arrange for plaques and certificates</li> <li>l. Present plaques and certificates at Gala</li> </ul>	Burke-Pevney / Vaucher /		
	2.2.2 Public advocacy	<ul style="list-style-type: none"> <li>a. Support legislation to protect and promote breastfeeding</li> <li>b. Support rights of mothers to breastfeed in public places</li> </ul>			
	2.2.3 Community Clinics	<ul style="list-style-type: none"> <li>a. Outreach, training and collaboration with Community Clinics</li> </ul>	Elkins		

**GOAL 3.0: ENSURE THE SDCBC WILL BE FISCALLY SOUND AND SELF-SUSTAINING**

OBJECTIVES	STRATEGIES	INTERMEDIATE TASKS	LEAD/ HELPERS	RESULTS EXPECTED	PROGRESS YTD
Objective 3.1: Infrastructure	3.1.1: Maintain organizational history & records	<ul style="list-style-type: none"> <li>a. Collect archive of CMEs</li> <li>b. Post archive CME sheet to website</li> </ul>	Wight/ Murphy/ Burke-Pevney		

	3.1.2: Prepare and maintain policy & procedure book and ByLaws.	a. Send out bylaws for review	Wight		
	3.1.3: Electronic financial records	a. Maintain financial records b. File 2015 taxes	Wight		
Objective 3.2: Fundraising	3.2.1: Create budget for 2015	a. Send out for review	Wight/ Vaucher		
	3.2.2: Fund-raising party and silent auction	a. Expand list of companies to send donation request letters to and start sending letters by 6 weeks prior to Gala b. Consolidate/update attendee/donor lists for past 5 years c. Consider on-line auction & donations d. Send donation invitation letter to previous Gala attendees. e. Increase ticket price \$125 f. Determine most popular/remunerative auction items g. Increase physician participation/attendance	Hanson-Timpson (logistics) / Asaro (donations) / Burke-Pevney (donation list) / Boies	Attendance: 150 Raise at least \$10,000	
	3.2.3 Other fund-raising ideas	a. Find out what different organizations will fund b. Solicit "Breastfeeding Wall of Fame" donations	All		
	3.2.3: Financial audit	Formal yearly audit to enable SDCBC grant application		As necessary	
Objective 3.3: Membership	3.3.1: Strengthen membership outreach and services	a. Make it easy to sign up for membership at General Meetings b. Track number of memberships c. Arrange for monthly reminder emails, starting September 2016 d. Arrange for printing of updated BF Resource Guides by end of February 2016 e. Make recommendations to the Board for improving member recruitment and services f. Work with outreach team to distribute membership information g.	Burke-Pevney/ Wight/ Boies	Increase 2015/16 membership 20%	

Objective 3.4: Volunteers	3.4.1: Increase # and use of volunteers	<ul style="list-style-type: none"> <li>a. Recruit volunteers through website and meetings</li> <li>b. Encourage UCSD lactation students to volunteer</li> <li>c. Encourage SDSU nursing students to volunteer</li> <li>d. Post fliers at breastfeeding support groups requesting volunteers to solicit donations for 2016 Liquid Gold auction</li> <li>e. Recognize volunteers at SDCBC meetings &amp; events.</li> </ul>	Burke-Pevney/ Speckhahn	Recruit and supervise active volunteers.	
Objective 3.5: Partnering	3.5.1: Partner with other organizations	<ul style="list-style-type: none"> <li>a. Partner with the County of San Diego through email and in-person meetings</li> </ul>	Vaucher/ Elkins		