**Northwoods Breastfeeding Coalition Workplan 2017-2019**

Goal: Normalize breastfeeding to increase exclusivity, incidence, and duration of breastfeeding in Oneida, Forest, Vilas and Price counties (in accordance with US Healthy People 2020, Healthiest WI 2020, and local community health plan objectives).

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| **Objective 1. Strengthen the support for breastfeeding within the health care systems.** |
| **Action Steps** | **Activities and Action Steps** | **Completion Summary** |
| * 1. **Breastfeeding education and training for health care professionals**
 | 1. **Annual meeting**
2. **Website: upcoming conferences**
3. **Journal club**
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| * 1. **Develop/promote online toolkit**
 | 1. **Develop resource priorities**
2. **Determine valid resources**
3. **Determine resource format**
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| * 1. **Participate in resource sharing activities**
 | 1. **Initiate resource sharing at coalition meetings**
2. **Resources to share: all formats**
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| * 1. **Assess interest in BF Friendly Physician’s Office initiatives**
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| * 1. **Provide training on health equity**
 | 1. **Assess member interest**
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| * 1. **Develop resources for providing BF support via text**
 | 1. **Assess member interest**
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| **Objective 2. Increasing the availability of and access to breastfeeding resources in the community.** |
|  **2.1 Evaluate and maintain breastfeeding resource guide** | 1. Annual review of membership
2. Identify access points for resource guide.
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|  **2.2 Develop initiatives for supporting worksite breastfeeding efforts** |  |  |
|  **2.3 Promote and maintain breastfeeding friendly childcare centers** | 1. Recruit interested day care providers
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|  **2.4 Participate in community events that support breastfeeding and promote the work of the coalition** | 1. Recruit members to assist with area events2. Maintain a list of area events |  |
| **Objective 3. Educate and empower families to make informed infant feeding choices.** |
|  **3.1 Assist membership in developing methods for using counseling skills outside of work settings** | 1. Recruit members interested
2. Solicit feedback from other coalitions
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| **Objective 4. Strengthen the sustainability and position of the Northwoods Breastfeeding Coalition.**  |
|  **4.1 Increase the on-line presence of the Northwoods Breastfeeding coalition by improving the coalition website.** | 1. Toolkit development
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|  **4.2 Participate in fund-raising activities to support membership activities.**  |  |  |