

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Mission Statement

Vision: All babies in Rhode Island will be breastfed and breastfeeding will be accepted as the norm for infant feeding in Rhode Island.

Mission: The Rhode Island Breastfeeding Coalition (1992 inception, non-profit status) is a coalition of community organizations working to protect, promote, and support breastfeeding in Rhode Island. Members represent local birthing hospitals, health insurance companies, WIC, visiting nurse organizations, Early Head Start Programs, public health clinics, private clinical practices, La Leche League, research organizations, and the Department of Health. The coalition primarily focuses on increasing breastfeeding knowledge and awareness among breastfeeding families and health care professionals, building community partnerships, and developing community resources.

Goal: Increase breastfeeding rates and durations to improve the health of mothers and babies in Rhode Island.

Intermediate Objectives

HP 2010 Breastfeeding Objectives

By 2010, increase to 75% the proportion of mothers who breastfeed their babies in the early postpartum period.

By 2010, increase to 50% the proportion of mothers who breastfeed their babies for at least six months.

By 2010, increase to 25% the proportion of mothers who breastfeed their babies for at least 12 months.

By 2010, increase to 60% the proportion of mothers who breastfeed their babies exclusively for three months. (Pending HP 2010 Objective)

By 2010, increase to 25% the proportion of mothers who breastfeed their babies exclusively for six months. (Pending HP 2010 Objective)

Legend

Light text represents initiatives and / or activities led by PCBRI

(C) = Complete

(IP) = In progress

(\$) = Requires funding

BFHI = Baby-Friendly Hospital Initiative

HEAL = Healthy Eating and Active Living Collaborative

HEALTH = Rhode Island Department of Health

PCBRI = Physicians' Committee for Breastfeeding in Rhode Island

RIBC = Rhode Island Breastfeeding Coalition

SBC = State Breastfeeding Coordinator

VNA = Visiting Nurse Agency

WIHRI = Women & Infants Hospital of Rhode Island

WIC = Women, Infants and Children Supplemental Food Program

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Infrastructure: Develop RIBC Infrastructure (RIBC)

Strategy: Define and develop group identity and sustainability strategies and resources.

Community Partners: HEALTH, RIBC group members

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Develop RIBC vision, mission & goals	Completed RIBC vision, mission & goals	Fall 2006 (C)	Chair
2) Develop RIBC logo & letterhead (\$)	Completed RIBC logos & letterhead	Winter 2007 (C)	SBC
3) Compile RIBC history	Completed RIBC history	Spring 2007 (C)	Chair & SBC
4) Compile RIBC objectives & strategic plan	Completed RIBC objectives & strategic plan	Spring 2007 (C)	SBC, Chair & RIBC members
5) Post additional RIBC group information on HEALTH Breastfeeding web pages	Information posted on HEALTH website	Summer 2007 (C)	SBC
6) Identify sustainability strategies and resources --HEALTH funding --External funding --Fund raisers	Documentation of deposits to RIBC account	Ongoing	Chair, Treasurer, SBC & RIBC members

Outreach: RIBC Membership Growth (RIBC)

Strategy: Expand and diversify membership in the Rhode Island Breastfeeding Coalition.

Community Partners: Health care agencies and related organizations

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Identify potential partner organizations / professional groups	Documentation of potential partners	Fall 2006 (C)	Fenick
2) Have RIBC members (via meeting and Listserv) identify three potential contacts to follow-up with and invite to attend RIBC meetings or to identify a representative	Documentation of assigned contacts, successful contacts, and new members <ul style="list-style-type: none"> ▪ Meeting discussion and listserv message sent (Spring 2007) 	Incomplete	Dugan & Fenick
3) Encourage and sustain active partnerships with organizations	Continued participation of newly identified members in Coalition	Ongoing	RIBC Members who identified partners

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Education: Health Provider Conference (RIBC) (\$)

Strategy: Provide educational and networking opportunity for lactation specialists working in Rhode Island.

