

MIBFN October 1, 2021 to September 30, 2022 Strategic Plan				
Purpose		To advance the MIBFN mission, vision, and goals in solidarity with the diverse Michigan families and organizations with whom we serve		
Service Area		Goal	2021-2022 Objective(s)	Evaluation
Mission & Programs	Education	Increase diversity within the field of lactation and expand the scope of those who promote lactation in different settings to influence systemic change.	To continue providing the Great Lakes Breastfeeding Webinars in alignment with ongoing GLBW deliverables	12 Great Lakes Breastfeeding Webinars published at <a href="http://mibreastfeeding.org/webinars">mibreastfeeding.org/webinars</a> to view whenever and wherever.
		1. Make breastfeeding education accessible and inclusive to encourage the broad base of community leaders who endeavor to become breastfeeding supporters. 2. Align with ongoing efforts that focus on issues of equity within breastfeeding education. 3. Promote culturally relevant breastfeeding research from diverse viewpoints. 4. Provide relevant and timely education on how to work toward eliminating the systemic and structural barriers that prevent breastfeeding success. 5. Connect breastfeeding education with access to equitable and sustainable employment for those who provide breastfeeding support.	To expand Great Lakes Breastfeeding Webinars outreach to Black and Indigenous participants.	20% increase in GTW registration of Indigenous and Black participants for GLBW.
			To amplify and support CORE Cohort members as presenters for the 2022 Great Lakes Breastfeeding Webinars.	3 CORE Cohort members present in 2022 GLBW.
			Use and share equity-focused research that centers BIPOC experiences in grant applications, advocacy letters, and forward-facing MIBFN communications to 1) center equitable lactation education resources for use in all sectors and 2) highlight the disparity of resources currently available that center BIPOC creators and content.	Educational learning resources shared on MIBFN website each quarter (articles that center BIPOC breastfeeding outcomes rather than white-centered resources and research that identifies racism, not race, as the root cause of systemic inequities in breastfeeding success) under Learning Resources tab.
		Success is: (1) A plethora of direct breastfeeding supporters – Breastfeeding Peer Counselors, Indigenous Breastfeeding Counselors, Community Health Workers, Certified Lactation Counselors, International Board Certified Lactation Counselors, etc. – who reflect and represent the communities they serve. (2) A broad-base of people who understand their influence on breastfeeding outcomes and who leverage their power to cultivate family-centered systems.	Include equity-focused, decolonized education sources that reach all sectors of society in order to support bodyfeeding in all systems that impact outcomes and success, especially for BIPOC families that suffer disproportionately from health inequities due to systemic racism.	Skilled Lactation Supporter Representation and Compensation meeting held with education provided for attendees.
	Advocacy	Listen and serve in solidarity with diverse Michigan families.	To establish spaces and serve as a convener for networking, incubation, action, and outcomes among local breastfeeding supporters across Michigan through - at least - the CORE Cohort, MI Milk Collective, Working Groups, and Local Breastfeeding Supporters Meetings	Meeting notes generated at each meeting with actionable next steps.
		Goals: 1. Change systems, not families. 2. Serve alongside leaders and community advocates within systems, as a partner for breastfeeding-specific solutions. 3. Advance breastfeeding-supportive administrative and legislative policies. 4. Increase the visibility of policymakers who adopt breastfeeding-supportive policies.	To implement Community Conversations in 6 communities across Michigan by September 30, 2022.	Community Conversations in 6 communities held in collaboration with community partners with main themes published in community-owned, decolonized report.
		Success is: 1. Serving as a trusted partner for systemic breastfeeding change by cultivating a continuous feedback loop where MIBFN is at the table or convening the table and ensuring equitable space at the table for families and breastfeeding supporters with their concerns and aspirations, and with policymakers who share our mission, vision, values, goals, and commitment to diversity, equity, and inclusion. 2. Serving as a connector of community-driven efforts across the state to share successes, support, best practices, and opportunities to build power collectively to serve all breastfeeding families across Michigan.	To celebrate Breastfeeding Month, Indigenous Milk Medicine Week, Asian Pacific Islander Breastfeeding Week, and Black Breastfeeding Week through supporting creation of governor's proclamations, amplifying policy advocacy campaigns, and amplifying local events	10 events and celebrations amplified in-person, via social media, and across listserv.
			To advance policy change in alignment with our advocacy campaigns by supporting passage of - at least - 2 breastfeeding supportive bills and creation of - at least - 2 new awards programs by September 30, 2022	Social media published for 2 breastfeeding supportive bills and 2 new awards programs.
	Community Building	Leverage our privilege and platform to bring resources to community-driven breastfeeding support organizations		
		Goals: 1. Cultivate and support breastfeeding in every Michigan community – including tribal, ethnic, geographic, and cultural communities. 2. Ensure that members reflect and represent the communities they serve. 3. Support work that cultivates breastfeeding-supportive systems.	To deepen relationships, while cultivating a sense of belonging with and expanding our support of our 14 current community building contractual partners with: networking, incubation, action, and outcomes, outreach and engagement, fund development, stewardship, and program design and implementation in alignment with their identified needs in their communities	Resources created and shared by contractual partners on social media, and co-create decolonized resources, and reports that are representative and useful to the partners, community, and families served.
		Success is: 1. Serving as a connector of community-driven efforts across the state to share successes, support, best practices, and opportunities to build power collectively to serve all breastfeeding families across Michigan. 2. Having an interdependent web in every community, organizing and advocating for systemic change, both by targeted identities and geographic location – city, county, region, and peninsula. We envision that “identity” coalitions drive the needs, messaging, and priorities, and “geographic” coalitions will serve in solidarity with identity coalitions.	To establish and publish a meaningful geographic and identity coalition directory that serves families and birth and breastfeeding supporters in a meaningful way by September 30, 2022	Establishment and publication of coalition directory at <a href="http://mibreastfeeding.org/coalition">mibreastfeeding.org/coalition</a> .
	Communications & Data	Goal: Decolonize data collection and reporting - Tools that support growth, and sustainability of local efforts - Reports that are of direct benefit to the community and partner	Create and implement a plan to evaluate progress on the strategic plan	Plan created to evaluate progress on strategic plan.
		Humble, Factual, Grateful	Amplify partners and the movement via merchandise fundraisers, reports, social media, and quarterly newsletters	Collaborate with 5 community organizations on merch fundraisers, reports, social media, and in newsletters.
		Leveraging our platforms to amplify the contributions of our partners	Publish individual reports for every community building contractual partner and project	14 community-owned and decolonized reports published for community partners.
	Sustainability	Fund Development	To increase annual budget to \$1.9 million, with \$1.3 million going directly to community building contractual partners	MIBFN income from October 1, 2021-September 30, 2022 exceeds \$1,900,000
			Cultivate 3 donors of \$10,000+ for 2022	3 donors established for amounts over \$10,000.
		Board Development and Engagement	Cultivate \$500,000 each SOM and MHEF grants for 2022	Grants established for \$500,000 each SOM and MHEF.
Implement quarterly DEI training for all board members			DEI plans created, completed, and discussed quarterly.	
Personnel		Establish and publish Education, Advocacy, Community Building, Fund Development, Data, and Communications plans	6 mission-driven plans established, published, and implemented.	
	To complete 1-ever performance evaluations for all staff	Performance evaluations held alongside each staff member		
	To hire and onboard 6 coordinator staff	6 coordinator staff hired and on-boarded with equitable compensation and are provided benefits.		