



2011 STRATEGIC PLAN

Italics represent inactive initiatives

*Team Leads indicated by asterisks

INFRASTRUCTURE

RIBC Infrastructure
Maintain group identity, membership, and sustainability
Team: Chair, Rapoza, Student Interns, Board, Membership, HEALTH, WIC, IHW
Timeframe: Ongoing
<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Maintain RIBC objectives and strategic plan • Integrate completed strategic plan activities into RIBC history • Respond to national and regional resources and strategies • Identify sustainability strategies and resources • Encourage and sustain active partnerships • Expand and diversify group membership • Maintain updated membership list and listserv

COMMUNICATIONS

Educational Resources
Maintain, update, and distribute provider and consumer breastfeeding education resources.
Team: *Dugan, SBC, HEALTH Distribution Center, DeSisto, RIBC Members, LLLRI
Timeframe: Ongoing
<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Revise and reprint RIBC materials (as needed) • Update HEALTH website with current RIBC materials (as needed) • Provide professional breastfeeding resources to health care providers through coalition members, the HEALTH distribution center (SBC), and at provider forums (DeSisto)

- Provide clients and families with prenatal and postpartum breastfeeding resources through coalition members, the HEALTH distribution center (SBC), and at community forums (DeSisto)
- Develop, distribute, and promote new breastfeeding education resources as appropriate.

Public Relations > as needed

Team: SBC, Dugan

- Strategies
- Promote RIBC events and achievements in the media in partnership with HEALTH
 - Actively Promote World Breastfeeding Week in partnership with HEALTH

Group Communications

Enhance online promotion of the Rhode Island Breastfeeding Coalition and its resources to providers and families

Team: *Dugan, *Kriste, Nilsson, Brown Interns

Timeframe: 2011

- Strategies
- Research and develop independent RIBC website
 - Explore and develop alternative strategies for corresponding with members (social media, email messaging services like iContact, etc.)

PARTNERSHIPS / ADVOCACY

Maternity Care Practices

Support Rhode Island birthing hospitals in improving maternity care practices to improve breastfeeding outcomes

Team: *SBC, *Fenick, Brown, Eisenstein, Zembo, Lovegreen, Schmidt, Laprade, Kriste (formula angle), Desjarlais, DeSisto, Fagre, Finnerty, Gabriel, Rubenstein, Viehmann, and other birthing hospital representatives in maternity care practice coalition

Partners: WIC, birthing hospitals
<p><u>Strategies & Activities</u></p> <p>Develop a system to connect birthing hospitals with WIC breastfeeding support services.</p> <ul style="list-style-type: none"> • Provide hospital delivery information (client name, phone number, date of delivery, breastfeeding status) to WIC staff so they can make timely contacts. <p>Serve as a community resource on breastfeeding issues for maternity care facilities.</p> <ul style="list-style-type: none"> • Provide hospitals with printed materials and links to RIBC electronic resources. <p>Increase the number of maternity care hospitals in RI that are designated as Baby-Friendly in accordance with the UNICEF/WHO Baby-Friendly Hospital Initiative (BFHI).</p> <ul style="list-style-type: none"> • Work collaboratively with HEALTH on the Maternity Care Practices Collaborative. • Pending receipt of the CDC Community Transformation Grant, work with HEALTH to help hospitals that are already Baby-Friendly maintain their status and to help remaining hospitals become Baby-Friendly. <p>Partner with the Provider Education team to provide breastfeeding education opportunities to healthcare providers in Rhode Island.</p>

Child Care Partnerships
In collaboration with the Child Care Steering Committee, increase the number of licensed childcare facilities that implement policies, programs, and environments that support breastfeeding mothers. (SGCTA16)
Team: *SBC, *Gabriel, Musial, Taly, Kostka, Desjarlais, Schmidt, Avila, Finnerty, Eisenstein, (with *Ankoma and Obesity Reduction in Child Care Steering Committee as part of the Initiative for a Healthy Weight Program)
Partners: HEALTH (IHW, State Breastfeeding Coordinator, WIC), La Leche League, Newport Hospital, Doulas of RI, RI Birth Network
<p><u>Strategies & Activities</u></p> <ol style="list-style-type: none"> 1. Develop and implement a 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 develop a policy • 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"> • Provide input to steering committee on survey tool currently being distributed to child care centers serving infants. This survey includes questions about infant feeding practices and breastfeeding policies and supports. • 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 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

