



Kansas Breastfeeding Coalition, Inc.

Strategic Framework

Mission Statement

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

Vision Statement

Breastfeeding is normal and supported throughout Kansas.

Values

The KBC values leadership, integrity, and inclusion. The KBC upholds and applies these values when making decisions about strategies to pursue. Selected strategies address one or more of the following values:

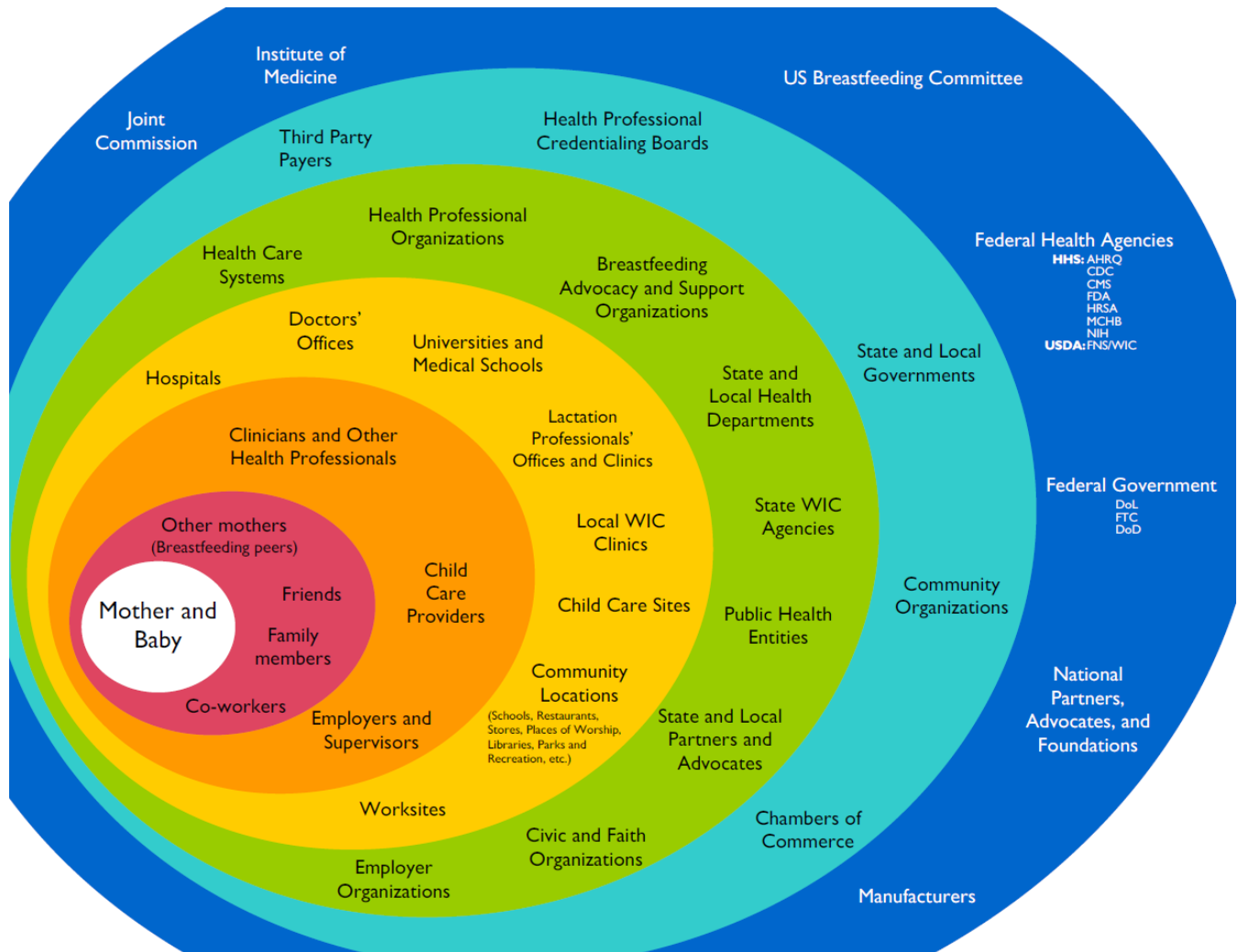
- Leadership –
 - Strengthen the Kansas Breastfeeding Coalition’s standing as an expert voice and clearinghouse for breastfeeding information in Kansas
 - Build community support for breastfeeding
- Integrity - Support the World Health Organization’s International Code of Marketing of Breast-milk Substitutes
- Inclusion - Eliminate disparities in breastfeeding

Strategic Framework

The KBC will identify, prioritize and coordinate strategic partners for state-wide alignment of breastfeeding support in Kansas. As each strategic partner is identified, the KBC then:

1. Mobilizes local coalitions to engage strategic partners who will embed breastfeeding support into the strategic partner’s own work.
2. Increases the capacity of identified strategic partners to support breastfeeding (e.g. training, education and resources).
3. Advocates for changes within the identified strategic partner’s policies, systems and environment needed to improve breastfeeding support.
4. Secures and maintains funding to support the engagement of identified strategic partners.
5. Collects and monitors indicators of progress.

Kansas Breastfeeding Coalition, Inc. Strategic Framework



Socio-ecological Model of Support for Breastfeeding

Strategic partners are in a position to advance the KBC's mission by changing a program, policy or practice within the systems as identified in the *Socio-ecological Model for Breastfeeding Support*. Examples of changes within systems include:

- **Family systems** – supporting initiation and duration of breastfeeding
- **Minority, vulnerable or underserved populations** – supporting initiation and duration of breastfeeding
- **Clinicians & other health professionals** – increasing knowledge and evidence-based practices

Kansas Breastfeeding Coalition, Inc. Strategic Framework

- **Worksites** – adopting breastfeeding policies and creating a supportive environment
- **Child care sites** – supporting breastfeeding families in child care settings
- **Hospitals** – achieving *High 5 for Mom & Baby* recognition or *Baby-Friendly Hospital* designation
- **Schools** – supporting breastfeeding staff and teen mothers
- **Community/public locations** – taking the Breastfeeding Welcome Here pledge

- **Public health entities** – integrating breastfeeding support into maternal and child health programs and health promotion work

- **Third party payers** – providing adequate coverage of breastfeeding support and supplies
- **State & local governments** – prioritizing breastfeeding in policy and program decisions, such as paid family leave

Identification of Priority Strategic Partners

The list of prioritized strategic partners will be selected annually by the KBC Board of Directors and will serve to direct the work of the KBC staff.