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Protecting, Promoting and Supporting Breastfeeding: A Public Health Imperative

Strategic Framework

EQUITY

GOAL 1
Be the national collective voice for breastfeeding

1.1 Support efforts to help mothers, partners and families reach their breastfeeding goals

1.2 Apply positive and ethical messaging and marketing practices to build breastfeeding-friendly communities

1.3 Advocate for evidence-based health care practices

1.4 Advance support and security for working breastfeeding families

1.5 Strengthen breastfeeding research, monitoring and evaluation to understand and close the gap between evidence and practice

GOAL 2
Ensure organizational vitality

2.1 Assess & strengthen member, partner, coalition & grassroots relationships to optimize efficiency and impact

2.2 Use governance & management best practices

2.3 Embody core values in organizational leadership

2.4 Secure long-term financial resilience

GOAL 3
Engage stakeholders in a Collective Impact model

3.1 Articulate & advance a national policy/advocacy agenda

3.2 Build public will & mobilize funding to prioritize support for the work of the field

3.3 Convene stakeholders, guide strategy & establish shared measurements to support aligned activities

3.4 Serve as the communication & networking hub of the field

3.5 Support increased capacity & engagement of breastfeeding coalitions

GOAL 4
Create and model a culture of inclusion, diversity & equity

4.1 Integrate equity at the core of all collaborative work (Goal 1)

4.2 Embrace equity at the core of all organizational structures & practices (Goal 2)

4.3 Build a welcoming experience for all who engage with the organization (Goal 3)

EQUITY

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MISSION
To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States.

VISION
Thriving families & communities

VALUES
Leadership
Integrity
Inclusion

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