

## Central Louisiana Breastfeeding Coalition, Inc. Work Plan, 2007

2007 Activities and Goals May 29, 2007 Page 1 Revision 1					
Committee	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Accomplished
<b>Program</b>					
Mom on Call	<p><b>January</b></p> <ul style="list-style-type: none"> <li>▪ Add committee members</li> <li>▪ Start revising <u>Loving Support manual</u> (establish screening process, revise tracking tools)</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>▪ Make sure Tulane survey material is what we want to use</li> <li>▪ Refine our target population demographics</li> <li>▪ Define how our target population is different from WIC population</li> <li>▪ Make list of potential PC's</li> <li>▪ Meet with Annette &amp; 3<sup>rd</sup> party evaluator (once selected by TRF)</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>▪ Continue preparing program materials</li> <li>▪ Recruit and train Avoyelles Parish Breastfeeding Coordinator</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>▪ Recruit PCs from community</li> <li>▪ Recruit and train Natchitoches Parish Breastfeeding Coordinator</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>▪ Complete Loving Support revisions</li> <li>▪ Distribute to all Coalition members in preparation for July training session</li> <li>▪ Identify referral sources of new mothers</li> <li>▪ Contact referral sources and educate on process</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>▪ Cathy Caruthers: how to manage the program</li> <li>▪ Start enrolling expecting moms; track against target demographics</li> <li>▪ Define process for matching moms and PCs</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>▪ Start training PCs</li> <li>▪ Work with WIC to coordinate training</li> <li>▪ Decide how to deliver services, i.e., phone calls, support groups, hospital visits, etc.</li> <li>▪ Start matching moms and PCs</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>▪ Start enrolling delivered moms</li> <li>▪ PCs trained and ready to start</li> <li>▪ Administer Training Satisfaction questionnaires</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>▪ Begin collecting data</li> </ul> <p><b>October – December</b></p> <ul style="list-style-type: none"> <li>▪ PC begins performing duties (mentor contacts)</li> <li>▪ Mom on Call participants complete satisfaction survey</li> <li>▪ Transition duties among staff members</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program up and running</li> <li>▪ Outcome measures and evaluation process in place, INITIAL data captured in three parishes (see grant submission for logic models, measures, targets)</li> <li>▪ 8 PCs trained and active</li> <li>▪ 1 Avoyelles Parish Coordinator</li> <li>▪ 1 Rapides Parish Coordinator</li> <li>▪ 1 Natchitoches Parish Coordinator</li> </ul>
Executive Director	<p><b>February</b></p> <ul style="list-style-type: none"> <li>▪ Recruit Parish Coord.</li> </ul> <p><b>March</b></p> <p>Hire and train Avoyelles Parish Coordinator</p>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>▪ Conduct PC screening</li> <li>▪ Hire and train Natchitoches Parish Coordinator</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>▪ Develop/refine PC orientation</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>▪ Orient PC's: committed, have the schedule, explain compensation; goal: approx. 20 attend</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>▪ 2nd orientation (if needed)</li> </ul> <p><b>August/September</b></p> <ul style="list-style-type: none"> <li>• Start MOC program</li> <li>• Monitor parish coordinator and peer counselors</li> <li>• Research on 3 grant options</li> <li>• Write a personal development plan</li> <li>• Promote MOC to increase referrals</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>• Create media timeline for 2008</li> <li>• Evaluate need for additional peer counselor training</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>• Begin selecting sites for MAW</li> <li>• Review yearly expenditures</li> </ul> <p><b>December</b></p> <ul style="list-style-type: none"> <li>• Final review of budget for the year</li> <li>• Evaluate MOC</li> <li>• Prepare to initiate MAW</li> </ul>	<p>Both Parish Coordinators fully functional</p> <p>Initial Peer Counselor Orientation conducted</p> <p>Develop specific media timeline for 2007, 2008</p> <p>Prepare to initiate MAW</p>

**Central Louisiana Breastfeeding Coalition, Inc.  
Work Plan, 2007**

2007 Activities and Goals May 29, 2007 Page 2 Revision 1					
Committee	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Accomplished
<b>Program</b>					
Mom at Work*				*Revise Mom at Work (tentative based on available time and resources)	<ul style="list-style-type: none"> <li>▪ Tools, materials</li> <li>▪ Outcome measures and evaluation process, INITIAL data captured</li> <li>▪ Up and running in Rapides</li> </ul>

**Tasks listed in Attachment H**

- Initiate Mom at Work baseline survey
- Initiate Mom at Work Presentation
- Revise Mom at Work Materials
- CWHEC training for CLBC on program evaluation
- Revise job description for Parish Breastfeeding Coordinator

**Rapides only...**

- Identify potential employers to contact
- Administer baseline survey to employers
- Present individualized presentations to employers and employees
- Provide technical assistance to employers
- Assist employers and employees with a workplace lactation program
- Administer follow up questionnaire
- Complete walking tour of facility post establishment of workplace program
- Research pump reimbursement policies for insurance companies provided by employers
- Award companies with "Breastfeeding Friendly" award