Health Insurer Partnerships

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: *SBC, *Moren, Rapoza, Bosland, Nilsson, Brown, Neumann, Desisto

Partners: First Connections (Campagna), health insurers

Strategies & Activities

Advocate for IBCLC licensure in Rhode Island

- Become an active part of the RI Healthcare Reform Commission (Spring 2011; ongoing)
- Research how Diabetes Educators became licensed in Rhode Island (September 2011)
- Research how Dietitians became licensed in Rhode Island (September 2011)

Assist insurers in establishing the optimal standard of breastfeeding care

- Further develop existing relationships with partner insurers (ongoing)
- Encourage and provide technical support to insurers to provide additional breastfeeding benefits to RIte Care & commercial subscribers (ongoing)
- Promote the Rhode Island Breastfeeding Coalition and the Physicians' Committee for Breastfeeding in Rhode Island as experts for consultation on breastfeeding issues (ongoing)

Promote breastfeeding benefits to health care providers and subscribers

- Revise RIBC breast pump prescription template w/ W&I recommendations (6/11)
- Identify and enhance ways that insurers notify consumers and providers about benefits (e.g. subscriber education packets, subscriber newsletters, magazines, physician bulletins) (ongoing)
- Update and promote RIte Care breastfeeding benefit grids annually or as benefits change (ongoing)
- Educate health care providers about access and utilization of insurance benefit information (ongoing)

Legislative Advocacy
Promote laws that protect, support, and promote breastfeeding in Rhode Island
Team: *SBC, *Dugan, Viehmann, Gabriel, Gilman, Finnerty, RIBC members
<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Promote existing state breastfeeding legislation locally (ongoing) • Promote existing national breastfeeding legislation locally (SBC, Chair) • Explore opportunities for developing new legislation as needed (group)

Breastfeeding-Friendly Environments
Increase the number of public settings (e.g., parks, stores, restaurants, and entertainment venues) with breastfeeding-friendly environments
Team: Birthing hospital support groups, LLLRI (Survey respondents: SBC, Andrews, Desjarlais, Lovegreen, Gilman)
<p><u>Strategies</u></p> <p>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</p>

Employer Partnerships
Increase the number of worksites that implement policies, programs and environments that support breastfeeding mothers
Team: *Dugan, *Moren, DeLuca
Partners: HEALTH (Director’s Office, IHW, State Breastfeeding Coordinator, Worksite Wellness Coordinator), MomDocFamily, University of Rhode Island, Rhode Island business and community organizations
<p><u>Strategies</u></p> <ul style="list-style-type: none"> • Promote the adoption of breastfeeding-friendly policies, programs, and environments to community partners, organizations, and businesses

Activities

- Collaborate with HEALTH 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 HEALTH 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

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

Team: *Brown, *Eisenstein, Desjarlais, *Nilsson, Lovegreen, SBC, Gabriel, DeSisto, Laprade, Kriste, Finnerty, Viehmann, Rapoza, Zembo

Strategies

- CLC Training: Train Rhode Island healthcare providers as Certified Lactation Counselors every other year (next in 2012)
- RIBC Conference: Provide educational and networking opportunity for lactation

specialists working in Rhode Island every other year (next in October 2012)

Cultural competency: Provide speaker/s who address cultural concerns and issues around breastfeeding

- **Physician Education**

- Provide dinner CME opportunities targeting physician's every other year (next in August 2011)

- *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 educate healthcare providers working in birthing hospitals (not actively in progress at this time)*

Pharmacist Networking & Education > ID champion

Increase the number of maternity care hospitals, private clinical practices, and commercial pharmacies in Rhode Island that utilize breastfeeding pharmacology resources (SGCTA9)

Team: Viehmann, DeSisto, Rubestein, Hurley (support by Dugan, Gabriel, Musial who were all previously involved in initiative)

Strategies

- 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