

San Diego County Breastfeeding Coalition Strategic Plan – 2017

January 7, 2017

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.					
OBJECTIVES	STRATEGIES	INTERMEDIATE TASKS	LEAD/ HELPERS	RESULTS EXPECTED	PROGRESS YTD
Objective 1.1: Education	1.1.1: Maintain SDCBC Website	<ul style="list-style-type: none"> a. Complete current website updates - Continue to clean-up Calendar/Events, Links b. Research local website groups to be our website consultants / hosts c. Make sure website is mobile friendly d. Add Webinars to website Through Ready Talk (courtesy of Gini Baker) 	Burke-Pevney / deVigne-Jackiewicz	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"> a. Designate a new lead and Committee for Education b. Develop programs for the year prior to beginning of next year c. Arrange for space at hospitals d. Get necessary information from presenters e. Prepare and disseminate flyers f. Prepare materials & obtain CME/ CERPs g. Advertise General meetings h. Coordinate Speakers/Topics with our Theme of year 	a-e Wight (need to replace with new Board member) 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"> a. Develop program with speaker(s) b. Create brochure and send to email list c. Print brochures and provide to outreach team d. Offer a discounted rate for up to 10 CPSP providers e. Apply for CME, CERPs f. Prepare, print & assemble syllabus 	Wight/ Burke-Pevney/ Pletcher / White	Grand Rounds – 8/4/2017 Mini-seminars – 4/8/17 “ 8/5/17 “Dark Side of the Moon” viewing and Panel	WBW 2017Theme:
	1.1.4	<ul style="list-style-type: none"> a. Network with Anne Kashiwa on IMPACT grant b. Lunch & Learns 1st Tuesday of Feb/April/June from noon-1PM covering previous General Meeting Topic 	Burke-Pevney/ Speckhahn/ Elkins		

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	1.1.5: Scholarships	<ul style="list-style-type: none"> a. Advertise scholarships at Gen Meetings & by email to email list, newsletter, and to CPSP and PHNs b. Review applications 2 months before class starts c. Recommend awardees to Board d. Notify winners & Nicole Mitchell at UCSD Extension e. Collect photo consent form & post photo on website f. Manage the ongoing annual UCSD “Vicki Wolfrum Memorial Scholarship” of \$300 towards one of the UCSD Lactation Education Programs g. Manage the additional “Vicki Wolfrum Memorial Scholarship” donated by Wight, Vaucher, Boies 	Burke-Pevney / Rytz / Wight / Vaucher / Boies	Award 2 CLE, 1 LC Hybrid, 2 LC-Ed Only scholarships for 2017 Award “Vicki Wolfrum Memorial Scholarship(s)”	
Objective 1.2: Advocacy	1.2.1: Disseminate Resource Guides to HCP and hospitals	<ul style="list-style-type: none"> a. Finalize sponsorship of Resource Guides b. Update guides; Add free BF support groups c. Translate new listings in Spanish Resource Guide d. Order Resources Guides by end of February e. Post BRGs to website in a digital printable format 8 x 11 	Wight/ Burke-Pevney/ Tseng	Update English/Spanish Resource Guide	
	1.2.2: Disseminate Badge Holders to HCP and hospitals	<ul style="list-style-type: none"> a. Donate retractable badge holders as requested for new members, seminars, also to sell (Cost for badges is \$2,200 for 1,700; lanyards approx. \$2/each) 	Wight		
	1.2.3: Maintain 1-800-371-MILK line	<ul style="list-style-type: none"> a. Respond to calls within 24 hours b. Answer requests for lactation information c. Refer caller to other Board members as needed d. Track number of calls per month e. Possibility of using Google phone number 	Burke-Pevney / Wight / Le		

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	<p>1.2.4: WBW Hospital Celebration Contest</p>	<ul style="list-style-type: none"> a. Expand scope of WBW Celebration events to include relevant educational/promotional activities b. Expand to include WIC, Community Clinics, Doctor offices (Peds & OB/GYN) c. Highlight in instructions for applications that they can send in their photos by Thursday, August 3 and top 3 will be visited on Friday, August 4 to determine winners d. Send out contest information in June e. Ask nurses to nominate most “Breastfeeding-Friendly” doctor and recognize each doctor publicly f. Send press release to hospital media list g. Send email announcing winners h. Recognize winners at Gala i. Coordinate WBW publicity with each LC contact at hospitals j. One free Liquid Gold Gala ticket for every participating hospital (Additional two free tickets to winner; additional one free ticket)???? CLARIFY 	<p>Vaucher/ Wight/ Burke- Pevney/ Boies</p>	<p>Recognize 1 winner and 1 runner-up with tickets to Liquid Gold</p>	
	<p>1.2.5: RestHaven Pump Grant</p>	<ul style="list-style-type: none"> a. Apply for Rest Haven Grant for equipment (PJs pump kits) 	<p>Wight</p>		
	<p>1.2.6: Media</p>	<ul style="list-style-type: none"> a. Write Press Releases for various holidays <ul style="list-style-type: none"> - Valentine’s Day, Black History Month, Mother’s Day, Father’s Day, Earth Day, Breast Cancer Awareness Month, Infant Loss Awareness Month b. Designate Committee for Media/PR/Marketing c. Follow CBC guidelines to prepare for report release d. Arrange for speakers who will respond to media requests for comments e. Keep track of media attention f. Regularly publicize SDCBC activities in AAP Coastal Currents g. Board members will forward items worthy of media attention to Heidi 	<p>Tseng/ Wight/ Vaucher/ Burke- Pevney</p>	<p>Receive attention from at least 1 media outlet</p>	