## Central Louisiana Breastfeeding Coalition, Inc. Work Plan, 2007

2007 Activities and Goals May 29, 2007 Page 3 Revision 1					
Committee	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Accomplished
<b>Promotion/Networks</b>					
Media campaign and partnerships	<p><b>February</b></p> <ul style="list-style-type: none"> <li>▪ Explore use of media consultant</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>▪ Develop talking points that link directly to Mom on Call</li> <li>▪ Start targeting referrals</li> <li>▪ Continue all forms of outreach: open house, TV, radio, chamber, Red Coats, Ribbon cutting, presentations, info to doc offices, links to websites</li> <li>▪ Research costs of breastfeeding radio advertising</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>▪ Display Mom on Call at FIMR conference 4/19; capture referral resources</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>▪ Research billboard &amp; bench advertising for World Breastfeeding Week</li> <li>▪ Maintain and make improvements to website</li> <li>▪ Organize "Mothers and Babies" Photo Shoot</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>▪ Start prepping "communities" for implementation, e.g., churches, providers</li> <li>▪ Evaluate feasibility of large baby fair concurrent with World BF Week</li> <li>▪ Set goals for participation in Health Fairs</li> <li>▪ WBW Zoo Event (find sponsors)</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>▪ Start major/direct marketing</li> <li>▪ Plan to participate in Baby Fair; set goals for what we want to accomplish</li> <li>▪ Decision on billboard &amp; bench advertising for World Breastfeeding Week</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>▪ Conduct World BF Week activities that directly link to programs and draw in target demographics</li> <li>▪ Participate in Baby Fair; track accomplishments against goals</li> <li>▪ Breastfeeding radio advertising</li> <li>▪ Review impact of media efforts</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>• Advertise beginning of MOC</li> </ul>	<p><b>October- December</b></p> <ul style="list-style-type: none"> <li>• Continue promoting MOC, begin promoting MAW through various media outlets</li> </ul>	<ul style="list-style-type: none"> <li>▪ proactive plan that supports programs &amp; goals</li> <li>▪ 1 activity/event per year that supports Mom on Call (set target) attendance goal 200</li> <li>▪ Goal of 100 referrals per year from health fairs, events, and any marketing initiative such as radio, television, newspaper, or billboard advertising</li> </ul>

### Ongoing:

- \* Submit articles to Town Talk
- \* Update Power Point presentations
- \* Revise and distribute Coalition brochure
- \* Distribute newsletter (monthly)
- \* Invite pro-breastfeeding media person to become CLBC members

## Central Louisiana Breastfeeding Coalition, Inc. Work Plan, 2007

2007 Activities and Goals May 29, 2007 Page 4 Revision 1					
Committee	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Accomplished
<b>Fund Raising/Grants</b>					
Events and Grants	<p><b>February</b></p> <ul style="list-style-type: none"> <li>▪ Develop sponsor program, i.e., levels, amounts, annual renewal</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>▪ Research potential grants; minimum of 5 likely leads</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>▪ Target of 20 sponsors per year (may sponsor event, give donation, or door prize for event); target 50 new individual "paying" members per year</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>• Begin selling advertising in CLBC calendar</li> <li>• Secure 50% of cost of calendar</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>▪ 50% of targeted sponsors and individuals are recruited</li> <li>▪ Finish selling advertising in calendar</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>• Participate in "A Very Merry Market" and Pink October to sell calendars</li> <li>• Market calendars on consignment through local vendors (if needed)</li> <li>• Finalize and implement sponsor program (levels, rewards, etc)</li> </ul>	<p><b>December</b></p> <ul style="list-style-type: none"> <li>• Minimum 3 likely grants to pursue in 2008 and beyond</li> </ul>	<ul style="list-style-type: none"> <li>▪ One fundraising effort</li> <li>▪ grant funding plan with 3 specific sources to pursue in 2008+</li> </ul>

2007 Activities and Goals May 29, 2007 Page 5 Revision 1					
Committee	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	Accomplished
<b>Recruitment</b>					
Coalition	<p><b>February</b></p> <ul style="list-style-type: none"> <li>▪ Establish quantifiable goals for a diversity plan</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>▪ Continue to recruit new members in other parishes or of other ethnic groups, etc., to meet demographic goals</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>▪ Assign all new members to a specific committee or task within 45 days of joining</li> <li>▪ Use Parish Coord to identify recruitment targets, e.g., businesses</li> </ul>	<p><b>July-September</b></p> <ul style="list-style-type: none"> <li>• Call members on the phone who haven't attended the last few meetings and invite them to next meeting</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>• Reorganize recruitment comm..</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>• Develop recruitment and retention plan</li> </ul> <p><b>December</b></p> <ul style="list-style-type: none"> <li>• Implement plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased membership</li> <li>▪ Diversity plan with targets</li> <li>▪ Measurable progress toward achieving diversity plan</li> <li>▪ Key leaders in the community are on or actively supporting the Coalition</li> </ul>