



## The Strategic Plan 2023-2024

Proposed 10.10.2022

**Mission:** The mission of the Pennsylvania Breastfeeding Coalition (PABC) is to facilitate community and statewide efforts to protect, support and promote breastfeeding and human milk feeding across the Commonwealth.

**Vision:** Breastfeeding and human milk feeding is the infant and young child nutritional standard and supported throughout Pennsylvania.

PABC is a 501C3 nonprofit, volunteer organization with project funding from membership fees, donations, and grant funding.

The Coalition adopts the following Strategic Plan in order to maintain an active membership, committee structure, and funding sufficient to execute its mission.

***Strategic Goal 1: Re-establish committee structure, communications, and develop branding for the coalition to ensure that it is a sustainable and effective organization aligned to meet its mission.***

Action items:

- Revise website to be a recognizable, reliable resource for members
- Establish PABC's position as an expert voice and repository for current breastfeeding information in Pennsylvania
- Maintain Membership Coordinator position as part of the Steering Committee to recruit, engage, and retain members.
  - Develop membership among underrepresented groups within the Steering Committee, meetings, events, speakers, and partners
- Build a committee structure that mobilizes members to collaborate and support achievement of the Strategic Plan
  - Elect and sustain a full Steering Committee
  - Provide comprehensive orientation to new Steering Committee members
  - Create a repository for committees and current work groups on the PABC website
- Mentor future leadership in the Coalition by welcoming a committee member to attend a steering committee meeting each month.
- Build and strengthen local coalitions

- Create and sustain a culture of Equity
  - Reduce inequities in breastfeeding by facilitating improved breastfeeding promotion and support for families with lower breastfeeding rates including Black, Latinx, and rural families.
  - Maintain an active Equity work Group
  - Provide an educational opportunity, add infographics and relevant resources to the PABC website, and regular coalition communications on disparities in breastfeeding and the systemic barriers.
- Host an in-person, state-wide meeting in April 2023
- Revise the Strategic Plan in the fall of 2023

***Strategic Goal 2: Create environments and a culture that are supportive of breastfeeding families in workplaces, schools, child care centers, and other community establishments***

**Objective 1:** Facilitate adoption of workplace policies and programs that support the continuation of human milk feeding.

Action items:

- Benchmark current practices in PA, through an informal survey of employers and employees to develop a new structure for the Employer Awards Recognition Program by March, 2023.
- Increase awareness of the need for employee lactation support through social media.
- The Awards Committee will post at least 12 social media messages annually.
- Increase the number of breastfeeding family friendly worksites by providing resources to proven programs and industry specific solutions to employers, employees, and other stakeholders through social media links and a resource list on the PABC website.
- Seek nominations from the businesses and the community in collaboration with the Pennsylvania Chapter of the American Academy of Pediatrics and other partners to recognize at least 4 Breastfeeding Friendly Worksites, annually.
- Link businesses enrolled in the awards program to resources and educational opportunities to promote continued engagement with PABC and on-going development of their employee lactation support programs.

**Objective 2:** Increase visibility and access to support for breastfeeding.

Action items:

- Provide a statewide database of support networks via ZipMilk by December 2022
- Track and analyze data usage patterns annually via the website. Report out to PABC general meetings
- Collaborate with community based organizations and local coalitions to identify peer support networks.

- Create a network of communication to recruit lactation support resources to ZipMilk, and to inform families about the resources listed