## INFRASTRUCTURE

### RIBC Infrastructure

Objective: Maintain group identity, membership, and sustainability

Team: Board of Directors

Timeframe: Ongoing

**Strategies**
- Maintain RIBC objectives and strategic plan by reviewing annually
- Integrate completed strategic plan activities into RIBC history
- Respond to national and regional resources and strategies as needed
- Identify sustainability strategies and resources at board meeting as needed
- Encourage and sustain active partnerships
- Expand and diversify group membership
- Review updated membership list and listserv quarterly
- Review committee reports quarterly

## COMMUNICATIONS

### Educational Resources

Objective: Maintain, update, and distribute provider and consumer breastfeeding education resources.

Team: Communication team

Timeframe: Quarterly report to the board

**Strategies**
- Revise and reprint RIBC materials (as indicated by tracking)
- Update RIBC website with current RIBC materials (announcements, current events, etc.)
• Provide professional breastfeeding resources to health care providers through coalition members, the RIDOH distribution center (SBC), and at provider forums
• Provide clients and families with prenatal and postpartum breastfeeding resources through coalition members, the RIDOH distribution center (SBC), and at community forums
• Collaborate with RIDOH and community partners to Develop, distribute, and promote new state message education resources as appropriate.

**Public Relations**

Objective: To promote RIBC brand

Team: Communication team

**Strategies**

- Promote RIBC events and achievements in the media in partnership with RIDOH
- Actively Promote World Breastfeeding Month
- Develop and sustain relationships with community partners
- Enhance online promotion of the Rhode Island Breastfeeding Coalition and its resources to providers and families (social media, etc.)

Timeline: ongoing with monthly report to the board

**PARTNERSHIPS / ADVOCACY**

**Maternity Care Practices**

Objective: Support Rhode Island birthing hospitals in maintaining or implementing best practices to improve breastfeeding outcomes as measured by Maternity Practices in Infant Nutrition and Care (mPINC) scores

Team: Maternity Care Practices team

**Strategies & Activities**

- Advocate connecting birthing hospitals with WIC breastfeeding support services.
- Serve as a community resource on breastfeeding issues for maternity care facilities
- Support all maternity care hospitals in RI to become or maintain Baby-Friendly designation in accordance with the UNICEF/WHO Baby-Friendly Hospital Initiative (BFHI).
- Work collaboratively with RIDOH on the Maternity Care Practices Collaborative.
Partner with the Provider Education team to provide breastfeeding education opportunities to healthcare providers in Rhode Island.

Timeline: Ongoing with quarterly report to the board

### Child Care Partnerships

**Objective:** In collaboration with the Child Care Steering Committee, monitor new state policies, programs, and environments that support breastfeeding mothers.

**Team:** Childcare team

**Partners:** RIDOH

**Strategies & Activities**

1. Provide input on state policy regarding breastfeeding support at child care facilities
   - Conduct research about current policies in Rhode Island and other states
   - Partner with key stakeholders to support a policy change
   - Advocate for incorporating new policy into new childcare licensing regulations
2. Assist child care providers in creating a breastfeeding-friendly environment
   - Develop breastfeeding recommendations for child care centers regarding:
     - Breastmilk storage and handling
     - Physical layout to include a space to nurse
     - Support group development for breastfeeding moms
     - Breastfeeding go-to person at each center
   - Develop and market a staff and client education plan
   - Develop a promotion plan for child care providers that incorporate recommendations
3. Develop, implement, and promote a recognition program for child care facilities that support and promote breastfeeding
4. Develop a communication plan about breastfeeding in all child care centers
   - Identify and problem-solve around specific barriers in high-risk areas

Timeline: Ongoing with quarterly report to the board

### Health Insurer Partnerships

**Objective:** All Rhode Island health insurers will include in their standard of care reimbursable coverage for lactation support services, breastfeeding classes, and breastfeeding equipment (e.g. breast pumps)
**Team:** Health Insurer team

**Partners:** First Connections, health insurers

**Timeline:** Ongoing with quarterly report to the board

### Strategies & Activities

**Advocate for IBCLC licensure in Rhode Island**
- Become an active part of the RI Healthcare Reform Commission
- Research how Diabetes Educators became licensed in Rhode Island
- Research how Dietitians became licensed in Rhode Island

**Assist insurers in establishing the optimal standard of breastfeeding care**
- Further develop existing relationships with partner insurers
- Encourage and provide technical support to insurers to provide additional breastfeeding benefits to RIte Care & commercial subscribers
- Promote the Rhode Island Breastfeeding Coalition and the Physicians’ Committee forBreastfeeding in Rhode Island as experts for consultation on breastfeeding issues

**Promote breastfeeding benefits to health care providers and subscribers**
- Promote the RIBC breast pump prescription template
- Identify and enhance ways that insurers notify consumers and providers about benefits (e.g. subscriber education packets, subscriber newsletters, magazines, physician bulletins)
- Update and promote RIte Care breastfeeding benefit grids annually or as benefits change
- Educate health care providers about access and utilization of insurance benefit information