Community Partners: Conference Planning Committee (CPC), RIBC group members

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Plan event date, location & agenda	Draft event agenda	Fall 2006 (C)	Fenick & CPC
2) Identify sponsors and vendors	List of participating sponsors & vendors	Spring 2007 (C)	Fenick & CPC
3) Develop and implement outreach strategy	Completed conference brochure and evidence of distribution	Spring 2007 (C)	Fenick & CPC
4) Identify and invite participants	Documented contact of prospective participants	Spring / Summer 2007 (C)	Fenick & CPC
5) Invite Dr. Gifford to introduce conference	Evidence of Gifford commitment	Spring 2007 (C)	Fenick & CPC
6) Conduct conference	Completed sign-in sheets & evaluations	Fall 2007 (C)	Fenick & CPC

Education: Certified Lactation Counselor Certificate Training Program (RIBC) (\$)

Strategy: Train RI health care providers as Certified Lactation Counselors

Community Partners: State WIC Program, SBC, PCBRI, birthing hospitals, VNAs, CHCs, Early Head Start Programs

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Identify potential funding sources	Documented commitment of funding	Winter 2008 (IP)	SBC
2) Coordinate training date, location and administrative details		Early 2008 (IP)	SBC
3) Produce training materials and promote event to community partners	Completed program brochures	TBA	TBA
4) Track and confirm trainee registrations	Completed registration logs	TBA	TBA
5) Conduct training	Evidence of training completion	TBA	TBA

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Outreach / Education: Health Care Provider Resources (RIBC + PCBRI)

Strategy: Provide professional breastfeeding resources to health care providers

Community Partners: PCBRI, birthing hospitals, VNAs, WIC agencies, Community Health Centers, clinician practices, other perinatal providers

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Coordinate ongoing distribution of RI Loving Support breastfeeding resources for providers with community partners by request through SBC or HEALTH Distribution Center --Breastfeeding Pocket Guide for Providers (Eng) -- RI Breastfeeding Resource Directory (Eng)	HEALTH Distribution Center tracking	Ongoing	SBC & HEALTH Communications
2) Coordinate ongoing distribution of RI Loving Support breastfeeding resources for providers at identified provider forums	Record of participation at provider forums	Ongoing	SBC & HEALTH Communications
3) Update, reproduce and post new materials on web as needed --Work with PCBRI & RIBC members to update -- Work with HEALTH Communications to print (\$) --Distribute and promote directory use among health care providers and community partners	Samples of updated materials; print job documentation; evidence of web postings	Pocket Guide 12/04; 11/06 BRD 03; 6/05; 3/07; late 2008	SBC, PCBRI & RIBC members, HEALTH Communications
4) Develop general lactation information to fax / mail to clinicians with lactation consultant report	Approved lactation information summary; documentation of delivery to clinicians	Inactive	Jackie Tetreault
5) Provide feedback on positive and negative clinician / practice reports	Record of provider contacts	Inactive	SBC & PCBRI
6) Collaborate with Hasbro Children’s Hospital to develop breastfeeding support and promotion resources for employees and patients (\$)	<ul style="list-style-type: none"> ▪ Lifespan lactation support policy instituted October 06; Hasbro receives Breastfeeding-Friendly Workplace Award August 07 (Cindy Scott) ▪ 8 staff complete CLC training Dec 06 ▪ WBW display mounted Aug 1-7, 07 	Ongoing	Sandi Gabriel & Maureen Pearlman

Participation at Provider Forums: Margarita Jaramillo (Family Health Information Line) distributed the WIC “Breastfeeding and Returning to Work or School” brochure at the School Nurse Teachers Conference in April 2007.

