



Pennsylvania
Breastfeeding
Coalition

Strategic Plan 2015-2019

Adopted 10-22-14

Mission

The mission of the Pennsylvania Breastfeeding Coalition (PABC) is to facilitate community and statewide efforts to protect, support and promote breastfeeding as the cultural norm across the Commonwealth of Pennsylvania.

Vision

The PABC envisions breastfeeding as the normal and expected course of infant feeding in health care institutions, places of employment, public venues, communities, and families throughout the Commonwealth of Pennsylvania.

Coalition Structure and Funding

The PABC is a 501(c)(3) non-profit organization comprised of breastfeeding advocates from across the Commonwealth of Pennsylvania. In accordance with its Bylaws, the organization is led by the Steering Committee. Coalition members include health professionals from hospitals, clinics, public health departments, and universities; concerned parents and citizens; and volunteers from community organizations. The Coalition adopts the following Structure and Funding goals in order to maintain an active membership, committee structure, and funding sufficient to execute its mission.

Structure and Funding Goal 1: Recruit active members from diverse backgrounds to fill all organization offices and committees.

Objective 1: Fill leadership and committee positions to organize Coalition activities.

Action items:

- Fill Steering Committee positions as outlined in the PABC Bylaws.
- Create Ad Hoc Committees and Subcommittees to address Strategic Goals and carry out Action Items.

Objective 2: Encourage active participation of all Coalition members.

Action items:

- Assign all active members to a Committee position in consideration of member areas of interest, expertise, and resources.

Structure and Funding Goal 2: Maintain adequate funding to carry out Coalition actions.

Objective 1: Increase Coalition membership in order to maximize income from membership dues.

Action items:

- Fill Membership Coordinator position to recruit and maintain members.

Objective 2: Expand supplemental funding sources.

Action items:

- Seek and facilitate donations to PABC through a variety of sources.
- Apply for funding through Grants as appropriate.

Strategic Goals

The PABC adopts the following Strategic Goals to guide Coalition actions and advance its mission.

Strategic Goal 1: Ensure access to high quality lactation care for all mothers and babies.

Objective 1: Increase the number of Baby Friendly Hospital Initiative accredited and Keystone 10 designated hospitals and birthing facilities in the Commonwealth.

Action items:

- Engage health systems to advocate for best maternity care practices relative to breastfeeding.

Objective 2: Establish licensure for International Board Certified Lactation Consultants at the state level.

Action items:

- Parallel efforts underway by USLCA and other organizations to promote licensure within Pennsylvania.
- Meet with state lawmakers to promote licensure.

Objective 3: Increase training in lactation for health care providers.

Action items:

- Promote variety of curricula for health professionals which confer all levels of competency for breastfeeding support.

Objective 4: Facilitate insurance coverage of lactation care.

Action items:

- Provide assistance and information to the public regarding provisions of the Affordable Care Act relating to lactation services.

Objective 5: Promote breastfeeding as preventive health care for mothers and babies.

Action items:

- Maintain ongoing collaboration with the Pennsylvania Department of Health.
- Ensure inclusion of breastfeeding in public health initiatives, including obesity prevention.

Strategic Goal 2: Create labor/workplace environments and culture that are supportive of breastfeeding families.

Objective 1: Support the development and adoption of a Paid Family Leave program for the Commonwealth of Pennsylvania.

Action items:

- Initiate conversation with the Pennsylvania legislature's Women's Health Caucus to explore Paid Family Leave.
- Meet with legislators to promote Paid Family Leave.
- Promote the federal Family and Medical Insurance Leave (FAMILY) Act, S1810 and HR3712.

Objective 2: Facilitate adoption of workplace policies and programs that support breastfeeding.

Action items:

- Continue to support Pennsylvania House Bill 1895, the Workplace Accommodations for Nursing Mothers Act.
- Recognize breastfeeding friendly employers.
- Promote use of Department of Labor resources for creation of work site lactation programs.
- Promote flexible work environments and baby at work programs.
- Educate employers about the needs of breastfeeding mothers in the workplace.

Strategic Goal 3: Establish breastfeeding as the normal method of infant feeding across community environments.

Objective 1: Increase compliance with the International Code of Marketing of Breast-milk Substitutes throughout the Commonwealth.

Action items:

- Promote "Ban the Bags" campaigns in birthing facilities.
- Educate stakeholders of the negative impact of infant formula marketing and advocate for ethical conduct regarding such marketing.

Objective 2: Increase awareness of and access to peer support for breastfeeding.

Action items:

- Facilitate establishment of peer support programs in areas with low breastfeeding rates.
- Maintain database of available peer support and publicize to expectant mothers and families.

Objective 3: Promote breastfeeding friendly environments in the community.

Action items:

- Promote breastfeeding friendly child care environments.
- Monitor local, state, and federal legislative initiatives that enable breastfeeding to facilitate beneficial language and promote passage.
- Support Pennsylvania House Bill 2210, an Act Amending the Pennsylvania Consolidated Statutes, in juries and jurors, providing exemptions for breastfeeding mothers.
- Maintain an active website and social media networking to provide relevant information for all sectors of the community, including parents, health care providers, employers, and other community members.
- Support establishment of Three Rivers Mothers' Milk Bank and CHOP Mothers' Milk Bank.