**Timeline:** Ongoing with quarterly report to board

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**Legislative Advocacy**

**Objective:** Promote and promulgate laws, legislation and policy to protect, support and promote breastfeeding in Rhode Island

**Team:** Board, Ad hoc committee, with guidance from the US Breastfeeding Coalition, AAP Legislative Action news

**Strategies**
- Promote existing state breastfeeding legislation locally, ongoing
- Promote existing national breastfeeding legislation locally, ongoing
• Work with and respond to government agencies and committees (e.g., Health Insurance Commissioner, ACA Healthcare Forum, etc) to comment on and develop policies and initiatives in the state, ongoing
• Identify opportunities for developing new and strengthening existing legislation before the beginning of the legislative term in January, annually at summer or fall meeting

Timeline: As needed

**Breastfeeding-Friendly Environments**

**Objective:** Increase the number of public settings (e.g., parks, stores, restaurants, and entertainment venues) with breastfeeding-friendly environments

**Team:** Breastfeeding-Friendly team

**Partners:** Birthing hospital support groups, LLLRI

**Strategies**
Partner with Rhode Island mothers groups to disseminate public breastfeeding law fact sheets, “Breastfeeding Welcome Here” decals, and Breastfeeding-Friendly Workplace Award applications to Rhode Island businesses

**Timeline:** Ongoing with quarterly report to board

**Employer Partnerships**

**Objective:** Increase the number of worksites that implement policies, programs and environments that support breastfeeding mothers

**Team:** Employer team

**Partners:** RIDOH (Director’s Office, IHW, State Breastfeeding Coordinator, Worksite Wellness Coordinator), MomDocFamily, University of Rhode Island, Rhode Island business and community organizations

**Strategies**
• Promote the adoption of breastfeeding-friendly policies, programs, and environments to community partners, chamber of commerce, and businesses

**Activities**
• Collaborate with RIDOH to sustain the annual Breastfeeding-Friendly Workplace Award promotion and recognition program (ongoing)
• Promote the Business Case for Breastfeeding lactation support toolkit and the Breastfeeding-Friendly Workplace Award to community partners and employers (ongoing)
• Follow up with previous Breastfeeding-Friendly Workplace Award recipients and Business Case for Breastfeeding toolkit recipients to provide ongoing breastfeeding education and access to relevant community resources (ongoing)
• Promote Business Case for Breastfeeding mini-grants to community organizations and businesses and coordinate and facilitate the mini-grant process (ongoing)
• Collaborate with MomDocFamily to maintain a list of pumping rooms available to physicians and staff at Rhode Island hospitals (ongoing)
• Collaborate with the University of Rhode Island Advance office to promote the Business Case for Breastfeeding and the Breastfeeding-Friendly Workplace Award to other state academic institutions (July 1, 2010 – June 31, 2011)
• Post relevant updates on RIDOH and RIBC websites (ongoing)
• Distribute Breastfeeding and Going Back to Work or School brochures, Breastfeeding Law Cards, Breastfeeding Law Fact Sheets, and Breastfeeding Welcome here decals throughout the community (ongoing)
• Promote Business Case for Breastfeeding lactation support toolkit and Breastfeeding-Friendly Workplace Award at Society for Human Resource Managers Conference (September 2011)
• Reprint Breastfeeding Welcome Here decals for ongoing community distribution (spring 2011)

EDUCATION

Provider Education

Objective: Provide breastfeeding education opportunities to healthcare providers in Rhode Island (SGCTA9)

Team: Provider Education team

Strategies

• CLC Training: Train Rhode Island healthcare providers as Certified Lactation Counselors every other year (next in 2014)
• RIBC Conference: Provide educational and networking opportunity for lactation specialists working in Rhode Island every other year (next in 2014)
  Cultural competency: Provide speaker/s who address cultural concerns and issues
around breastfeeding

- **Physician Education**
  - Grand rounds CME opportunities targeting physician’s (next in August 2013)
  - Prepare brief educational opportunities to be conducted in physician offices (contingent on funding) Cultural competency: Create/provide a toolkit for physician offices that addresses provider cultural competence

- **Hospital Staff Training:** Partner with the Maternity Care Practices Collaborative to act as content experts to educate healthcare providers working in birthing hospitals (not actively in progress at this time)

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<thead>
<tr>
<th>Pharmacist Networking &amp; Education</th>
<th>ID champion</th>
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<tr>
<td>Objective: Increase the number of maternity care hospitals, private clinical practices, and commercial pharmacies in Rhode Island that utilize breastfeeding pharmacology resources (SGCTA9)</td>
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<td>Team: Not formed</td>
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<tr>
<td>Strategies</td>
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<tr>
<td>- Promote the use of appropriate breastfeeding pharmacology resources in pharmacies and the URI school of pharmacy</td>
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<tr>
<td>- Collaborate with pharmacist partners to promote breastfeeding pharmacology and education through their professional organizations</td>
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<td>- Promote the implementation of hospital breastfeeding pharmacology assessments</td>
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<td>Timeline: Inactive</td>
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