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Education: Client and Family Resources

Strategy: Provide clients and families with prenatal and postpartum breastfeeding resources

Community Partners: RIBC, PCBRI, birthing hospitals, VNAs, WIC agencies, Community Health Centers, clinician practices, other perinatal service providers

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Coordinate ongoing distribution of RI Loving Support breastfeeding promotion materials with community partners (English & Spanish) --Tips & Resource for Breastfeeding Moms / WIC Breastfeeding Your Baby brochure --Breastfeeding Record for Baby's First Week --Breastfeeding law Wallet Cards	HEALTH Distribution Center tracking	Ongoing	SBC & HEALTH Communications
2) Coordinate ongoing distribution of RI Loving Support breastfeeding promotion materials at identified public forums	Record of participation at public forums	Ongoing	SBC & HEALTH Communications
3) Update and reproduce RI Loving Support breastfeeding promotion materials as needed (\$)	Samples of updated materials; print job documentation	Ongoing	SBC & HEALTH Communications
4) Integrate breastfeeding information into HEALTH prenatal materials packet (includes lead screening, immunizations, etc.) for distribution to patients through birthing hospitals	Evidence of packet distribution	Spring / Summer 2007 (Inactive)	SBC, Division of Family Health, HEALTH Communications
5) Formalize Lactation Consultant services through Providence Community Health Centers		Contingent on insurance coverage for out-of-hospital IBCLC home visits (Inactive)	Marie Woodard

Participation at Public Forums: Lindsay Kuroki from M.O.M.S. (Brown Medical School) provided resources on breastfeeding, child safety, family planning and prenatal health at a maternal child health table at the SNMA Annual Health Fair on April 29, 2007. Great feedback from fair coordinator; good attendance and high public interest.

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Outreach: World Breastfeeding Week (RIBC + PCBRI)

Strategy: Coordinate activities to promote and celebrate World Breastfeeding Week

Community Partners: HEALTH, Westerly Hospital, PCBRI

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
Develop press release for distribution during WBW 2007 that reflects statewide activities including: <ol style="list-style-type: none"> 1) RIBC fifteen year anniversary 2) Breastfeeding-Friendly Workplace Awards 	Completed press release; evidence of media coverage	July 2007 (C)	HEALTH (SBC) & RIBC (Chair)
Formalize Westerly’s adoption of the Baby-Friendly Hospital Initiative (see Partnerships / Advocacy: Baby-Friendly Hospital Initiative)	Official recognition of Westerly as a Baby-Friendly Hospital	Fall 2007 (C)	Fenick, Andrews & Desmond
Distribute and promote 2 nd annual Breastfeeding-Friendly Workplace Awards (see Partnerships / Advocacy: Employer Partnerships)	Evidence of award distribution	WBW 2007 (C)	PCBRI (Moren & Dugan)
<i>For all other proposed statewide activities:</i> <ol style="list-style-type: none"> 1) Identify outreach focus and strategy 2) Develop outreach strategy and materials 3) Coordinate and enact outreach strategy 		<i>Spring 2007</i> <i>Spring 2007</i> <i>Summer 2007</i>	

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Outreach: Breastfeeding-Friendly Environments (HEAL)

Strategy: By 2010, increase the number of public settings (e.g., parks, stores, restaurants, and entertainment venues) with breastfeeding-friendly environments.

Community Partners: La Leche League of Rhode Island, health care organizations, local businesses

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Develop best practice guidelines and resources for communities to establish breastfeeding-friendly environments.		Inactive	LLLI? Bellani Maternity
2) Partner with health care organizations and La Leche League of Rhode Island to promote the establishment of breastfeeding-friendly environments community settings.		Inactive	
3) Develop mechanism to recognize breastfeeding-friendly environments.		Inactive	

Partnerships: Disease Prevention Organizations (RIBC + PCBRI)

Strategy: Develop partnerships and resources with disease prevention organizations

Community Partners: PCBRI, HEALTH's Initiative for a Healthy Weight (IHW); IHW Healthy Eating and Active Living Collaborative (HEAL); March of Dimes Prematurity Task Force

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Provide RIBC representation and input in relevant HEAL workgroups	Assignment of RIBC members to HEAL workgroups; record of participation at HEAL workgroup meetings	Ongoing	SBC, Lawson, RIBC workgroup members
2) Participate in MOD Prematurity Task Force	Evidence of RIBC / PCBRI member participation	Ongoing	Gabriel

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships: Visiting Nurse Agencies (RIBC)

Strategy: By 2008, implement a system that enables breastfeeding mothers to receive in-home lactation consultation with International Board Certified Lactation Consultants (IBCLCs).

