

# 2026 PRIORITIES & CAPACITY NEEDS OF LOCAL BREASTFEEDING SUPPORTERS

## 2026 FUNDING PRIORITIES



Advancing **Baby-Friendly designation** at a hospital



Expanding free or low-cost **hospital breastfeeding classes**



Increasing funding for **community breastfeeding workers**



Strengthening **nurse education on human milk feeding**



Offering **doula lactation trainings and family classes**



Sustaining no-cost **in-home lactation visits**



Launching **lactation education** in under-resourced and Tribal communities



Supporting **WIC-hosted National Breastfeeding Month events**

## HOW ADDITIONAL FUNDING COULD SHIFT IMPACT

- Launching **pregnancy-focused street medicine lactation support**
- Providing lactation **supplies, education, and postpartum care**
- Expanding **free and low-cost family services**
- Increasing **visibility** of local breastfeeding educators
- Creating **shared spaces and coordinated outreach**
- Reducing financial strain to **sustain services**
- Advancing organization toward **full funding**



## ADMIN AND TECH ASSISTANCE NEEDS

**MARKETING AND COMMS SUPPORT**

**SOCIAL MEDIA AND EMAIL STRATEGY**

**GRAPHIC DESIGN SUPPORT**

**ADMIN AND OPERATIONS ASSISTANCE**

**GOOGLE ADS, SEO, AND DIRECTORY MANAGEMENT**

**INTERNSHIP SUPPORT**

**SHARED WORK TIME FOR REMOTE TEAMS**

**EVALUATION SERVICES TO STRENGTHEN GRANTS**

**ORGANIZING AND UPDATING PATIENT ED MATERIALS**

**MIBFN**

Michigan Breastfeeding Network

THIS REPORT WAS GENERATED FROM DISCUSSION AT THE JANUARY 15, 2026 LOCAL BREASTFEEDING SUPPORTER MEETING. TO LEARN MORE ABOUT THESE MEETINGS, VISIT [MIBREASTFEEDING.ORG/LOCAL-MEETINGS](https://mibreastfeeding.org/local-meetings).