



2014-2018 STRATEGIC PLAN

Italics represent inactive initiatives

INFRASTRUCTURE

RIBC Infrastructure
Objective: Maintain group identity, membership, and sustainability
Team: Board of Directors
Timeframe: Ongoing
<u>Strategies</u> <ul style="list-style-type: none">• 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
<u>Strategies</u> <ul style="list-style-type: none">• 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
<p><u>Strategies & Activities</u></p> <ol style="list-style-type: none"> 1. Provide input on state policy regarding breastfeeding support at child care facilities <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Develop breastfeeding recommendations for child care centers regarding: <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> • 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
<p><u>Strategies & Activities</u></p> <p>Advocate for IBCLC licensure in Rhode Island</p> <ul style="list-style-type: none"> • 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 <p>Assist insurers in establishing the optimal standard of breastfeeding care</p> <ul style="list-style-type: none"> • 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 for Breastfeeding in Rhode Island as experts for consultation on breastfeeding issues <p>Promote breastfeeding benefits to health care providers and subscribers</p> <ul style="list-style-type: none"> • 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

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
<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Promote existing state breastfeeding legislation locally, ongoing • Promote existing national breastfeeding legislation locally, ongoing

<ul style="list-style-type: none"> • Work with and respond to government agencies and committees (eg 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
<u>Strategies</u> 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
<u>Strategies</u> <ul style="list-style-type: none"> • Promote the adoption of breastfeeding-friendly policies, programs, and environments to community partners, chamber of commerce, and businesses
<u>Activities</u>

- 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)*

Pharmacist Networking & Education > ID champion
Objective: Increase the number of maternity care hospitals, private clinical practices, and commercial pharmacies in Rhode Island that utilize breastfeeding pharmacology resources (SGCTA9)
Team: Not formed
<u>Strategies</u> <ul style="list-style-type: none"> • Promote the use of appropriate breastfeeding pharmacology resources in pharmacies and the URI school of pharmacy • Collaborate with pharmacist partners to promote breastfeeding pharmacology and education through their professional organizations • Promote the implementation of hospital breastfeeding pharmacology assessments
Timeline: Inactive