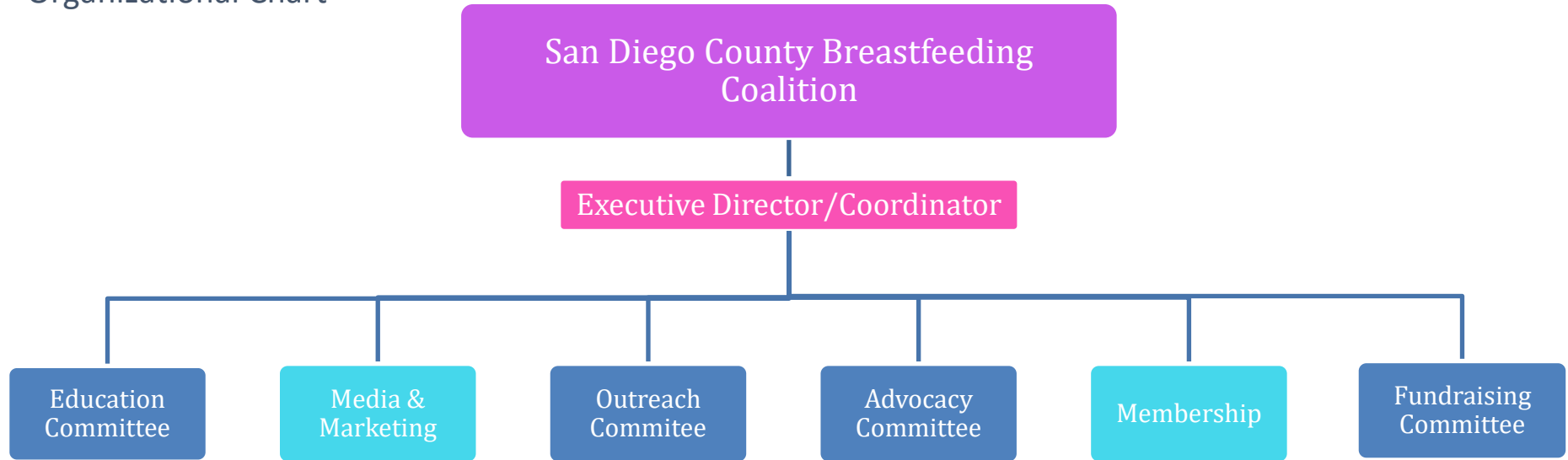


Evaluation Process



Organizational Chart



Education Committee is tasked with long-range planning and general oversight of the CME and CERPs presentations for general meetings, mini-seminars and Grand Rounds.

Media & Marketing supports other committees and members in promoting the Coalition’s activities, events, partnerships and accomplishments throughout the year.

Outreach Committee is tasked with collaborating with community partners to increase the social impact of shared messages around breastfeeding so that all women in SD County have equitable access to lactation care.

Advocacy Committee is tasked with public promotion of evidence-based messaging, resource guides, oversight of scholarships and breastfeeding-friendly awards, and advocacy for policy, systems and environmental changes in local, state, and national arenas.

Membership supports all other committees and members by reaching out to a diverse population, making access to membership equitable, which may include structuring membership categories, benefits and fees to optimize the value of Coalition membership both online and in-person.

Fundraising committee oversees and directs fundraising activity by development planning to include event planning, giving and awareness campaigns, and grant-writing. This committee isn't solely responsible for raising money, but it leads the board's fundraising effort.

Chair/Members: Nancy WMD (chair) Ruth P. Michelle L Nancy WRN

Board Members: Kelly L (Instagram) Michelle L (Twitter)

Chair/Members: Shana (chair), Nancy S, Patty U, Angeles

Chair/Members: Angeles Ruth, Shana, LeAnn (scholarships)

Board Members: Nancy S

Chair/Members: Nancy WMD Patty (LG Gala) LeAnn (LG Gala)

2017 Goals

- 1.0 Improve access to comprehensive, current, and culturally appropriate lactation care and services for all women, children and families in San Diego County.
- 2.0 Increase protection, promotion, and support for breastfeeding mothers.
- 3.0 Ensure the SDCBC will be fiscally sound and self-sustaining.

2018 Goals

- 1.0 Protect, promote and support breastfeeding through increasing access to lactation education in our community.
- 2.0 Protect, promote and support breastfeeding by establishing diverse community partnerships across sectors to leverage shared missions around breastfeeding.
- 3.0 Promote, protect and support breastfeeding by publicly advocating in all forms of media.
- 4.0 Protect, promote and support breastfeeding by ensuring that the SDCBC will be fiscally sound and self-sustaining.

SAN DIEGO COUNTY BREASTFEEDING COALITION STRATEGIC PLAN – 2018

January 6, 2018

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.

