

COBA Strategic Planning 2015 Results

Saturday, 21 March and Saturday, 11 April, 2015

Mission: To promote, protect and support breastfeeding in Oklahoma

Vision: A state where all children have access to human milk

Values:

- Respect and Compassion
- Inclusion and Diversity
- Family Empowerment
- Evidence-based practices

Priority 1: Support Baby Friendly Hospital Initiative – Champions Linda Malthaner/Becky Mannel

Objective 1: Online trainings

- OSDH online training – link thru COBA website
- Develop Baby-Friendly 15-hour online training
 - Flesh out existing PowerPoint modules
 - Consider charging small fee
 - Award CEUs
- Metrics
 - # health care providers completing
 - # CEUs awarded

Objective 2: COBA Baby Cafes

- Continue plan to launch Tulsa, Lawton sites
- Partner with WIC for free locations
- Partner with Becoming Baby-Friendly in Oklahoma hospitals
 - Danielle Lugrand and Becky Mannel to collaborate to explore hospital needs
- Develop sustainability plan
 - Reports at quarterly COBA meetings
 - Identify grant opportunities by October 2015
- Metrics:

- # cafes
- # moms attending

Objective 3: Model Policies

- **Seek endorsements for revised Model Hospital Policy**
 - Post online/distribute statewide
- **Identify other topics for model policies**
- **Metrics:**
 - # accessing online
 - # hospitals utilizing
 - # policies

Objective 4: Ban the Bags Campaign

- **Contact recalcitrant hospitals**
- **Send thank yous to bag free hospitals**
- **List bag free hospitals on website**
 - Include testimonials from families that have delivered at bag free hospitals
 - Include sample letter for families to contact their hospital that is not bag free
- **Develop 1-pager door sign for mothers that says “I’m exclusively breastfeeding, no formula, no formula bags...”**
- **Issue press release**
- **Metrics:**
 - # bag free hospitals

Objective 5: COBA Lactation Clinic

- **Identify potential space**
- **Explore funding options (grants, reimbursements, etc.)**
- **Develop plan**
- **Partnerships with hospitals?**
- **Metrics:**
 - Space located
 - Plan developed
 - Funding identified

Priority 2: Increase COBA visibility – Champions Ruth Piatak/Jenna Mozingo

Objective 1: Improve COBA website

- **Make website editing friendly to any designated COBA leadership**

- Develop user friendly site map by October 2015
- Include page for each COBA project/program
- Transfer to Weebly by October 2015
- Include diverse photos/videos as available
- Metrics:
 - statistics from Weebly on hits by page

Objective 2: Develop marketing approach for project/program clients

- Project-oriented marketing to draw in clients/community to website
- Community outreach through hospitals, churches, community organizations in 2016
- Metrics?

Objective 3: Market through existing organizations and publications

- COBA join Oklahoma Birth Network, Tulsa County Birth Network
 - COBA to be listed in marketing materials
- Recruit OKC, Tulsa COBA members to help identify community events/options
 - COBA to be listed on Metro, Tulsa Kids calendar of events
 - Explore other community organizations that can provide free publicity
- Metrics:
 - # memberships for COBA in other organizations
 - # COBA listings

Priority 3: Strengthen COBA's structure and capacity – Champions Claire Powers/Laura Wardwell/Karen Palumbo

Objective 1: Develop financial management/organization by July 2015

- Develop financial policy (explore samples from other organizations)
- Set up finances in Quickbooks
- Metrics:
 - Financial policy in place

Objective 2: Create development plan for fundraising by Oct 2015

- Identify or recruit a COBA member to explore grant opportunities or corporate donations
- Metrics:
 - # corporate and organizational funding opportunities identified

Objective 3: Membership structure

- **Develop a COBA Code of Ethics that members must read and sign**
 - Provide draft by Oct 2015
 - Explore sample codes from USBC, ILCA, etc.
- **Define levels of membership by 2016**
 - Individual, corporate, etc.
 - Set up dues structure accordingly, consider donor levels
 - Explore discounts for members on educational offerings
- **Metrics:**
 - Code of Ethics in place
 - Membership structure developed

Priority 4: Improve breastfeeding support for working families – Champions Nancy Bacon/Amy Mauldin

Objective 1: Maintain current employer/employee breastfeeding info on website, including recognition program

- **Periodically review/update Breastfeeding-Friendly Worksite resources**
 - Sample policies
 - Online training for employers (?)
 - Website links (DOL, OWH, USBC, WIC, ...)
- **Metrics:**
 - # hits to worksite pages

Objective 2: Establish regional coordinators

- **Identify and contact/recruit COBA members in each region (refer to LC Resource Guide regions) who are interested in working with employers to accommodate breastfeeding employees**
 - Share resources with local employers
 - Network with other COBA members in their area
 - Share activities with COBA workgroup leads
- **Metrics: Coordinate and track efforts**
 - # COBA coordinators
 - # employers contacted
 - # employers applying/receiving recognition

Objective 3: Develop outreach plan

- **Partner with OSDH to strengthen the Certified Healthy Business lactation criteria**

- Explore adding lactation criteria to the other categories (campus, community, school, congregation, early childhood and restaurant)
- Issue news releases
- Promote at conferences, organizational meetings
 - Locate Society for Human Resource Management meetings in OK and offer to present/share info
- Update Chamber of Commerce on worksite recognition program, website resources
- Metrics:
 - Certified Healthy Business Lactation criteria revised
 - # news releases issued
 - # conferences/meetings at which worksite program promoted

Priority 5: Reduce disparities – Champions Danielle Lugrand/Liz Langthorn/Brandt Higley/Becky Drevets

Objective 1: Increase diversity of image representation in COBA

- All publications, website should include people of color
- Develop and distribute COBA-produced videos and pictures that include people of color
 - Develop COBA photo/video release
 - Identify video topics to produce
 - Recruit COBA members to film needed videos – can be YouTube
- Metrics:
 - COBA photo release developed
 - # images produced
 - # videos produced

Objective 2: Increase COBA membership from organizations of color

- OK Black Nurses and Eastern OK Black Nurses Associations
- Langston University
- National Council of Negro Women
- University/College Healthcare Student organizations (AA, NA, Latino,...)
- Latino Community Development Center
- NSO
- Metrics:
 - # COBA members representing organizations of color

Objective 3: COBA membership/leadership diversity

- Reserve leadership positions to include at least 1 board position for minority groups (AA, NA, Latino, Asian)
- Actively recruit under-represented groups for COBA membership/leadership (eg, AA, NA, Latino, Asian, LGBTQIA, men)
- Recruit at least one diverse member for each COBA committee/project
- Develop COBA activities for fathers led by fathers
 - You/Me and Baby Makes 3 class
 - Daddy/Baby Bonding class
- Include stories from dads on COBA website
- Suggest father speakers for conferences/summit
- Metrics:
 - # COBA members/leaders representing minority groups
 - # minority members on COBA committees/projects
 - # COBA activities for fathers (classes, stories, speakers)