



Breastfeeding Coalition  
of Delaware

# Breastfeeding Coalition of Delaware

## Strategic Plan: 2019 – 2024

### **MISSION**

The Breastfeeding Coalition of Delaware (BCD) is a statewide entity that links families and organizations to improve the health of women and children. BCD 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, we envision breastfeeding as the norm for infant and child feeding throughout Delaware.

### **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 our Diversity Statement and Guiding Principles.

### **STRATEGIC GOALS: 2019 – 2024**

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

#### **Breastfeeding Friendly Environments**

**Goal 1:** Healthcare providers 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 practice.

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

*Action 1:* Locate practices in the community who have achieved a breastfeeding friendly environment and use them as model and resource for other healthcare providers.

**Goal 2:** Support Delaware hospitals in obtaining and maintaining Baby Friendly Hospital accreditation.

**Objective 1:** Increase access to baby friendly hospitals for all families.

*Action 1:* Create a hospital breastfeeding committee to serve as a collaborative resource. Have a member of this committee serve as the coalition's hospital liaison to ensure we are being efficient and effective in offering support and fostering collaboration.

**Goal 2:** Businesses support their employees in breastfeeding or providing breast milk to their infants for one year after the birth of each child, or longer.

**Objective 1:** Identify businesses that are required to comply with breastfeeding support laws and assist them with compliance.

*Action 1:* Members of the BCD will identify their employers and work to achieve a breastfeeding friendly environment in their own business settings.

*Action 2:* Work with existing initiatives on workplace wellness to incorporate breastfeeding support policies, practices and resources.

*Action 3:* Utilize media (press release, social media, coalition website, etc.) to promote work done in breastfeeding friendly environments.

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

**Goal 2:** Insurers cover the needs of a nursing mother and her child.

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

*Action 1:* Monitor changes among insurance providers related to coverage and process for breastfeeding counseling, support and supplies.

*Action 2:* Advocate for families if Delaware insurers are not compliant with mandates to cover breastfeeding support.

**Objective 2:** Assist breastfeeding women and their families in interpreting what breastfeeding support benefits are available through their insurance carrier.

*Action 1:* Utilize resources available to provide to families.

**Goal 3:** Child care providers promote and support breastfeeding, the use of breast milk, 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 breast milk.

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

*Action 2:* Investigate current practices related to feeding breast fed babies in childcare.

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

**Goal 4:** Become a resource for providing breastfeeding friendly environments at community events.

**Objective 1:** To attend or provide resources to support breastfeeding at community events across all counties in Delaware.

*Action 1:* The coalition will purchase and promote a traveling lactation station to utilize at events.

*Action 2:* When unable to attend events we will reach out to coordinators of events to provide education, resources and the lactation station to create a breastfeeding friendly environment.

### **Education**

**Goal 5:** A breastfeeding-literate population that promotes and supports breastfeeding.

**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 (TA) to support implementation.

**Goal 6:** Coordination and collaboration amongst entities providing education on breastfeeding.

**Objective 1:** Develop a forum in which entities that provide education on breastfeeding can collaborate.

*Action 1:* Utilize the coalition's web page to keep up to date evidence-based breastfeeding materials.

*Action 2:* Provide a periodic live forum for continued collaboration.

### **Policy and Advocacy**

**Goal 7:** Advocate for policies that support breastfeeding and for the rights of breastfeeding women and children where they live, work and play.

**Objective 1:** Disseminate information to key stakeholders (professionals, supporters, families) on Delaware policies that do or do not support breastfeeding.

**Objective 2:** Coordinate with and aid other taskforces and groups within BCD in reaching their 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 is a sustainable and effective organization, funded, structured, and aligned to do its work.

**Objective 1:** Continue to build a diverse membership.

*Action 1:* Invite a diverse population to participate in the coalition and its activities.

**Objective 2:** Encourage active participation of membership.

*Action 1:* Communicate coalition needs to membership and request their participation in alignment with 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 the strategic goals, and reserves to cushion against the unexpected.

*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:* The Board will 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.

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**Breastfeeding Coalition of Delaware**

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