



United States Breastfeeding
COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

United States Breastfeeding Committee STRATEGIC PLAN: 2009-2013

MISSION STATEMENT

The mission of the United States Breastfeeding Committee is to improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding.

VISION STATEMENT(S)

In order to achieve optimal health, enhance child development, promote knowledgeable and effective parenting, support women in breastfeeding, and make optimal use of resources, we envision breastfeeding as the norm for infant and child feeding throughout the U.S.

The United States Breastfeeding Committee: Advancing breastfeeding on our Nation's agenda.

- *Collaboration*
- *Leadership*
- *Advocacy*

BOARD OF DIRECTORS' RESPONSIBILITY

It is the responsibility of the Board of Directors to direct the United States Breastfeeding Committee towards achieving its vision and mission.

STRATEGIC GOALS: 2009-2013

The United States Breastfeeding Committee has adopted the following strategic goals to achieve its vision and mission:

Goal A: *Ensure that quality breastfeeding services are an essential component of health care for all families.*

1. Advocate for adoption of evidence-based breastfeeding standards, guidelines, and regulations for accreditation of facilities providing maternity and infant health care services.
 - a) Establish relationships with key organizations, such as the National Quality Forum and The Joint Commission.
 - b) Advocate for the National Quality Forum and The Joint Commission to adopt measures and standards addressing the Baby-Friendly Hospital Initiative's Ten Steps to Successful Breastfeeding.

- c) Advocate for increased funding to support the continuation and expansion of the *Maternity Practices in Infant Nutrition and Care (mPINC)* survey.
 - d) Develop a toolkit for state coalitions to use to highlight positive mPINC results in their states.
2. Encourage implementation of core competencies in health professional education.
 - a) Publish "Core Competencies in Breastfeeding Care for All Health Professionals" on the USBC Web site.
 - b) Distribute the Competencies to USBC member organizations and other relevant non-member organizations.
 - c) Develop and execute a campaign to promote the Competencies and advocate for their inclusion in health professional education and regulatory programs, including, but not limited to, preservice, post-graduate, continuing education, and competency-assessment programs.
 3. Ensure that health care professionals have the knowledge and resources to make evidence-based recommendations and treatment decisions that optimize breastfeeding outcomes.
 - a) Advocate for the development and dissemination of coordinated education and information to health care professionals.

Goal B: *Reduce marketing that undermines optimal breastfeeding.*

1. Counteract the negative impact of product marketing.
 - a) Publish a position statement on marketing of products that impact breastfeeding.
 - b) Support the publication of a white paper on the economic and environmental impact of formula feeding.
 - c) Garner Congressional support to initiate a hearing, based on the research in the white paper.
 - d) Develop and execute a campaign to build support for reducing such marketing.
 - e) Advocate for the elimination of the distribution of formula marketing materials through health care professionals and the health system.
 - f) Advocate for improved monitoring of product marketing claims.
 - g) Advocate for recognition of the ethical responsibilities of health care professionals and organizations related to product marketing.

Goal C: *Ensure that women and their families in the workforce are supported in optimal breastfeeding.*

1. Support legislation to provide paid family leave.
 - a) Publish a position statement on paid family leave, and its impact on breastfeeding.
 - b) Approach other stakeholders to support their campaigns for paid family leave.
 - c) Support passage of the Federal Employees Paid Parental Leave Act.
 - d) Support passage of the Family Leave Insurance Act.
 - e) Support revision and expansion of the Family and Medical Leave Act to protect breastfeeding mothers with no access to leave.
 - f) Collaborate with state breastfeeding coalitions to support state legislation to provide paid family leave.
2. Pursue legislation to require or incentivize workplace accommodations for breastfeeding.
 - a) Publish a position statement in support of requiring workplace accommodations.
 - b) Advocate for passage of federal legislation to require or incentivize workplace accommodations, such as the Breastfeeding Promotion Act.
 - c) Host advocacy opportunities at the National Conferences of State, Territory, and Tribal Breastfeeding Coalitions.
 - d) Collaborate with state breastfeeding coalitions to pursue state legislation to require or incentivize workplace accommodations.
 - e) Advocate for additional federal legislation to require or incentivize workplace accommodations.

Goal D: *Ensure that USBC is a sustainable and effective organization, funded, structured, and aligned to do its work.*

1. Secure and maintain funding to support achievement of the strategic goals, and reserves to cushion against the unexpected.
2. Maintain a staffing structure to support achievement of the strategic goals.
3. Maintain a strong governance framework, including a committee structure that mobilizes members and volunteers to collaborate to support achievement of the strategic goals, while making the best use of their unique skills and expertise.
4. Continue to build a multi-sectoral, diverse membership and cultivate appropriate strategic partnerships.
5. Maintain a strong partnership with, and provide support for, a network of state, territory, and tribal breastfeeding coalitions.
6. Serve as an expert voice and a clearinghouse of breastfeeding information.