Community Partners: RIBC, SBC, HEALTH’s Family Outreach Program, FOP Visiting Nurse Agencies (VNS Home Health Services, VNS Newport & Bristol)

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Train VNA nurses as Certified Lactation Counselors	CLC training attendance confirmation	12/05 & 12/06 Ongoing as funding allows	SBC
2) Provide funding for VNA nurses to take the IBCLC exam (\$)	IBCLC registration payment approval letter for VNAs; completion and submission of IBCLC exam registrations from participating RNs; confirmation of IBCLC certification of participating RNs	Spring 2005 (C) (approval memo distributed Fall 2005) (Inactive)	SBC
3) Provide technical assistance and support for VNAs to develop and implement referral protocol for IBCLC home visits	Draft and final VNA program plans	Draft: Summer 2006 (Inactive)	SBC
4) Collaborate with HEALTH Family Outreach Program VNAs to institute home IBCLC visits for mothers receiving lactation referrals from home visiting nurses	VNA evidence of implementation of program plans and staff IBCLC home visits	Contingent on insurance coverage for VNA IBCLC home visits (Inactive)	RIBC VNA Representatives & SBC
5) Collaborate with HEALTH Family Outreach Program to provide basic breastfeeding training to new FOP contract service providers	Evidence of training completion	Winter 2008 (IP)	SBC & RIBC members

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships / Advocacy: Baby-Friendly Hospital Initiative (RIBC + PCBRI + HEAL)

Strategies:

By 2010, increase the number of maternity care hospitals in Rhode Island that are designated as Baby-Friendly in accordance with the UNICEF/WHO Baby-Friendly Hospital Initiative (BFHI). (RIBC, HEALTH)

By 2012, all maternity care hospitals in Rhode Island will implement at least five (5) of the Baby-Friendly Hospital Initiative's "Ten Steps to Successful Breastfeeding." (RIBC, HEALTH)

Community Partners: RIBC, PCBRI, SBC, maternity care hospitals, South County Hospital, Newport Hospital, Boston Medical Center

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with maternity care hospitals to promote the evidence and <i>Ten Steps to Successful Breastfeeding</i> to hospitals and affiliated providers in Rhode Island	BFHI activity tracking logs	Ongoing	WIHRI: Pearlman, Tamborelli, Zembo Westerly: Fenick, Andrews; Desmond Memorial: K Jarvis Kent: Tetreault to partner w/ Pearlman
2) Send letters endorsed by the RI Department of Health and the RI Breastfeeding Coalition with HEALTH Director's signature encouraging all birthing hospitals not yet certified to adopt BFHI	Completed letters; record of correspondence	June 2005 initial & follow-up (C) Fall 2007 initial & follow-up (C)	SBC, HEALTH & RIBC
3) Monitor hospital responses and actions regarding adoption of BFHI	Record of correspondence with SBC; BFHI activity tracking logs (Westerly & WIHRI); verification of Certificates of Intent filed with Baby-Friendly USA (Westerly 1/07); confirmation of BFHI certification with Baby-Friendly USA (Westerly 12/07)	Ongoing	SBC & BFHI hospital advocates (noted above)
4) Provide technical support to hospitals interested in initiating the BFHI certification process and providing training for staff	BFHI activity tracking logs	Ongoing	SBC & BFHI hospital advocates (noted above)
5) Involve hospital boards, administrators and affiliated physicians as needed for approval and support, utilizing administrators from local Baby-Friendly certified hospitals	BFHI activity tracking logs	Ongoing	HEALTH & BFHI hospital advocates (noted above)

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Women & Infants' Hospital Breastfeeding Improvement Initiative

