

Suppliers)	4. Recommend or provide parental educational materials 5. Recommend or provide professional references 6. Educate pharmacists to promote BF and not discourage it (refer to a breastfeeding expert)	
1.6 Prescription drug addiction affecting pregnant & breastfeeding women Need to educate medical professionals & community		
1.7 Nursing student presentations		
1.8 Hospital/Home visits by BFPC's and home visitors		
1.9 Promote BFH -USA in Oneida County Hospitals		

Objective 2: *Normalize Breastfeeding and empower families to make truly informed infant feeding choices by advocating for breastfeeding and increasing the availability of and access to breastfeeding resources in the community.*
Community Systems Support Breastfeeding

Strategy	Action Steps (SMART objectives)	Objective Completion Summary and date
2.1 Develop sustainable plan to effectively communicate community breastfeeding resources	<ol style="list-style-type: none"> Access to breastfeeding resource guide easier to find Outreach to inform HCP/public health about community resources (ID strategies specific to hospitals vs. clinic vs. PH vs. Tribes) Updated resources posted on Website. Public awareness media campaign; Develop system/resource for coordinating messages to mothers; Participate in state and local coalitions: Chronic Disease, WI BF 2-1-1 program; 	
2.2 Support the laws designed to accommodate nursing mothers	<ol style="list-style-type: none"> Implement <u>Business Case for Breastfeeding</u> in X# Businesses (Northwoods LEAN (Oneida & Vilas co.) workplace wellness & other Chronic Disease Coalitions) Schools – breastfeeding/pumping room (students and faculty) 	2. Lynne Rhinelander High School
2.3 Promote and support initiatives to increase community awareness of BF through electronic, print & TV media	<ol style="list-style-type: none"> Using our Webpage <ol style="list-style-type: none"> Add Breastfeeding Class Links to our website Put our website and resource guide link on hospital, clinic, Health Departments websites Using our Facebook Page Writing blogs Media sharing on social media websites Press releases and articles 	1.2. Linked with Peter Christiansen Health Center's website 5. Media Releases: Merrill, Tomahawk & Rhinelander for BFFCCC
2.4 Men's perspective on breastfeeding support, to educate (pre-pregnant and hospital)	<ol style="list-style-type: none"> Educate prenatally and in hospital 	
2.5 Promote BF to other community organizations	<ol style="list-style-type: none"> Social Club Presentations Rhinelander Young Professionals 	

Strategy	Action Steps (SMART objectives)	Objective Completion Summary and date
	<ol style="list-style-type: none"> 3. Schools 4. Educate Youth 	
2.6 Breastfeeding Friendly Child Care Centers/Providers - grant		Debra, Andrea,
2.7 Promote and support initiatives to increase community awareness of BF through Community breastfeeding peer LLL support groups		

Objective 3: Strengthen the sustainability & position of the Northwoods Breastfeeding Coalition.
Northwoods BF Coalition's Position and Promotion of Breastfeeding

Strategy	Action Steps (SMART objectives)	Objective Completion Summary and date
3.1 Maintain Coalition Structure	<ol style="list-style-type: none"> 1. Elect Officers @ Dec Coalition Mtg. 2. Hold 6 bimonthly meetings 3. Hold Executive Committee monthly meetings 	
3.2 Share & publish WIC BF Outcome Data (Hospital also)	<ol style="list-style-type: none"> 1. Report of exclusivity and duration rates in concrete manner 	
3.3 Re-establish & formalize commitment from our members & their organizations	<ol style="list-style-type: none"> 1. Members will choose one area/action/objective to have input on; 2. Review meeting schedule to focus on subcommittee work and reduce travel time for large group 3. Develop regional subcommittees 4. 4 Mentor new members 	
3.4 Recruit new members	<ol style="list-style-type: none"> 1. Mentors, reaching out to new breastfeeding professionals 2. Recruit men, community members, etc. (More diverse membership) 3. Engage more members 4. Interns through health department??? 5. 	1. Adding ? Child Care Centers to our membership, Feb. 2014
3.5 Secure additional funding through Grants	<ol style="list-style-type: none"> 1. Security Health grant 2. Northwoods Lean 3. WALC grant deadline: May 1 4. State BF/Chronic Disease 5 year Grant 	
3.6 Promoting NWBC in community	<ol style="list-style-type: none"> 1. Bi-annual meeting 2. Annual report 	2. Completed 2013 Annual Report