

## Metro KC Breastfeeding Collaborative

MCHC Fiscal Year 2018-2019 SMART Goals and Objectives

SMART: (Specific, Measurable, Attainable, Results-focused, Time-oriented)

1. To further develop the Metro KC Breastfeeding Collaborative by outreach activities to new and existing partners who share common interest in promoting and supporting breastfeeding in the metro Kansas City area.

### Objectives:

- A. By March 1, 2018, Collaborative members will be invited (by personal invitation or survey) to provide feedback as to why they (and their employers) are involved in the Breastfeeding Collaborative (and MCHC)
  - B. By May 1, 2018, develop a list of participants in the Collaborative and rationale for involvement.
  - C. By June 1, 2018, create a strategic partnership plan, requesting specific commitments from each organization that is involved in the Collaborative.
2. To increase the number of employers in the greater Kansas City Metro area that have worksite lactation support policies in place.

### Objectives:

- A. Receive a commitment by at least 20 organizations in the metro KC area by March 31, 2018, to work with their clients to develop support groups that teach women to advocate for themselves regarding worksite lactation rights.
    - i. Hold a meeting by February 28, 2018 of the 20 organizations to determine their interest in the support groups and to guide the process
    - ii. By February 28, 2018 ensure that a letter of commitment is signed (not an MOU) that would ensure follow-through by organizations involved in the process
  - B. By July 1, 2018, increase the number of employers who have received the MCHC Employer Support for Nursing Mothers Award to 45 (from a current baseline of 37).
3. Engage pediatric practices in the greater Kansas City area through the AAP, AAFP, AANP, and ACOG, to collect data on any breastfeeding, exclusivity, and duration among 2, 4, and 6-month-old infants.

### Objective:

- A. By February 2018, the Provider Survey Action Group will have invited all current (11) respondents to its survey to provide feedback as to possible benefits to providers who complete the survey and a way of getting more respondents.
4. Develop a speaker's bureau of breastfeeding experts which can be tapped for presentations. This opportunity to receive breastfeeding education will be tied to organizational membership within MCHC's already-existing structure.

Objective:

- A. By June 2018, the Collaborative will have identified 10 presenters with specific areas of expertise and have a signed letter of commitment from each to speak at MCHC's organizational members' events.

Respectfully Submitted:

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Christi Smith, MBA, Co-chairperson

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