The goal of our mother-baby units for 2007 was to implement 5 of the 10 steps to becoming mother-baby. The group concurrently worked on (and continues to work on) the following steps:

1. Having a written breastfeeding policy that is routinely communicated to all health care staff.
 - a. The breastfeeding policy has been revised and will be sent to P & P for approval in February '08.
 - b. A communication / education plan for the entire staff to be discussed.
2. Train all health care staff in skills necessary to implement this policy.
 - a. Nursing education modules created to update staff, including teaching all mothers how to hand express. This education is mandatory for all mother-baby nurses and aides.
3. Inform all pregnant women about the benefits and management of breastfeeding.
 - a. Women & Infants' benefits of breastfeeding brochures and rooming-in flyers created (January '07) and distributed to prenatal patients in WPCC (May '07) and private OBs' offices. WIC peer counselors review the information with patients in WPCC. ANM's and physician liaisons introduced information to the private OBs' office staff who are distributing to their patients (November '07).
 - b. All prenatal classes provide information on the benefits of BF, rooming in, Skin to Skin and supplementation. "Benefits of Breastfeeding" brochure and rooming-in flyers listed above are distributed in childbirth classes.
4. Help mothers initiate breastfeeding within one hour of birth.
 - a. Labor room nurses educated.
 - b. Documentation created in computer system to remind LDR nurses about skin-skin and initiation of breastfeeding within the 1st hour at their 15-minute checks.
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants.
 - a. Nursing education modules created to update staff, including teaching all mothers how to hand express. This education is mandatory for all mother-baby nurses and aides.
 - b. New electric breastpumps (Ameda) obtained for the hospital (enough for every patient who is breastfeeding and/or pumping to keep one in her room for her LOS).
6. Give newborn infants no food or drink other than breast milk unless medically indicated.
 - a. Preprinted provider orders state not to supplement without medical indication.
 - b. Mothers are informed regarding benefits of exclusive breastfeeding, establishing their milk supply, and typical patterns of infant feeding.

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

- c. Pram cards were created “I am a breastfed baby, please bring me to my mother’s room and help me with position and latch” or (for boarders) “please check the refrigerator for breast milk”.
 - d. Nurses must document reasons for supplementation or if mother requests formula are required to document “reasons for not supplementing” discussed with mother.
7. Practice rooming-in / allow mothers and infants to remain together 24 hours a day.
 - a. Rooming-in subcommittee created.
 - b. Several trials of admitting babies directly to mothers’ rooms completed.
 - c. Rooming-in criteria created and communicated to all mothers, pediatricians and staff.
 - d. Current policy states all healthy babies 37 weeks GA or greater are transported with their mothers and offered rooming-in.
 8. Encourage breastfeeding on demand.
 - a. Mothers are provided with written information and personalized education regarding feeding cues and infant feeding patterns.
 - b. Mothers are encouraged to keep their infants with them as much as possible during their length of stay in order to recognize, respond to and feed babies on demand.
 9. Give no artificial teats or pacifiers to breastfeeding infants.
 - a. Pacifiers are only given to bottlefed babies, during painful procedures (i.e.: circumcision) and breastfeeding babies whose mothers insist even after reasons for not giving are reviewed.
 - b. Pacifier logs were created to monitor compliance with the above.
 10. Foster the establishment of breastfeeding support and refer mothers to them on discharge from the facility.

Although not a goal that was established this year, I would add what we currently have in place to support this Step:

- a) All PP patients receive a call-back from the Warmline (Postpartum Support Telephone Line) 48-72 hrs post discharge to check on their overall status w/ particular emphasis on their Breastfeeding questions/concerns.
- b) Outpatient lactation services are available 6 days per week. Appointments can be made by calling the Warmline. With the addition of a new Spanish speaking RN/CLC, we have had an increase in OP LC visits for Spanish Speaking patients.
- c) New mothers groups are available weekly at W & I and at 2 of our offsite Centers for Health Education
- d) Childbirth Classes and Breastfeeding classes are currently available in Spanish and provided by an RN/CLC.