2018 SDCBC Strategic Plan

GOAL 1.0 EDUCATION: PROTECT, PROMOTE AND SUPPORT BREASTFEEDING THROUGH INCREASING ACCESS TO LACTATION EDUCATION IN OUR COMMUNITY.			
Objectives	Strategies	Committee/Lead	2018 Tasks
1.1 Provide CME and CERPs education opportunities for professionals	Develop programs for Mini-Seminars and Grand Rounds: a. 3/10 or 3/17: Milk supply, contraception, encapsulated placenta b. 5/19/18: Breastfeeding and the Law c. 8/3/18: Grand Rounds d. 8/4/18: WBW Theme e. November event? f. Use social media and marketing to promote	Wight/White/Pletcher/Education Committee/Marketing Committee	<ul style="list-style-type: none"> ➤ 3/10 confirmed: “Breast Milk Matters: Maternal Controversies ➤ Secure speakers and venues for 5/19 & 8/4/18 mini-seminars November Education & Social event? ➤ Will use social media to promote events ➤ Put dates on homepage in advance (add a tab on website)
1.2 Provide resources and webinars online through website	a. Maintain SDCBC website b. Make sure website is mobile-friendly c. Add Webinars to website: Google’s G Suite or Zoom d. Post Tseng’s blogs on social media	Burke-Pevney Marketing & Media Committee	<ul style="list-style-type: none"> ➤ Heidi will work with NPG/Leonard to optimize and maintain website ➤ Heidi will task Leonard with making our website mobile-friendly ➤ Media/Marketing Committee and Heidi will continue to work with Leonard to get our webinars added to website ➤ Heidi will post Tseng’s blogs to social media

2018 SDCBC Strategic Plan

<p>1.3 Collaborative effort to provide education and resources to partners and community</p>	<p>a. Lunch and Learns: Presentations to PHNs in North Inland b. Use social media and marketing to promote</p>	<p>Speckhahn/ Burke-Pevney/ Elkins/Outreach Committee</p>	<ul style="list-style-type: none"> ➤ Kim S & Heidi will continue to spend time each week at North County Inland Live Well space and coordinate breastfeeding topics of interest for PHN Lunch & Learns ➤ Speckhahn & Elkins will provide ongoing trainings to childcare providers ➤ Will use social media and marketing to promote both SDCBC presence at Live Well North Inland and childcare provider education
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GOAL 2.0 OUTREACH PROTECT, PROMOTE AND SUPPORT BREASTFEEDING BY ESTABLISHING DIVERSE COMMUNITY PARTNERSHIPS ACROSS SECTORS TO LEVERAGE SHARED MISSIONS AROUND BREASTFEEDING.			
Objectives	Strategies	Committee/Lead	2018 Tasks
2.1 Partner with other community organizations to increase social impact	<ul style="list-style-type: none"> a. Continue PHN partnerships (either Lunch and Learns or other) and expand LiveWell contacts i.e. Black Infant Health, faith-based organizations b. Continue LSE collaboration to connect with childcare providers and support BF efforts c. Potentially facilitate Breastfeeding Roundtables in San Diego County d. Scout for new partnerships through lens of racial equity so that partnerships reflect diversity of community 	Outreach Committee	<ul style="list-style-type: none"> ➤ Outreach committee and Heidi will increase outreach effort to expand our partnerships ➤ Kim S, Shana, Heidi (Who else will attend?) will attend Breastfeeding Roundtable planning meeting on 1/23/18 from 9 AM - 11:30 AM <ul style="list-style-type: none"> ○ mapping/identifying gaps ○ Shana will send out a poll with questions and concerns to be raised at roundtable planning meeting by those who cannot be present ➤ Outreach Committee will reach out to military families (Breastfeeding in Combat Boots) and Faith-based organizations and invite them to the “community table”. Assess community’s needs and how to support them

2018 SDCBC Strategic Plan

<p>2.2 Membership drive and outreach ideas to expand membership base: ways to sign up, other types of memberships--reorganize</p>	<ul style="list-style-type: none"> a. Badge holders as membership perks? Or continue to use as a way to promote in hospitals? b. Use social media and marketing to promote c. Recruit students in nursing/medical schools as well as Masters/PhD candidates in related fields d. Recruit new board member candidates through lens of racial equity so that board composition reflects diversity of community 	<p>Membership & Outreach Committee/ Media & Marketing Committee</p>	<ul style="list-style-type: none"> ➤ Create a community-friendly resource guide (one-pager with list of support breastfeeding phone numbers and dates, times & locations of breastfeeding support groups) or add them to website-easy to find ➤ Looking at a subscription-level \$ for community members like childcare providers or BF moms--what would that look like ➤ Resource Guide: convert to other languages, in addition to Spanish ➤ Identify diverse applicant pool for membership <ul style="list-style-type: none"> ➤ Distribute membership information at nursing schools; midwife fairs
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2018 SDCBC Strategic Plan

