



# 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/human milk feeding.

### **Vision Statement**

Breastfeeding/human milk feeding 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/human milk feeding information in Kansas
  - Build community support for breastfeeding/human milk feeding
- Integrity - Support the World Health Organization’s International Code of Marketing of Breast-milk Substitutes
- Inclusion - Eliminate disparities in breastfeeding/human milk feeding

### **Goals:**

Goal 1: Be the state collective voice for breastfeeding/human milk feeding

#### Strategies:

- Support efforts to help parents and families reach their breastfeeding/human milk feeding goals
- Support positive and ethical messaging and marketing practices to build breastfeeding-friendly communities
- Advocate for evidence-based health care practices and policies
- Advance support and security for working breastfeeding/human milk feeding families
- Advocate for breastfeeding/human milk feeding research, monitoring and evaluation to understand and close the gap between evidence and practice

Goal 2: Ensure organizational vitality

#### Strategies:

- Assess and strengthen member, partner, coalition & grassroots relationships to optimize efficiency and impact
- Use governance & management best practices

- Embody core values in organizational leadership
- Secure long-term financial resilience
- Commit to the process of intentional institutional restructuring, based upon anti-racist analysis and identity

Goal 3: Engage with partners and members in a collective impact model

Strategies:

- Articulate and advance a policy/advocacy agenda
- Advocate to mobilize resources to prioritize support for the work of the lactation field
- Convene stakeholders and guide strategy to support breastfeeding/human milk feeding
- Serve as the communication and networking hub of the field
- Support increased capacity and engagement of breastfeeding coalitions

Goal 4: Create and model a culture of inclusion, diversity, and equity

Strategies:

- Integrate equity at the core of all collaborative work
- Embrace equity at the core of all organizational structures & practices
- Build a welcoming experience for all who engage with the organization

### **Language Disclaimer**

The Kansas Breastfeeding Coalition (KBC) recognizes and respects that pregnant, birthing, postpartum, and parenting people have a range of gender identities and do not always identify as “women” or “mothers.” In recognition of the diversity of identities, the KBC uses both gendered terms, as well as gender-neutral terms such as “people,” “pregnant people,” “parent,” and “birthing persons.” In referencing studies, the KBC will use the typically gendered language of the authors. We also use “chestfeeding,” a gender-neutral term, along with “breastfeeding,” but most references to this biological process are to “breastfeeding” study results.