

2020 STRATEGY MAP: Clark County Breastfeeding Coalition

DRAFT – for review 11-18-19

Mission statement (current): Clark County Breastfeeding Coalition works to improve the health of our community by promoting, protecting and supporting breastfeeding and to strengthen the infrastructure so that working families have the support they need to continue breastfeeding.

Equity statement (current): CCBC is committed to identify and eliminate barriers to breastfeeding among families of races and ethnicities in Clark County in order to foster a culture of inclusion.

1 GROW COALITION

Strategy Statement: Recruit, engage and retain new Coalition members and build the Coalition’s infrastructure.

In the next year...	Looking further out...
<ul style="list-style-type: none"> Focus of 11-18-19 meeting 	

2 RESOURCE HUB

Strategy Statement: Become a resource hub for the Clark County community and local worksites.

In the next year...	Looking further out...
<ul style="list-style-type: none"> Develop a “breastfeeding friendly” worksite outreach program Create a guide to “breastfeeding friendly” workplaces for employers Create a Coalition website that can serve as a hub for Clark County breastfeeding resources, news, research, and more Maintain a Clark County breastfeeding “resource guide” on the website in multiple languages. 	<ul style="list-style-type: none"> Develop original content (such as videos, resource guides, etc.) for the website Plan, host or table at community events in support of breastfeeding, including: resource fair(s) Develop supportive messaging and information materials around breastfeeding for Clark County community members

3 TRAINING

Strategy Statement: Identify and provide breastfeeding trainings to the Clark County community and to target audiences.

In the next year...	Looking further out...
<ul style="list-style-type: none"> Plan and hold a training for medical providers/pediatricians around breastfeeding Provide culturally specific training to nurses, lactation consultants, and community health workers 	<ul style="list-style-type: none"> Hold a breastfeeding training/conference for the community, including medical providers, every other year Support/develop the capacity of culturally- and linguistically-specific lactation consultants or community health workers Plan, host or table events in support of breastfeeding, including: provide short trainings for target audiences (nurses, prenatal providers, worksites, lactation consultants, etc.)

4 NETWORKING

Strategy Statement: Expand the Coalition’s presence in the Clark County community – including among local providers, hospitals, and with community-based breastfeeding supports.

In the next year...	Looking further out...
<ul style="list-style-type: none">• Implement a social media plan that includes the creation of a website (see Resource Hub)• Plan and promote the Big Latch event with community partners• Host one or more networking events (outside of regular Coalition meetings)	<ul style="list-style-type: none">• Plan, host or table at community events in support of breastfeeding, including: community conversations, family birth meetings, at community-based organizations