



Prepared May 2023

# BreastfeedMIAMI

## 2-year Strategic Plan



# BreastfeedMIAMI

*Building a Breastfeeding Friendly Community Together*

@breastfeedmiami



breastfeedmiami.org

---

## Executive Summary

In 2021, a passionate group of individuals from the Florida Department of Health in Miami-Dade County WIC Program, Kiwanis of Northeast Miami-Dade, and The Children’s Movement of Florida gathered to form a coalition to join efforts and create a greater impact with breastfeeding rights, education, and promotion in Miami-Dade County.

As a coalition, we are committed to ensuring our community has access to education, resources, and support. Miami-Dade County is not yet a fully breastfeeding-friendly community. Families are often not supported appropriately in their breastfeeding goals, and stakeholder and healthcare provider support are lacking in several areas. There are pockets of progress, but we still have more work to do.

In 2022, we embarked on a mission to formalize our efforts by establishing a 2-year strategic plan. The coalition completed an extensive SWOT analysis which identified key areas of focus. Using results from the SWOT, the coalition collaboratively worked together to create goals that represented our concerns and priorities. Subsequently, the coalition developed clear objectives that, when implemented, have the power to make positive change in Miami-Dade County.

The plan consists of 3 primary goals:

1. Develop a framework for sustainability for the BreastfeedMIAMI coalition.
2. Identify and understand the unique breastfeeding needs of the Miami-Dade community.
3. Improve breastfeeding awareness, education, and advocacy in Miami-Dade.

These goals represent the collective passion and commitment of our BreastfeedMIAMI team members. We are thankful and gracious for the support of our dedicated partners in the development of this plan.

### About Us

BreastfeedMIAMI is a community collaboration to educate, support, and promote breastfeeding in Miami-Dade County. Our aim is to support our community from a socioecological perspective that impacts Miami-Dade at multiple levels – from advocacy and policy development, systems level change, community and provider education and support, and family resources and initiatives. Our membership comes from of nonprofits, governmental organizations, healthcare, and private industry.

### Our Mission

BreastfeedMIAMI is a collective community catalyst in advocating, promoting, and supporting breastfeeding to empower mothers, fathers, partners, and families to breastfeed children throughout Miami-Dade County.



## Our Vision

Miami-Dade County is a breastfeeding-friendly community, with equity, diversity, and inclusion.

## Our Values

**Belonging**

**Respect**

**Equity**

**Accountability**

**Sustainability**

**Trust**

## Goals & Objectives

### **Goal 1: Develop a framework for sustainability for the BreastfeedMIAMI coalition**

BreastfeedMIAMI is a new organization in Miami-Dade County, and we are eager to formally establish ourselves. As a formal 501.c.3 organization, we can apply for grants and have the appropriate oversight and accountability to sustain us for the future. To accomplish this goal, the following objectives will be implemented and measured:

1. **Objective 1:** Develop an Operational Framework for BreastfeedMIAMI.
  - 1.1. Secure a lead coordinator and recruit support team members to develop and manage the required operational framework needed to establish BreastfeedMIAMI as a non-profit and sustainable organization within the next three months.
2. **Objective 2:** Create a financial framework for the BreastfeedMIAMI organization.
  - 2.1. Secure a lead financial expert to establish financial requirements: bank account, budget, taxes, non-profit status, state and federal reports, revenue streams, grant opportunities, etc. within the next three months.
3. **Objective 3:** Develop organizational oversight and accountability.
  - 3.1. Expand the executive team to include a formal working board to oversee the operational, financial, and staffing objectives within the next three months.

### **Goal 2: Identify and understand the unique breastfeeding needs of the Miami-Dade community.**

Data on breastfeeding rates in Miami-Dade County is limited and not widely shared amongst partners and organizations in our community. Data collection methodology on breastfeeding rates varies throughout the county, and there aren't standardized measurement methods that allow for cross-comparison and analysis. In addition, there is little available in terms of



assessment data related to breastfeeding in our community. We lack information on what and how to best support the breastfeeding needs of our unique population. To accomplish this goal, BreastfeedMIAMI intends to do the following:

1. **Objective 1:** By April 2024, identify and publish/share existing data on breastfeeding rates and support practices in Miami-Dade County.
  - 1.1. Within 3-6 months, define breastfeeding metrics and measurement techniques used in the County.
  - 1.2. Complete a literature review on national and local rates and align the findings with national standards and data.
  - 1.3. Complete an assessment on existing support practices in the County (hospitals, government agencies, non-profits, childcare centers, etc.).
2. **Objective 2:** By April 2025, complete a community assets and needs assessment on breastfeeding practices and support policies in Miami-Dade County.
  - 2.1. Identify and target specific environments to survey (hospitals, birthing facilities, healthcare providers, private business, faith based community, etc.)
  - 2.2. Survey large employers in Miami-Dade on breastfeeding support practices in our community
  - 2.3. Include breastfeeding assessments in established community surveys and ensure access to data and sharing.

### **Goal 3: Improve breastfeeding awareness, education, and advocacy in Miami-Dade.**

Data from our SWOT analysis made it clear that Miami-Dade needs a coordinated strategy to promote and share breastfeeding resources, raise awareness about breastfeeding benefits and support, and to improve education and training for our medical community.

1. **Objective 1:** Develop a Breastfeeding Resource Kit from existing education, trainings and curriculums for medical providers, childcare providers, parents, professionals, and students by June 2023.
2. **Objective 2:** Amplify BreastfeedMIAMI by leveraging at least 30 partners to add the coalitions digital assets on their organization's digital platforms (website, social media platforms, influencers) by April 2024.
3. **Objective 3:** Produce a BreastfeedMIAMI digital and print media campaign to raise awareness on breastfeeding through press release, proclamations, brochure, flyers, and social media posts by April 2025.



4. Objective 4: Conduct at least 2 trainings as a coalition to educate medical providers, childcare providers, parents, professionals and students on breastfeeding education, awareness, and advocacy by April 2025.

### Evaluation & Monitoring

The BreastfeedMIAMI coalition is dedicated to the execution of this comprehensive plan. We believe this plan has the power to change the breastfeeding landscape in our community. To ensure accountability, the coalition will meet to review progress on the objectives at a minimum quarterly. The coalition will assess and document progress at the one-year mark. Objectives and activities will be re-evaluated to ensure relevance, feasibility, and achievability. At the end of two years, the plan will be formally evaluated and a report on objectives will be publicly shared with the coalition and the Miami-Dade community at large.

### Acknowledgements

BreastfeedMIAMI is grateful for the support of our dedicated members. Our members truly believe that change is possible in our community, and their passion and determination are embedded in every part of this plan. Thank you, coalition members, for all of your hard work!