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships / Advocacy: Minimize Infant Formula Promotion (RIBC + PCBRI + HEAL)

Strategy: By 2012, increase the number of maternity care hospitals, public health clinics, and facilities that implement policies that ban the use of informational and educational materials provided by or bearing the logos of infant formula manufacturers.

Community Partners: PCBRI, SBC, maternity care hospitals, professional associations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with local professional associations to advocate for enforcement of the WHO Code for the Marketing of Breast Milk Substitutes (the Code)	Evidence of correspondence with / presentations to professional associations	Summer / Fall 2007 (C)	SBC
2) Educate hospital administrators, public health clinic administrators, insurers and private physicians about the evidence base regarding the negative effect of formula marketing on breastfeeding rates and duration	Evidence of elimination of formula discharge bags in different settings <ul style="list-style-type: none"> ▪ WIHRI pilot started Fall 2006; WIHRI negotiating formula purchase 1/08 ▪ Partner letter sent to hospital administrators October 2007 	Ongoing	PCBRI & RIBC members, BFHI hospital advocates
3) Provide technical assistance and support to facilities to assist them in implementing the Code	Evidence of technical assistance provision <ul style="list-style-type: none"> ▪ IHW donation to WIHRI for breastfeeding bag pilot Fall 2006 	Ongoing	SBC, PCBRI & RIBC members
4) Publicly recognize facilities that comply with the Code	Compliance survey development? Evidence of promotion of compliant facilities (i.e. “I Comply” decals + HEALTH recognition of compliance)	Inactive	PCBRI, SBC
5) Support <i>local and</i> national efforts to promote bag-free facilities (e.g. Ban the Bags)	Evidence of <i>local and</i> national support <ul style="list-style-type: none"> ▪ Ban the Bags donation Fall 2006 	Ongoing	RIBC

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships / Advocacy: Health Insurer Partnerships (RIBC + PCBRI + HEAL)

Strategy: By 2010, all Rhode Island health insurers will increase their standard, reimbursable service coverage for lactation support services, breastfeeding classes, and breastfeeding equipment (e.g. breast pumps)

Community Partners: PCBRI, SBC, Healthy Babies, Happy Moms Inc. (HBHM), Blue Cross Blue Shield, UnitedHealthcare, Neighborhood Health Plan of Rhode Island

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Further develop existing relationships with partner insurers	Evidence of insurer correspondence with and participation in RIBC <ul style="list-style-type: none"> ▪ New BCBSRI representative regular meeting attendance and correspondence with HEALTH beginning Fall 2007 ▪ Periodic UHC rep meeting attendance and collaboration with RIBC members ▪ NHPRI outreach nurse attendance 10/07 ▪ SBC attempts to ID NHPRI rep 	Ongoing	SBC & RIBC
2) Encourage and provide technical support for insurers to provide additional breastfeeding benefits to RIte Care & commercial subscribers	Evidence of benefit and policy changes (see attached table for dates and details) <ul style="list-style-type: none"> ▪ Discussion during HEALTH meetings with insurance Medical Directors ▪ HEALTH & DHS collaboration to stabilize breast pump availability & enhancing IBCLC network ▪ NHPRI contract with HBHM as RIte Care DME provider October 2007 ▪ UHC exploring contract with HBHM as RIte Care DME provider & IBCLC service provider ▪ BCBSRI exploring reimbursement community-based IBCLC services ▪ PCBRI collaboration with RI Chapter AAP Pediatric Council 	Ongoing	PCBRI, HBHM, SBC & Health Gabriel: Lifespan Home Medical

