

# Florida Breastfeeding Coalition, Inc.

## STRATEGIC GOALS: 2010-2014

### MISSION STATEMENT

To improve the health of Floridians by working collaboratively to protect, promote and support breastfeeding.

### BOARD OF DIRECTORS' RESPONSIBILITY

It is the responsibility of the Board of Directors to direct the Florida Breastfeeding Coalition towards achieving its mission and legacy.

### STRATEGIC GOALS: 2010-2014

The Florida Breastfeeding Coalition has adopted the following strategic goals to achieve its mission and legacy:

**Goal A:** *Ensure that quality breastfeeding services are an essential component of health care for all families.*

- Advocate for adoption of evidence based breastfeeding standards, guidelines, and regulations for facilities providing maternity and infant health care services.
  - Promote evidence-based practices supportive of breastfeeding to hospitals, including ALL of the WHO/UNICEF Ten Steps to Successful Breastfeeding and employment of International Board Certified Lactation Consultants.
  - Assist the Florida Department of Health (DOH), the Centers for Disease Control and Prevention (CDC), the United States Breastfeeding Committee (USBC) and other partners in disseminating information and promoting programs and initiatives related to improving breastfeeding outcomes in maternity and infant health services.
  - Promote the 10-Steps to Baby Friendly Program to maternity hospitals by encouraging policy and implementation of the WHO/UNICEF's *Ten Steps to Successful Breastfeeding*, which has been endorsed by the American Academy of Pediatrics. At least 90% of delivering hospitals will achieve at least half of the 10-Steps by 2014. Initial implementation activities will focus on promoting achievement of the following "5 Baby Steps toward Baby Friendly":
    - 1) Place babies in skin-to-skin contact with their mothers immediately following birth for at least an hour, ideally for up to 6 hours. Encourage mothers to recognize when their babies are ready to breastfeed and offer help if needed. (WHO/UNICEF, 2009, p 34)
    - 2) Give newborn NO food or drink other than breast milk unless medically indicated.
    - 3) Practice 24-hour rooming-in for mother and baby, teaching mother to respond to feeding cues and encouraging breastfeeding on demand.
    - 4) No artificial teats, nipples or pacifiers giving to infant during the hospital stay.
    - 5) Before discharge from hospital, give every breastfeeding mother a referral list of all the outpatient breastfeeding support in her community including helpful website information.
  - Provide recognition to those hospitals who do comply with the 5 Baby Steps to Baby Friendly Program by listing them on the FBC website.
  - Provide recognition to those hospitals who have obtained the designation of Baby Friendly on the FBC website.
- Ensure that health care professionals have the knowledge and resources to make evidence-based recommendations and treatment decisions that optimize breastfeeding outcomes.
  - Partner with local coalitions to hold continuing education conferences for health professionals.
  - Disseminate available trainings and other resources to promote evidence-based practice related to breastfeeding.

- Counteract the negative impact of product marketing in the healthcare setting.
  - Advocate for the elimination of the distribution of formula marketing materials and formula discharge bags through health care professionals and the health system.
  - Develop and implement the Ban the Bag initiative statewide in Florida with recognition on FBC website of healthcare offices and hospitals who DO NOT distribute commercial infant formula gift bags.

**Goal B:** *Increase public awareness and acceptance of breastfeeding.*

- Develop and maintain a legislative presence to promote breastfeeding as a health policy issue.
  - Network with other statewide organizations to develop and advocate for strong breastfeeding policy agendas in legislative session.
  - Assure that the public and breastfeeding mothers have access to breastfeeding laws and policies by posting existing and proposed national and state policies, laws and legislation on the FBC website.
- Advocate for the normalization of breastfeeding in public.
  - Work with local coalitions to increase the number of Floridians participating in the annual Quintessence International Breastfeeding Challenge.
  - Seek and obtain funding for a demonstration project to promote awareness about the right to breastfeed in public.
  - Encourage public sites (e.g. libraries, parks and recreation facilities, sporting arenas, gyms, city halls, courthouses, state capitol, departments of public safety, comptroller's offices, public service offices, and other establishments) to support breastfeeding and to display "Breastfeeding Friendly Establishment" decals.
  - Assist FL DOH and other partners in disseminating information and promote programs and initiatives related to the right to breastfeed in public.
- Increase community support of breastfeeding.
  - Develop (or disseminate existing) specific curriculum and/or literature to directly impact breastfeeding support by dads & grandparents.
  - Develop a comprehensive resource toolkit on the FBC website to promote state and local resources for breastfeeding support.
  - Network with health professional organizations, Florida Lactation Consultant Association, FL WIC, FL DOH, La Leche League in Florida, and other sources of professional, paraprofessional, and mother-to-mother support to strengthen the breastfeeding community support system in Florida.

