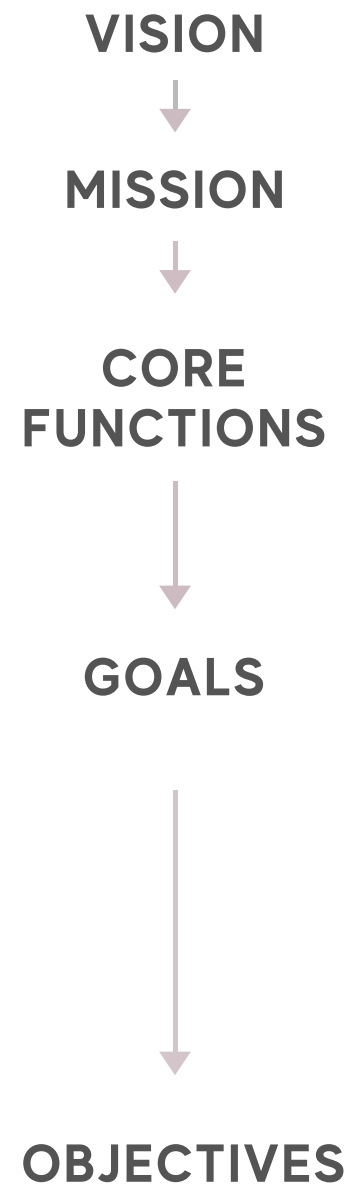


When every baby receives human milk we will be a healthier Maine.

The MSBC is a welcoming and broad network of people supporting families who value human milk and breastfeeding. Together we work to enhance the culture of breast/chestfeeding around the state through professional networking, advocacy, and education.



## connect

Deepen community engagement in the Maine State Breastfeeding Coalition by providing opportunities for connection, networking, and partnerships among a diverse range of stakeholders.

- A • Increase # of individuals and organizations consistently attending bimonthly meetings and MSBC events 10% each year.
- B • Increase participation among underrepresented and underserved groups including BIPOC, LGBTQ+, low-income individuals, and geographical area within: MSBC Board, meeting/event participants, guest speakers, event partners.

## support/educate

Provide and promote breast/chestfeeding educational opportunities and resources.

- A • Increase accessibility and number of educational resources available on the MSBC website by 2022.
- B • Include opportunities for lactation professionals to expand their skill sets and knowledge in 75% of coalition meetings.
- C • Promote breast/chestfeeding educational opportunities & resources through monthly MSBC communication pathways.

Optimize workplaces in Maine & empower employers to create supportive cultures for breast/chestfeeding employees.

- A • Develop a downloadable best practices workplace toolkit and launch by December 2021.
- B • Release a breastfeeding-friendly workplace designation by September 2022
- C • Increase the number of breastfeeding-friendly workplaces by 10% each year starting in 2023

## advocate

Promote legislation that will allow more families to achieve their breast milk feeding goals through access to paid family & medical leave, workplace support, lactation care, postpartum health care, donor breast milk, and other systems + policies that facilitate breast/chestfeeding.

- A • Advocate for one policy or legislative initiative each year that enables more Maine parents to achieve their breast milk feeding goals.
- B • Equip the MSBC Board and participants with advocacy skills and knowledge through regular communications and educational opportunities.
- C • Form an Advocacy Committee to establish relationships with key legislators and staff by 2022.

## sustain

Ensure the long-term sustainability and efficacy of the Maine State Breastfeeding Coalition.

- A • Foster educational opportunities for board members twice a year.
- B • Hire a paid Executive Director by 2022.
- C • Increase financial stability by diversifying revenue streams to include donors, grants, and membership dues over the next 5 years (by 2026).
- D • Perform an annual assessment of needed improvements and strengths of coalition.
- E • Implement ongoing board recruitment process