



Breastfeeding Coalition
of Delaware

Breastfeeding Coalition of Delaware Strategic Plan: 2013 - 2018

MISSION

The Breastfeeding Coalition of Delaware (BCD) is a statewide entity that links families and organizations to improve the health of women and children, while being inclusive of diversity. It works collaboratively to protect, promote, and support breastfeeding, and serves as an expert voice and a clearinghouse of breastfeeding information.

VISION

In order to achieve optimal health, enhance child development, promote knowledgeable and effective parenting, support women in breastfeeding, and make optimal use of resources, the BCD envisions breastfeeding as the feeding norm from birth through early childhood.

BOARD OF DIRECTORS' RESPONSIBILITY

It is the responsibility of the Board of Directors to direct the BCD towards achieving its mission and vision according to its Diversity Statement and Guiding Principles.

STRATEGIC GOALS: 2013 – 2018

The BCD has adopted the following strategic goals to achieve its mission and vision:

Breastfeeding-friendly Environments

Goal 1: Healthcare providers will achieve breastfeeding-friendly environments.

Objective 1: Increase healthcare providers' awareness of the importance of creating a breastfeeding-friendly environment.

Action 1: Educate healthcare providers on creating a breastfeeding-friendly environment in their practices.

Objective 2: Provide a model of how to create a breastfeeding-friendly environment.

Action 1: Locate practices in the community that have achieved breastfeeding-friendly environments and promote them as examples for other healthcare providers.

Goal 2: Businesses will support their employees in breastfeeding and/or providing breastmilk to their infants through at least the first year of life as recommended by the American Academy of Pediatrics and other recognized medical authorities.

Objective 1: Assist businesses in complying with federal and/or state statutes regarding breastfeeding accommodation in the workplace.

Action 1: Members of the BCD will work within their own business settings to achieve breastfeeding-friendly work environments for employees utilizing resources such as *The Business Case for Breastfeeding*.

Action 2: Disseminate to businesses a letter supporting workplace accommodation for breastfeeding women, which will include information on legal requirements, provide implementation guidance, and emphasize the positive potential impact of such accommodation.

Action 3: Advertise change via media (newspaper, coalition website, etc.) to promote federal and/or state statutes and to recognize businesses that are compliant.

Action 4: Solicit and share success stories as a resource for businesses that are interested in becoming breastfeeding-friendly.

Goal 3: Insurers will provide financial coverage to support the unique needs of the nursing mother and her child.

Objective 1: Support and promote implementation of the breastfeeding provisions in the Affordable Care Act.

Action 1: Write a research brief on the variability of insurance coverage in Delaware.

Action 2: Meet with representatives of the managed-care organizations and the State Department of Insurance to discuss current coverage of breastfeeding support, variability across insurers, and how coverage may differ from regulations under the Affordable Care Act.

Objective 2: Assist breastfeeding women and their families in interpreting what breastfeeding support benefits are potentially covered by health insurance.

Action 1: Research ways to best communicate this type of information to families.

Action 2: Develop and disseminate communication materials based on above research.

Goal 4: Child care providers will promote and support breastfeeding, the use of breastmilk, and cue-based feeding.

Objective 1: Educate child care providers on cue-based feeding and how to promote and support breastfeeding and the use of breastmilk.

Action 1: Discuss with the Delaware Office of Child Care Licensing what information and training is currently available to child care providers regarding the promotion and support of breastfeeding and cue-based feeding.

Action 2: Investigate current practices related to feeding breastfed babies in child care.

Action 3: Provide education on supporting breastfeeding, the use of breastmilk, and cue-based feeding.

Action 4: Promote BCD as a resource for information on breastfeeding, the use of breastmilk, and cue-based feeding for child care providers and families.

Education

Goal 5: The Delaware population will be aware of breastfeeding recommendations, and promote and support them.

Objective 1: Increase knowledge and awareness of breastfeeding among childcare providers, educators, healthcare providers, employers and families.

Action 1: Identify evidence-based curricula/educational resources for each application group.

Action 2: Develop resources where gaps exist.

Action 3: Coordinate training and implementation with application groups.

Action 4: Provide technical assistance to support implementation.

Goal 6: BCD will encourage coordination and collaboration among entities providing education on breastfeeding.

Objective 1: Develop a forum where breastfeeding educators can exchange information, research, and ideas.

Action 1: Create a web page with resources for educators, to include curriculum, references, events, best practices, and other pertinent information.

Action 2: Create a web-based forum to support dialogue among interested parties.

Action 3: Provide a periodic live forum for continued collaboration.

Policy and Advocacy

Goal 7: The BCD will create and promote policies that support breastfeeding and advocate for the rights of breastfeeding women and children.

Objective 1: Develop and promote white papers, position statements, and policy statements on important and strategic Delaware-related breastfeeding issues.

Action 1: Draft a white paper on incorporating breastfeeding-in-the-workplace information into the State of Delaware workplace wellness initiative.

Action 2: Draft a white paper on International Board Certified Lactation Consultant (IBCLC) certification as the gold standard for Lactation Education.

Action 3: Draft a white paper on the distribution of free formula and its impact on breastfeeding.

Objective 2: Coordinate with and aid other taskforces and groups with similar goals.

Objective 3: Provide policy and advocacy support to governmental agencies, citizens, non-profit entities, private corporations, and healthcare entities and providers.

Objective 4: Participate in and coordinate advocacy to ensure that federal and state legislation and policy protects, promotes and supports breastfeeding.

Internal Organization

Goal 8: The BCD will be a sustainable and effective organization, funded, structured, and aligned to accomplish its mission.

Objective 1: Continue to build a diverse membership.

Action 1: Invite a diverse population of interested persons from any business or educational background to participate in the Coalition and its activities.

Objective 2: Encourage active participation of membership.

Action 1: Communicate coalition needs to the membership and request their participation with respect to personal skills and areas of interest.

Objective 3: Leverage strategic partnerships to drive change in alignment with the strategic plan.

Action 1: Maintain a strong partnership with USBC and its network of state, territory, and tribal breastfeeding coalitions.

Action 2: Maintain current and seek new strategic partnerships.

Action 3: Strive for strategic integration among partners.

Objective 4: Secure and maintain funding to support achievement of our strategic goals and establish reserves to fund unanticipated opportunities that will further our work.

Action 1: Ensure membership fees are current.

Action 2: Develop a fundraising plan.

Objective 5: Maintain a strong governance framework, including a committee structure that supports achievement of the strategic goals.

Action 1: Develop committees and task forces as needed to support implementation of the Strategic Plan.

Objective 6: Pursue a staffing structure to support achievement of the strategic goals.

Action 1: Explore opportunities to contract staffing as needed (e.g., interns, fellows, etc.).

Objective 7: Optimize efficiency, productivity, engagement and integration through strategic communications.

Action 1: Develop an internal and external communications plan.

Objective 8: Evaluate our work and use the data to improve effectiveness and efficiency.

Adopted: April 2013. v1.

Breastfeeding Coalition of Delaware

P.O. Box 62, Lewes, DE 19958
info@delawarebreastfeeding.org
www.delawarebreastfeeding.org