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	1.2.7 Publish an e-newsletter	<ul style="list-style-type: none"> a. Publish bi-monthly e-newsletter for providers - 1 page distributed to all members b. Include a check box on sign-in sheet at General Meetings for sign-up on our email list c. Add a link and/or reminder to read our blog 	Burke-Pevney		
	1.2.8: Create a social media presence / Marketing	<ul style="list-style-type: none"> a. Maintain Facebook (Burke-Pevney) d. Revive Twitter (Lee) e. Maintain Blog f. Maintain Instagram (Le) 	Burke-Pevney/ Le / Lee 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"> a. Maintain up-to-date lactation accommodation resources on website b. Respond to online requests for information 	Burke-Pevney/		

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	<p>2.2.1: WBW Breastfeeding Friendly Workplace Awards</p>	<ul style="list-style-type: none"> a. Board members will need to submit bulk of nominations b. Update list of winners and link to their website on the SDCBC website c. Find a sponsor for plaques (optional) d. Send out monthly email reminders March - May e. Announce contest at General meetings March - May f. Close applications for schools by May 1, all others by June 1 g. Arrange for worksite visits for schools throughout May, all other businesses throughout month of June h. Visit worksites - get photo consent signed and take photos for gala and for website i. Notify winners j. Send out press release during WBW announcing winners KPBS, Coastal Currents, UCSD, Fox 5 k. Post winners photos on website l. Arrange for plaques and certificates m. Present plaques and certificates at Gala 	<p>Burke-Pevney / ALL</p>		
	<p>2.2.2 Public advocacy</p>	<ul style="list-style-type: none"> a. Support legislation to protect and promote breastfeeding b. Support rights of mothers to breastfeed in public places c. Support AB302 / WIC RBL Pumps in Schools / COI Schools and After School Domain Workgroup 	<p>ALL / Speckhahn</p>		
	<p>2.2.3 Community Clinics</p>	<ul style="list-style-type: none"> a. Outreach, training and collaboration with Community Clinics b. 9 Steps to Breastfeeding Friendly: Guidelines for Community Health Centers and Outpatient Care Settings (WIC RBL) 	<p>Elkins / Speckhahn</p>		

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	2.2.4 Childcare Providers	a. Add First 5 IMPACT Grant / UCSD LSE Project / WIC RBL	Nancy S / Kim E. / Kim S.		
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	a. Collect archive of CMEs b. Post archive CME sheet to website	Wight/ 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 2016 taxes	Wight		
	3.1.4 General Operating Funds for Coordinator	a. Heidi is Executive Director, \$22/hour going forward approved b. Need to find new ways of sustainability to fund operating costs	ALL		
Objective 3.2: Fundraising	3.2.1: Create budget for 2015	a. Send out for review	Wight/		

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	3.2.2: Fund-raising party and silent auction	<ul style="list-style-type: none"> 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) / Elkins	Attendance: 130 Raise at least \$20,047	
	3.2.3 Other fund-raising ideas / Education Programs	<ul style="list-style-type: none"> a. GoFundMe/Story of Interest/ Juvenile Diabetes Foundation/MP4 files/GoogleDocs/GoogleVideos b. Gini Baker will allow us to use Ready, Set, Talk for our online webinars 	Le / Burke-Pevney / deVigne-Jackiewicz / Speckhahn		
	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	<ul style="list-style-type: none"> a. Designate Membership Lead and Committee to consider reorganization of levels, fee structure, benefits, discounts, incentives, recruitment so that membership is a more substantial form of revenue b. Make it easy to sign up for membership at General Meetings c. Track number of memberships d. Arrange for monthly reminder emails, starting September 2017 e. Arrange for printing of updated BF Resource Guides by end of February 2017 f. Make recommendations to the Board for improving member recruitment and services g. Work with outreach team to distribute membership information h. 	Burke-Pevney/ Speckhahn		

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Objective 3.4: Volunteers	3.4.1: Increase # and use of volunteers	<ul style="list-style-type: none"> a. Kim S. & Heidi to spend a few hours per week at North County Live Well Center in Escondido and keep log of activity b. Western Governor's University Students Project: Summaries from Interns c. Recruit volunteers through website and meetings d. Encourage UCSD lactation students to volunteer e. Encourage SDSU nursing students to volunteer f. Post fliers at breastfeeding support groups requesting volunteers to solicit donations for 2017 Liquid Gold auction g. Recognize volunteers at SDCBC meetings & events. 	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"> a. Partner with the County of San Diego through email and in-person meetings b. Partner with WIC Regional Breastfeeding Liaisons c. Partner with and use of RBL work plan to incorporate shared goals and objectives of coalition 	ALL		