

**Strategic Plan 2014-2015**

The Goals of the Wood County Breastfeeding Coalition are:

**Goal 1: To increase breastfeeding support for employees in Wood County.**

1. By December 31, 2014, train and implement policy change surrounding breastfeeding support for employees and community members at 10 businesses in Wood County.
2. By December 31, 2015, update the Wood County community map for breastfeeding moms and make available to the community through different avenues.

**Goal 2: To Increase access to breastfeeding resources in Wood County.**

1. By December 31, 2014, implement postpartum support groups on each end of the county.
2. By March 31, 2015, develop a 24/7 breastfeeding line.
3. By June 30, 2015, develop a media campaign surrounding the 24/7 breastfeeding line.
4. By December 31, 2015, ensure all moms have access to breastfeeding services in Wood County.

**Goal 3: To increase access to breastfeeding supplies in Wood County.**

1. By June 30, 2014, standardize the breast pump access process and ensure all providers are aware of the standardized process.
2. By December 31, 2014, provide resources such as bra pump holders, cover-ups, and boppy pillows to moms via the WCBC website.

**Goal 4: To increase awareness and support of breastfeeding through community events.**

1. By May 30, 2014, host the Building Bridges training for area providers.
2. By December 31, 2015, host 4 milky mile events and 2 golf outings to raise awareness of breastfeeding and the coalition in the community.
3. Annually discuss the coalition’s purpose on the Morning Magazine with WFHR.