

# **The Alaska Breastfeeding Coalition Strategic Plan 2014-2020**

## **Mission**

The Alaska Breastfeeding Coalition promotes, protects and supports breastfeeding through education, collaboration and advocacy.

## **Vision**

Alaskans support breastfeeding as the standard for feeding children.

## **Values**

- ❖ Empowerment
- ❖ Collaboration
- ❖ Advocacy
- ❖ Health
- ❖ Education

## **Goals**

To be Alaska's number one source for information about breastfeeding.  
To increase the percentage of babies in Alaska who are exclusively breastfed at six months to 31.6%.

## **Summary of Core Strategies**

The Alaska Breastfeeding Coalition serves pregnant and breastfeeding Alaskans and their children by:

- Educating their providers through the annual conference and CEU's
- Advocating for hospitals and providers to adopt model breastfeeding policies and practices
- Providing information to pregnant and breastfeeding women, supporters and community members and other professionals.
- Convening of local coalitions and initiatives on breastfeeding topics
- Collaborating with others to promote and support breastfeeding

The Alaska Breastfeeding Coalition will continue its high quality educational offerings, while also building its membership base, refreshing its image, and expanding its programming to include public awareness and policy initiatives as well as increased educational opportunities for providers.

## Program Goals

1. **By 2020, The Alaska Breastfeeding Coalition will increase the number and type of educational opportunities offered.**
  - a. ABC will continue hosting the annual conference and 5 day training.
  - b. Each year ABC will provide 1 speaker or presenter for grand rounds
  - c. ABC will improve website to provide resources for Alaskans and training materials for providers.
    - i. By 2020, 200 providers will receive training via the curriculum on the website.
  - d. ABC will provide distance learning opportunities for rural providers
    - i. By 2020, conference attendance will increase to 200 annually because of distance participation.

### Tasks for 2014-15:

- Identify and select technology for distance learning
- Select and hire a web designer to redesign website
- Identify list of potential speakers for grand rounds
- Outreach to grand rounds scheduler and get on schedule

2. **ABC will increase awareness of model and evidence based practices, and current laws and that support breastfeeding.**

- a. Model practices and policies will be made available via the ABC website.
- b. Model practices and policies will be made available to members via newsletters
- c. Information on State and Federal laws about breastfeeding will be available on the website.
- d. ABC will explore hosting a Summit for hospital administrators in 2015 on the importance of policymaking to support breastfeeding.

### Tasks for 2014-15:

- Determine ABC's role in Summit (budget, level of involvement, expectations) by October 2014 meeting.
- Collect model policies/practices/information for the website

3. **By 2020, ABC will have an established award program for care providers who are working towards evidence based breastfeeding practices.**

- a. By 2016, ABC will design the awards program, including:
  - i. Identifying selection criteria for the award program

- ii. Establishing a committee do to the evaluation/make awards.
- iii. Develop a plan to publicize the awards.

#### Tasks for 2014-15

- Establish an Ad Hoc Award Committee to begin design process
  - Identify and recruit people from outside ABC to be on the committee (big names)
4. **By 2020, ABC will be involved in or sponsor at least four community events annually.**
    - a. Each year, ABC will identify one community group not previously targeted for an educational or outreach activity year
      - i. ABC Members will be recruited to participate each year.
      - ii. ABC members will be asked for ideas of events/activities each year.
    - b. ABC will participate in world breastfeeding week in 2015

#### Tasks for 2014-15

- Select a new event for 2015
- Board Liaison for World Breastfeeding Week will bring information/ideas to the Board (DANA)

## **Administration/Finance/Communications**

1. **ABC will be the #1 source of information about breastfeeding in the State**
  - a. ABC will disseminate information about breastfeeding to the public through its website.
  - b. ABC will disseminate information to its members through the website and newsletters.
2. **ABC will maintain a balanced budget**
  - a. ABC will secure new resources for activities and projects as needed
  - b. An annual budget will be approved by the ABC board each year
3. **ABC will enhance its brand**
  - a. ABC will update its logo
  - b. ABC will update its website
  - c. ABC will create talking points and/or a case for support
4. **ABC will hold an annual planning meeting or retreat.**
  - a. Each year, ABC will develop an action plan.

Tasks for 2014-15:

- Propose and pass a budget for 2015 that includes funding for website and branding work
- Get quote for logo/branding
- Complete 2015 Action Plan

## **Membership**

**1. By 2020, the Alaska Breastfeeding Coalition will have 100 members.**

- At least 30% of members will participate in an activity each year
- At least 70% of members will renew their membership each year
- At least 25% of members will be from outside of Anchorage
- a. ABC will increase the number of ways to become a member of the Alaska Breastfeeding Coalition
  - i. Create an online membership option
  - ii. Conduct an annual members drive/member renewal process in 2016
- b. In 2015, ABC will redefine membership benefits and cost structure

Tasks for 2014-15:

- Research what other Breastfeeding coalitions do for membership benefits & Structure by December 2014 – Kelly & Juanita
- Research and propose an online membership program/tool to use (December 2014)

## **Governance**

**1. The Alaska Breastfeeding Coalition will strategically build its Board of Directors**

- a. ABC will recruit people to fill identified gaps for vacant seats
- b. ABC will use committees to bring new people onto the board
  - i. ABC will recruit members and others to be on ad hoc committees for special projects

1. ABC will form an Ad Hoc Committee for the Awards Program in 2016.
2. **By 2020, there will always be candidates for vacant board offices**
  - a. Fill vacant past-president positions by Spring of 2015

Tasks for 2014-15:

- Form an Ad Hoc Communications Committee - Jenn
- Form an Ad Hoc Membership Committee – Juanita
- Find out what skills/qualities/affiliations board members already have
- Identify gaps and develop a “wish list” of skills/qualities/affiliations that the board would like to recruit for
- Fill vacant past-president position