**Goal C:** *Ensure that women and their families in the workforce are supported in optimal breastfeeding.*

- Support USBC's legislative agenda related to ensure that women and their families in the workforce are supported in optimal breastfeeding.
  - Support passage of the Federal Employees Paid Parental Leave Act.
  - Support passage of the Family Leave Insurance Act.
  - Support revision and expansion of the Family and Medical Leave Act to protect breastfeeding mothers with no access to leave.
  - Advocate for passage of federal legislation to require or incentivize workplace accommodations, such as the Breastfeeding Promotion Act.
  - Support/advocate for state legislation to provide paid family leave.
  - Support/advocate for state legislation to require or incentivize workplace accommodations.
- Encourage implementation of worksite lactation support policies for Florida businesses.
  - Promote the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER AWARD to businesses.
  - Partner with local coalitions to use the Business Case for Breastfeeding toolkit and other strategies to assist businesses to achieve the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER status.
  - Encourage hospitals, state agencies, and local health and human services and other healthcare settings to become a FLORIDA BREASTFEEDING FRIENDLY EMPLOYER.

- Recognize the FLORIDA BREASTFEEDING FRIENDLY EMPLOYERS by listing designated employers on the FBC website.
- Conduct/coordinate Business Case for Breastfeeding trainings and events.
- Educate and work collaboratively with other partners/organizations about the need for worksite lactation accommodation and support, and about the FLORIDA BREASTFEEDING FRIENDLY EMPLOYER AWARD program.

**Goal D:** *Ensure that FBC is a sustainable and effective organization, funded, structured, and aligned to do its work.*

- Secure and maintain funding to support achievement of the strategic goals, and reserves to cushion against the unexpected.
  - Continue to seek grant/project funding opportunities.
  - Continue to identify potential fund raising opportunities.
  - Seek sources of ongoing sponsorship.
- Develop volunteer staffing structure to support achievement of strategic goals
  - Develop job description(s) for volunteer support staff.
  - Explore and identify potential funding sources, which could lead to having paid staff member(s).
- Maintain a strong governance framework, including a committee structure that mobilizes members and volunteers to collaborate to support achievement of the strategic goals, while making the best use of their unique skills and expertise.
  - Implement established governance structure and evaluate its effectiveness.
  - Develop and communicate job descriptions for each committee role.
  - Develop volunteer recruitment and management skills and techniques of executive committee and officers.
- Continue to build a multisectoral, diverse membership and cultivate appropriate strategic partnerships.
  - Seek partnership/funding from FL DOH to convene a summit with a broad base of stakeholders to develop a Florida Blueprint for Action on Breastfeeding.
  - Ensure FBC presence at professional conferences.
  - Develop a common calendar for collaborative scheduling of breastfeeding-related events via website.
- Maintain a strong partnership with, and provide support for, a network of local breastfeeding coalitions.
  - Develop a mentor/technical assistance program for development of new and existing community coalitions within Florida.
  - Conduct assessment of community coalitions' use of and needs for state programs, services, and resources.
  - Develop recommendations and implement activities based on assessment findings.
- Serve as an expert voice and a clearinghouse of breastfeeding information.
  - Develop a strong web presence by updating, enhancing, and maintaining the FBC website.
  - Develop and implement a media strategy to respond to and to publicize breastfeeding related events.
  - Disseminate relevant national, state and local news, program updates, data, research, communications, etc. to supporters and stakeholders via email, Yahoo list, website, and other media.
  - Develop a mechanism for compiling breastfeeding best practices in the state and highlight successful breastfeeding programs and initiatives on the FBC website.
  - Initiate an annual poster session to highlight state and local breastfeeding projects at FBC meeting.