



SAN ANTONIO BREASTFEEDING COALITION STRATEGIC PLAN 2012-2014

Mission:

To promote, protect and support breastfeeding through education, outreach and advocacy.

Organizational Goals:

- A. Provide a forum that promotes breastfeeding as the norm in infant nutrition to healthcare professionals in San Antonio, Texas and the surrounding area.
- B. Raise community awareness that breastfeeding is the norm.
- C. Provide a forum for education, discussion and networking among individuals interested in promoting breastfeeding.
- D. Strengthen SABC to enable it to be self-sustaining.

Strategic Objectives:

The San Antonio Breastfeeding Coalition has adopted the following strategic objectives to achieve its mission:

Goal A: Provide a forum that promotes breastfeeding as the norm in infant nutrition to healthcare professionals in San Antonio, Texas and the surrounding area.

- 1. Maintain, upgrade and market the SABC website www.sabctx.org as a resource for the community as well as professionals.
- 2. Encourage hospitals to attain Texas Ten Step and Baby-Friendly designations
- 3. Sponsor a breastfeeding conference, "Improving Exclusive Breastfeeding Rates in the Hospital Setting," for professionals on February 18, 2012.
- 4. Distribute the San Antonio Breastfeeding Directory to professionals, community groups and others upon request.
- 5. Conduct a needs assessment survey in 2013 with SABC members and the hospitals they represent regarding desired educational opportunities.
- 6. Provide information about educational opportunities for professionals in San Antonio and the surrounding areas. (Example: USLCA webinars, conferences, and meeting topics)
- 7. Attend local breastfeeding conferences.

Goal B: Raise community awareness that breastfeeding is the norm.

1. Host citywide latch event. (Examples: the Quintessence International Breastfeeding Challenge or The Big Latch)
2. Attend local healthy baby fairs and other community events.

Goal C: Provide a forum for education, discussion and networking among interested in promoting breastfeeding.

1. Offer eight (6) "Give More Get More" breastfeeding information presentations annually at SABC meetings.
2. Participate in 2 Texas Breastfeeding Coalition (TXBC) meetings per year.
3. Participate in 6 TXBC conference calls.
4. Participate in 3 USLCA conference calls.
5. Participate in bi-monthly CDC/USBC conference calls.

Goal D. Strengthen SABC to enable it to be self-sustaining.

1. Evaluate the structure and function of the SABC Board of Directors, Executive Director.
2. Seek funding opportunities to put paid staff into place.
3. Develop a Community Advisory Council by December 2012. Include community members, business owners/managers, media representatives and others who will help develop future SABC strategic plans.
4. Connect with organizations outside our group. (Example: Kinetic Kids, Diabetes and Obesity programs)