

Clark County Breastfeeding Coalition: 2020 Strategy Map

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Mission Statement:

We work 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:

We are 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.

Strategy 1: Grow Coalition

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

Ongoing in 2020 and beyond...

- Recruit new coalition members - through social media, networking and training events - who have time, expertise, and/or skills to support coalition activities.
- Create action plans for Coalition strategies, and track progress/mark milestones.
- Develop subcommittee structure with assigned leads, and articulate roles and responsibilities.
- Hold volunteer appreciation event(s).

Strategy 2: Training

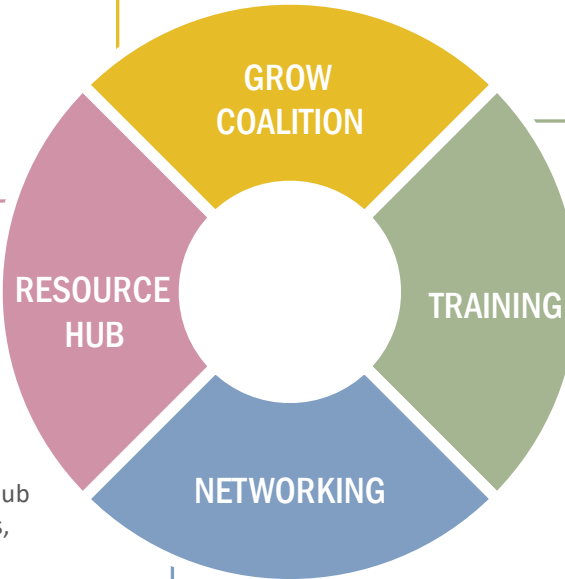
Identify and provide breastfeeding trainings to the Clark County community and to target audiences.

In 2020...

- Plan and hold a training for medical providers/pediatricians around breastfeeding.
- Provide culturally specific training to nurses, lactation consultants, and community health workers.

In future years...

- 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 (e.g. prenatal providers, worksites).



Strategy 4: Resource Hub

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

In 2020...

- 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.

In future years...

- 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.

Strategy 3: Networking

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

In 2020...

- 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 or attend one or more networking or local events (outside of regular Coalition meetings).

In future years...

- Plan, host or table at multiple community events in support of breastfeeding, including: community conversations, family birth meetings, at community-based organizations.