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
3) Identify and enhance ways that insurers notify consumers and providers about benefits (e.g., subscriber education packets, subscriber newsletters, magazines, physician bulletins)	Evidence of breastfeeding information distribution to subscribers <ul style="list-style-type: none"> ▪ BCBSRI Winter 2007 “Choices” Magazine breastfeeding article 	Ongoing	SBC & RIBC
4) Promote the Rhode Island Breastfeeding Coalition and the Physicians’ Committee for Breastfeeding in Rhode Island as experts for consultation on breastfeeding issues	Evidence of insurer collaboration with RIBC and PCBRI on breastfeeding issues <ul style="list-style-type: none"> ▪ NHPRI & BCBSRI consultation with RIBC on pump benefit questions 	Ongoing	RIBC & PCBRI
5) Update benefit criteria grid annually	Routinely updated insurance grid for each major Rhode Island insurer posted on HEALTH Breastfeeding Web Pages	Ongoing	SBC
6) Educate health care providers about access and utilization of insurance benefit information	Evidence of effective benefit access and utilization <ul style="list-style-type: none"> ▪ Reduction in number of access complaints from health care providers 	Ongoing	RIBC Members

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Education: Breastfeeding Education Curriculum (RIBC + HEAL)

Strategy: By 2012, increase the number of schools in Rhode Island that implement a breastfeeding education curriculum.

Community Partners: RIBC; Rhode Island Department of Education; public, private and charter schools

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with the Initiative for a Healthy Weight (link to obesity prevention), the RI Department of Education, and public, private and charter schools to identify schools that might be interested in piloting a breastfeeding education curriculum	Evidence of new and ongoing partner collaboration <ul style="list-style-type: none"> ▪ North Smithfield Jr. Sr. High School (Spring 07) 	Ongoing	Denise Laprade
2) Promote integration of breastfeeding education curriculum into home schooling curriculum		Inactive	
3) Provide sample breastfeeding curriculum to pilot (e.g., New York state’s) and training and technical assistance as needed	Evidence of new and ongoing curriculum implementation <ul style="list-style-type: none"> ▪ North Smithfield Jr. Sr. High School integrated NY State curriculum into 11th & 12th grade health ed classes, unit on breast and testicular cancer (Fall 07) 	Ongoing	Denise Laprade
4) Recognize schools that successfully adopt curriculum	Evidence of public or media recognition	Inactive	

Kathy Leclerc, health educator at North Smithfield Jr. Sr. High School, responded very favorably to the information provided and the implementation into her curriculum. She plans to continue to incorporate it into her lesson plans on breast and testicular education for future Jr. and Sr. year classes.

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Outreach / Partnerships: Child Care Providers (RIBC + HEAL)

Strategy: By 2010, increase the number of licensed childcare facilities that implement policies, programs and environments that support breastfeeding mothers. (HEALTH)

Community Partners: HEALTH Child Care Liaison, Child Nutrition Program, Healthy Child Care Rhode Island, Child Care Support Network, CHILDSPAN, Successful Start, Child Care Directors’ Association, Family Child Care Homes of RI and the Department of Youth, Children and Families (licensing)

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Develop state policy regarding breastfeeding support at child care facilities and incorporate breastfeeding guidelines into new child care licensing regulations		Inactive	
2) Assist child care providers in creating a space for mothers to breastfeed their children on-site		Inactive	
3) Create recognition program for child care facilities that support and promote breastfeeding		Inactive	
4) Provide ongoing technical assistance and resources for child care providers		Inactive	

Outreach: PCBRI Membership Growth (PCBRI)

Strategy: Expand and diversify membership in the Physicians’ Committee for Breastfeeding in Rhode Island

Community Partners:

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Identify potential partner organizations / professional groups	Documentation of potential partners		
2) Conduct outreach with potential partner organizations / professional groups	Documentation of successful contacts and new members		
3) Encourage and sustain active partnerships with organizations	Continued participation of newly identified members in Coalition		

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships / Advocacy: Employer Partnerships (PCBRI)

Strategy: By 2010, increase the number of worksites that implement policies, programs and environments that support breastfeeding mothers

Community Partners: SBC, local businesses, Chambers of Commerce (COCs), Worksite Wellness Council of RI, HEALTH’s Healthy Rhode Island 2010, Governor’s Wellness Initiative, Governor’s *Get FIT RI*, US Maternal and Child Health Bureau

