

**Western Wisconsin
Breastfeeding Coalition
Strategic Plan
2018-2021**



Western Wisconsin Breastfeeding Coalition (WWBC) Strategic Plan 2018 -2021

Executive Summary

The Western Wisconsin Breastfeeding Coalition consists of a group of local breastfeeding professionals, including representation from lactation staff from Mayo Clinic and Gundersen Health System, WIC Staff, The Parenting Place, County Health Departments, The Ho Chunk Nation, Viterbo University, local mothers, daycare and childcare staff, La Leche League, and more. Counties served by the Western Wisconsin Breastfeeding Coalition include: Trempealeau, Jackson, Monroe, Vernon, and La Crosse. Membership (free) is open to any person who expresses an interest in and supports the purpose of the organization.

Our Purpose

The purpose of the Western Wisconsin Breastfeeding Coalition (WWBC) is to:

- Encourage and support breastfeeding mothers in the community, workplace, and schools.
- Foster community acceptance of breastfeeding through community education.
- Strengthen support for breastfeeding within healthcare systems.

We support breastfeeding mothers!

How:

- Providing educational resources to make breastfeeding an enjoyable and successful experience.
- Information for businesses on supporting breastfeeding mothers as they return to work.
- Providing information on electric breast pumps to support mothers that need to be apart from their baby.

Why:

- The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months, and that breastfeeding continue for at least 12 months and beyond.
- Mother's milk is the ideal nutrition for babies. It has the right mix of fats, carbohydrates, and proteins, plus antibodies to protect baby from infection.
- Babes are born to be breastfed!

The strategic plan for WWBC consists of the following priorities:

1. Engage, support, and encourage all La Crosse area breastfeeding mothers.
2. Strengthen support for breastfeeding within local schools, workplaces, hospitals, and daycares.
3. Foster community acceptance of breastfeeding through community education and promotion.
4. Strengthen our local coalition by increasing membership, visibility, and recognition while staying current with best practices.

Western Wisconsin Breastfeeding Coalition (WWBC) Board

The Western Wisconsin Breastfeeding Coalition Board of Directors is composed of 4 officers. These offices include:

- President
- President Elect
- Secretary
- Treasurer

Each officer serves a term of 2 years and duties of the officers are determined by the Board. Elections are held on odd numbered years at the regularly scheduled November board meeting.

The Western Wisconsin Breastfeeding Coalition also has several working committees that include work on the following:

- Breastfeeding Friendly Business Initiative
- Breastfeeding Friendly Daycare Initiative
- Big Latch On Event Planning

Committees can be added or changed based on the needs of the coalition.

Priority #1: Engage, support, and encourage all La Crosse area breastfeeding mothers.

WWBC Strategic Plan 2018-2021

	Who:	Resources needed:	Progress/Comments:
Goal 1: Engage with local breastfeeding Moms.			
Objective 1a: Maintain Facebook Group Page	Abbie Loos Ann Devine Maggie Smith	Facebook Account	Monitor/Facilitate Group as able
Objective 1b: Host a Big Small Catch Up event yearly in March.	Abbie Loos WWBC Group	Space Coffee Snacks	
Objective 1c: Conduct a community-wide breastfeeding assessment in 2019.	Abbie Loos	Wood County Assessment as Guidance	

Priority #2: Strengthen support for breastfeeding within local schools, workplaces, hospitals, and daycares.

	Who:	Resources needed:	Progress/Comments:
Goal 2: Assist all businesses who are interested in completing the Breastfeeding Friendly Business Initiative.			
Objective 2a: Recognize at least 6 businesses as Breastfeeding Friendly by 2021.	La Crosse County MCH Team	Wood County Breastfeeding Coalition Website	
Objective 2c: Provide public recognition and certificates to businesses who complete the Breastfeeding Friendly Business Initiative.	La Crosse County MCH Team		
Goal 3: Assist all daycares who are interested in completing the Breastfeeding Friendly Childcare Initiative.			
Objective 3a: Partner with The Parenting Place to host 1-2 breastfeeding continuing education events per year.	La Crosse County MCH Team Monroe County WIC Staff The Parenting Place Staff		
Objective 3b: Partner with The Parenting Place to offer 1 training per year for new daycares interested in becoming Breastfeeding Friendly.	La Crosse County MCH Team Monroe County WIC Staff The Parenting Place Staff		

Objective 3c: Maintain an updated record of recognized breastfeeding friendly daycares including renewal dates.	The Parenting Place Audra Weiser		
Objective 3d: Provide public recognition and certificates to daycares who completed the Breastfeeding Friendly Childcare initiative.	The Parenting Place Audra Weiser WWBC Group		
Goal 4: Partner with local hospitals to incorporate the Coffective Initiative.			
Objective 4a: 1 staff member from each hospital to view the Coffective online training.	Ann Devine Beth Hietpas		
Objective 4b: Complete a “train the trainer” with 1 staff member at each hospital about the offline training platform for staff.	Abbie Loos Ann Devine Beth Hietpas		
Goal 5: Engage local pharmacies.			
Objective 5a: Provide breastfeeding support information to at least 1-2 local pharmacies.	WWBC Group		

Priority #3: Foster community acceptance of breastfeeding through community education and promotion.

	Who:	Resources needed:	Progress/Comments:
Goal 6: Utilize media outlets to promote breastfeeding.			
Objective 6a:	Abbie Loos Maggie Smith		

Maintain a coalition website. (Currently wwbcoalition.org)			
Objective 6b: Publish 2 press releases each year about breastfeeding.	Abbie Loos		
Goal 7: Participate in World Breastfeeding Week Activities			
Objective 7a: Participate in the Big Latch On event yearly.	WWBC Group Big Latch On Planning Committee		
Objective 7b: Purchase materials for WWBC's use during World Breastfeeding Week.	WWBC Group		

Priority #4: Strengthen our local coalition by increasing membership, visibility, and recognition while staying current with best practices.

	Who:	Resources needed:	Progress/Comments:
Goal 8: Stay engaged with the Wisconsin Breastfeeding Coalition			
Objective 8a: At least 1 WWBC member attend yearly WBC summit.	WWBC Group		
Objective 8b: Maintain WBC Membership yearly.	Marissa Kamrowski Dawn Thompson	\$75 for dues?	
Objective 8c: Participate in quarterly WBC networking calls.	Abbie Loos		
Goal 9: Increase WWBC funding.			
Objective 9a: Host at least 1 fundraising event each year.	WWBC Group		

<p>Objective 9b: Apply for at least 1 grant (for funding) by 2021.</p>			
<p>Goal 10: Strengthen WWBC Membership</p>			
<p>Objective 10a: Invite 1-2 prenatal staff members from each hospital to participate in WWBC meetings.</p>			
<p>Objective 10b: Continue and maintain partnership with The Parenting Place</p>	<p>WWBC Group The Parenting Place</p>		
<p>Objective 10c: Continue to add all recognized Breastfeeding Friendly Childcare and Businesses to WWBC email distribution list and meeting invitations.</p>	<p>Marissa Kamrowski</p>		