GOAL 3.0 ADVOCACY PROMOTE, PROTECT AND SUPPORT BREASTFEEDING BY PUBLICLY ADVOCATING IN ALL FORMS OF MEDIA.			
Objectives	Strategies	Committee/Lead	2018 Tasks
3.1 Resource Guides for hospitals	<ul style="list-style-type: none"> a. Have next guide ready for distribution by Feb 2019 b. Consider mobile-friendly version, or use possible app from Milk Bank resources 	Wight/ Burke-Pevney	<ul style="list-style-type: none"> ➤ establishing an early/firm deadline for next year's resource guide
3.2 Lactation scholarships offered to community members	<ul style="list-style-type: none"> a. CLE scholarships b. LC scholarships c. Vicki Wolfrum Memorial scholarship d. Use social media and marketing to promote 	Burke-Pevney/ Rytz/Wight/ Elkins/ Advocacy Committee	<ul style="list-style-type: none"> ➤ Family will decide # of Vicki Wolfrum scholarships awarded for 2018 based on # of qualified applicants
3.3 Recognitions and Awards to entities that improve access to lactation care and services	<ul style="list-style-type: none"> a. WBW Hospital Celebration Contest b. WBW Breastfeeding-Friendly Workplace awards c. Breastfeeding Champion of the year d. Include IBCLC of the year for 2018 e. Establish Breastfeeding-Friendly Childcare award guidelines and timeline for 2018 nominations f. Expand recognition for Breastfeeding-Friendly Community Health Centers/ Outpatient Settings/WIC for 2019 g. Use social media and marketing to promote in advance (on website as well) 	Burke-Pevney/ Speckhahn/ Elkins/ Advocacy Committee/ Marketing Committee	<ul style="list-style-type: none"> ➤ Set up guidelines and timeline for nominations for both center- and home-based provider

2018 SDCBC Strategic Plan

<p>3.4 Lactation Accommodation and Public Advocacy information available on website</p>	<p>a. 1-800-371-MILK line: Assess who has used this line, find ways to promote it further— 2017 calls, track 2018 usage. Possible use of Google Phone</p> <p>b. Support legislation to protect and promote breastfeeding</p> <p>c. Support rights of mothers to breastfeed in public places</p> <p>d. Provide information on access to individual breast pumps</p> <p>e. Distribution of SDCBC Law Cards</p> <p>f. Use social media and marketing to promote</p>	<p>Advocacy Committee/ Marketing Committee</p>	<ul style="list-style-type: none"> ➤ Possible collaboration with Robin K of Breastfeeding Center to support advocacy efforts ➤ (Nursing in Public TaskForce?) Promote breastfeeding- friendly in community areas such as libraries--encourage librarians to support and provide a space for breastfeeding Moms ➤ Advocacy 101 Presentation: teach members/board on how to be more involved with legislation, and begin to look at strategies to encourage members to support bills--set up links/letters so it's easier for members
<p>3.5 UCSD LSE work with Breastfeeding-Friendly Childcare facilities</p>	<p>a. Meet Statement of Work roles and responsibilities to promote and sustain model of policy/systems/environment changes in childcare</p>	<p>Advocacy Committee/ Marketing Committee/ Wright-Bruno</p>	<ul style="list-style-type: none"> ➤

4.0 FISCAL AND INFRASTRUCTURAL SUSTAINABILITY PROTECT, PROMOTE AND SUPPORT BREASTFEEDING BY ENSURING THAT THE SDCBC WILL BE FISCALLY SOUND AND SELF-SUSTAINING.			
Objectives	Strategies	Committee/Lead	2018 Tasks
4.1 Fundraising events	a. Liquid Gold Gala: 10/13/18 <ul style="list-style-type: none"> i. Donations ii. Logistics iii. Media/Marketing iv. Possible consultant Jamie Hagan b. Mother’s Day Donation Drive c. Amazon Smile for SDCBC	Burke-Pevney/ Speckhahn/Rytz Saavedra/ Marketing Committee	➤ Remind members to donate on AmazonSmile--provide a link to ease the set-up process, or provide instructions
4.2 Grant-writing	a. Learn how to complete Rest Haven grant application from Dr. Wight b. Opportunities through County or private foundations	Wight/ Fundraising Committee	➤
4.3 IMPACT LSE Grant: \$5000 per year until 2020	a. Review deliverables for 2018		➤ Inform board members of project’s deliverables of all Coalition’s programs
4.4 Membership dues and possible reorganization of categories	a. Categories b. Member vs non-member access to Webinars		➤ Looking at possible ways to encourage community members to sign up
4.5 Consider using volunteers and interns for projects--marketing, business, IT, etc.	a.		➤
4.6 Contracted Executive Director	a. Invest in professional development of ED b. Seek further funding opportunities to expand roles and eventual full-time status of ED c. Determine needs for other paid contracted positions and secure funding		➤ Board will send Heidi to CBC Summit 1/18 and Agents of Change conference 2/18 ➤

2018 SDCBC Strategic Plan

<p>4.7 Infrastructure</p>	<p>a. Maintain Policy and Procedure book and ByLaws b. Organizational history and restructure of board c. Program evaluation: What is working? What do we need to change?</p>	<p>Wight/ Speckhahn/ Saavedra/ Burke- Pevney</p>	<p>➤ Established committees for 2018, board members to join at least one to provide support with goals and efforts. ➤ Finding ways to continue evaluation throughout the year--create measures</p>
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