



Kansas  
Breastfeeding  
Coalition, Inc.

## **Kansas Breastfeeding Coalition, Inc. Strategic Plan: 2014 – 2017**

### **Mission Statement**

To improve the health and well-being of Kansans by working collaboratively to promote, protect and support breastfeeding.

### **Vision Statement**

Breastfeeding is normal and supported throughout Kansas.

### **Strategic Goals**

#### **1) Ensure access to comprehensive, current and culturally appropriate lactation care and services for all women, children and families.**

- a) Improve maternity care practices related to breastfeeding.
  - i) Encourage hospital practice to align with the 10 steps towards the Baby Friendly designation.
- b) Provide training opportunities and for health professionals in evidence-based breastfeeding practices.
- c) Reduce marketing of artificial baby milk.
- d) Improve quality and access to prenatal breastfeeding education.
- e) Advocate for adequate insurance coverage of lactation support and supplies.

#### **2) Strengthen breastfeeding support for families in communities.**

- a) Improve access to mother-to-mother peer support.
- b) Foster continuity of lactation care between hospitals and community.
- c) Normalize breastfeeding in public.
  - i) Pursue funding to purchase life size breastfeeding cut outs to rotate throughout Kansas.
  - ii) Continue Breastfeeding Welcome Here Campaign.
- d) Improve access to evidence based breastfeeding education for Child Care Providers.
- e) Encourage evidence based prenatal breastfeeding education for family systems.
- f) Increase support for breastfeeding women and their families at worksites.
  - i) Facilitate access to a “return to work” curriculum for mothers.
  - ii) Increase number of employers in Kansas with written breastfeeding support policies.
- g) Increase breastfeeding education and support for teen mothers within their school sites.
  - i) Educate school staff.

ii) Education for students.

**3) Ensure that the Kansas Breastfeeding Coalition is a sustainable and effective organization, funded, structured, and aligned to achieve its vision.**

a) Build and Strengthen Local Breastfeeding Coalitions.

i) Support development of culturally diverse breastfeeding coalitions.

b) Secure and maintain funding to support achievement of the strategic goals.

c) Develop a staffing structure which supports achievement of strategic goals.

i) Explore potential funding sources which could lead to paid staff.

d) Build a diverse membership and cultivate strategic partnership.

e) Cultivate the KBC's standing as an expert voice and clearinghouse for breastfeeding information in Kansas.

f) Build and maintain a strong governance framework, including a committee structure that mobilizes members and volunteers to collaborate to support achievement of the strategic goals.

i) Follow and periodically review the KBC Bylaws.

ii) Elect an effective Board of Directors.

(1) Strengthen nomination committee processes.

(2) Provide orientation to new board members.

iii) Form committees to support the achievement of strategic goals.

(1) Form Financial Review Committee

(2) Form Membership Committee

(3) Form Grant Writing and Review Committee

g) Continually evaluate and adopt best practices for not-for-profit organizations.