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Develop mechanism to recognize and promote breastfeeding-friendly worksites	Breastfeeding-Friendly Workplace award completed event and media coverage	Winter-Summer 2006 (C)	Moren & Dugan
2) Produce and distribute materials, post on HEALTH website	employer website at www.health.ri.gov/family/breastfeeding/workplaces.php	Winter-Summer 2006 (C)	Moren & Dugan
3) Partner with Governor’s Wellness Initiative to promote award	Confirmed co-sponsorship by Get Fit RI!	Incomplete	Dugan
4) Sustain recognition program in subsequent years	Annual event, media coverage, web updates	Ongoing	Moren & Dugan
5) Develop materials for intervention program (e.g. sample policies and procedures, promotional and instrumental materials for breastfeeding rooms, funding information, training module) to complement pending materials developed by the Maternal and Child Health Bureau		Holding for DHHS employer kits	
6) Test materials with community partners, employers and COCs		Holding for DHHS employer kits	
7) Adapt materials based on feedback		Holding for DHHS...	
8) Develop and implement plan to deliver program to community partners and employers		Holding for DHHS employer kits	
9) Produce and distribute materials, post on HEALTH website		Holding for DHHS employer kits	
10) Partner with COCs to provide info to small businesses		Ongoing	
11) Provide breastfeeding education and access to relevant community resources to employers and their employees		Ongoing	
12) Strengthen legislation supporting breastfeeding in the workplace		On hold	

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Partnerships / Advocacy: Pharmacist Networking & Education (PCBRI)

Strategy: By 2010, increase the number of maternity care hospitals, private clinical practices, and commercial pharmacies in Rhode Island that utilize breastfeeding pharmacology resources.

Community Partners: University of Rhode Island (URI) School of Pharmacy, commercial pharmacies, RI Pharmacists Association, other professional pharmacist organizations, SBC

Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Promote the widespread use of Thomas Hale’s “Medications and Mother’s Milk” resource guide and online breastfeeding pharmacology resources	Evidence of local distribution and use	Ongoing	Gabriel, Taylor, & Dugan
2) Work with URI to take on breastfeeding pharmacology as a clinical project and to integrate use of Hale into the curriculum	Record of progress on URI collaboration	2005 (C)	Musial & Dugan
3) Collaborate with CVS Headquarters to provide and distribute “Medication and Mother’s Milk” books to all CVS pharmacies	Successful distribution of book to all CVS branches	Winter/Spring 2007 (C)	Moren & Dugan
4) Evaluate distribution of “Medication and Mother’s Milk” books to all CVS pharmacies	Evaluation summary	Summer 2007 (C)	Brown Medical Student
5) Collaborate with pharmacist partners to promote breastfeeding pharmacology and education through their professional organizations	Record of collaboration; completed talks at professional organizations	Inactive	

RHODE ISLAND BREASTFEEDING COALITION—2007 STRATEGIC PLAN

Education: Continuing Education for Health Care Providers (PCBRI + HEAL)

Strategy: By 2012, culturally appropriate, evidence-based breastfeeding training will be integrated into continuing education requirements for all maternal and child health nurses and into the curriculum at all health professional schools in Rhode Island.

Community Partners: PCBRI, RIBC, SBC, medical schools, nursing schools, accrediting organizations

Proposed Activities	Indicators (Data) and/or Deliverables/Milestones	Timeframe	Lead/Leaders
1) Partner with medical and nursing schools and clinician accrediting organizations			Julie Taylor
2) Evaluate existing education available through medical and nursing schools and accreditation requirements related to breastfeeding			Julie Taylor
3) Develop training recommendations for educational institutions and certifying recommendations for accrediting organizations			Julie Taylor
4) Provide technical assistance to partners to maintain accreditation standards			Julie Taylor

CDC / JAHCO?

BPPPOP = Breastfeeding Promotion in Physician Offices and Practices

PPEP = Pediatric Practice Enhancement Program