

## Clark County Breastfeeding Coalition: 2020 Action Plan

Last Updated: 01/07/2020

### Strategy 1: Grow Coalition

Recruit, engage, and retain new and diverse Coalition members and build the Coalition's infrastructure.

2020 ACTIVITIES (From Strategy Map)	GOALS (What do we want to accomplish this year?)	SUB TASKS (What needs to happen?)	LEAD	SUPPORT
Recruit new coalition members - through social media, networking and training events - who have time, expertise, and/or skills to support coalition activities.	Recruit 3 new regular members. Identify a volunteer who has website expertise.	<ul style="list-style-type: none"> <li>Create a 1-page document advertising the Coalition to go along with strategy map</li> <li>Identify 2 events for coalition member(s) to attend</li> </ul>	Name	Name
Create action plans for Coalition strategies, and track progress/mark milestones.	Develop action plan at January meeting and revisit at each Coalition meeting to document our progress.		Name	Name

### Strategy 2: Training

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

2020 ACTIVITIES (From Strategy Map)	GOALS (What do we want to accomplish this year?)	SUB TASKS (What needs to happen?)	LEAD	SUPPORT
Plan and hold training for medical providers/ pediatricians around breastfeeding.	Training is attended by # providers from Clark County.	<ul style="list-style-type: none"> <li>Create a planning subcommittee</li> <li>Research training curriculums</li> <li>Create outreach plan</li> <li>Identify date/time and location for training</li> </ul>	Name	Name
Provide culturally specific training to nurses, lactation consultants, and community health workers.	Provide 1 training that is attended by X lactation consultants.		Name	Name

### Strategy 3: Networking

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

2020 ACTIVITIES (From Strategy Map)	GOALS (What do we want to accomplish this year?)	SUB TASKS (What needs to happen?)	LEAD	SUPPORT
Implement a social media plan that includes the creation of a website (see Resource Hub).	Post # facebook and # twitter original posts each month	<ul style="list-style-type: none"> <li>Create a social media subcommittee</li> <li>At each Coalition meeting, briefly discuss content ideas for the following month</li> </ul>	Name	Name
Plan and promote the Big Latch event with community partners.	# community partners and # community members attend the Big Latch	<ul style="list-style-type: none"> <li>Identify community partners and invite to join a planning committee for Big Latch</li> <li>Create publicity plan</li> </ul>	Name	Name
Host or attend one or more networking or local events (outside of regular Coalition meetings).	Attend # events in Clark County targeting the Hispanic community.	<ul style="list-style-type: none"> <li>At each Coalition meeting (or via email) share events that CCBC could attend</li> <li>Have Coalition handouts available for printing to anyone on the Coalition to bring to events</li> </ul>	Name	Name

### Strategy 4: Resource Hub

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

2020 ACTIVITIES (From Strategy Map)	GOALS (What do we want to accomplish this year?)	SUB TASKS (What needs to happen?)	LEAD	SUPPORT
Develop a “breastfeeding friendly” worksite outreach program.	Meet with # businesses; support # to develop new policy	<ul style="list-style-type: none"> <li>Initial outreach to fast food businesses along Fourth Plain Blvd.</li> </ul>	Yasmina (CCPH)	Anna (CCPH)
Create a guide to “breastfeeding friendly”			Name	Name

workplaces for employers.				
Create a Coalition website that can serve as a hub for Clark County breastfeeding resources, news, research, and more.	Create a website by Dec 2020	<ul style="list-style-type: none"> <li>• Research platform and domain options, costs</li> <li>• Recruit support for website development through social media posts</li> </ul>	Name	Name
Maintain a Clark County breastfeeding “resource guide” on the website in multiple languages.		<ul style="list-style-type: none"> <li>• Begin a draft resource directory internally, so that when website is launched the content can be uploaded</li> <li>• Spend one meeting brainstorming what should go in resource directory</li> </ul>	Name	Name