

## **Section on Breastfeeding Strategic Plan 2006 – 2010**

**Mission Statement:** The Section on Breastfeeding’s mission is to provide programs that will help all infants, children, adolescents, and young adults served by members of the AAP to attain optimal physical, mental, and social health. To this purpose, the Section dedicates its efforts and resources.

The Section will accomplish this mission by addressing the breastfeeding needs of infants, children, their families and communities, and by supporting AAP members through breastfeeding advocacy, research, education, and policy development, as well as promoting the systems through which the members deliver breastfeeding care.

**Vision Statement:** Children will have optimal health and well being through breastfeeding; and breastfeeding is valued by society. AAP members will provide family-centered, culturally effective, evidence-based care for breastfeeding infants, children, their families, and communities.

### **ADVOCACY**

**Goal: Conduct activities that protect, support, and promote breastfeeding.**

**Strategy 1: Promote breastfeeding.**

*Objective: Develop and implement babies are born to breastfeed campaign directed at AAP Membership. (Audrey Naylor)*

#### **Initiatives:**

1. Develop a marketing/promotion plan to promote breastfeeding to various key audiences.
2. Collaborate with other organizations to participate in the promotion campaign and help raise resources.
3. Work with USBC/CDC/MCHB to define specific role for AAP (through SOBr) in promotion of breastfeeding for working mothers.
4. Leverage AAP assets including coordination and mobilization of AAP staff resources in Communications, Marketing, and Legislative Affairs.
5. Establish the SOBr website as a primary source for promotion.
6. Strengthen communication and linkage with other key organizations.
7. CBCs will collaborate with their state Coalitions and their Chapters to promote Breastfeeding.

## **Strategy 2: Improve reimbursement for breastfeeding care.**

*Objective: Advance the marketing of the reimbursement and coding guide. (Laura Viehmann, Tina Smillie)*

### **Initiatives:**

1. Advertise to Academy membership (SOAPM and other Sections, Coding Corner, AAP News, Chapter Connections, etc).
2. Survey Section membership about reimbursement issues and the feasibility of using codes. (6 months)
3. Collect breastfeeding reimbursement best practices and success stories and market. (1 year)
4. Contact the Pediatric Councils to address the issue of breastfeeding reimbursement. (1 year)
5. Develop slide set for interface with insurance companies depicting savings from breastfeeding care reimbursement. (1-year)
6. Address hospital reimbursement issues. (2 years)
7. CBCs will work within their Chapter to disseminate the Coding Document and collect feedback about reimbursement issues in their areas.

## **EDUCATION**

**Goal: Current and future AAP members are knowledgeable and skilled in breastfeeding management.**

**Strategy 1: Provide regular educational opportunities for AAP membership.**

*Objective: Expand educational offerings related to breastfeeding skills and management into multiple formats (Larry Noble, Joan Meek)*

### **Initiatives:**

1. Work through NCE planning group to attain at least 4 hours of breastfeeding education at the annual NCE (CME credits). (annual ongoing)
2. Work through the COCME to attain at least 1 hour of total CME offering on breastfeeding at each regional CME meeting. (3 months, Joan Meek)
3. Work through the Chapter Breastfeeding Coordinators to provide chapters with the tools to include at least 1 hour of CME on breastfeeding at their Chapter Annual Meetings. (Annual, Ongoing – Julie Ware)
4. Empower Chapter Breastfeeding Coordinators through participation in web-casts or conference calls (3 months, Julie Ware)
5. Continue to provide Chapter grants for Chapter Breastfeeding Coordinators and other section members to arrange for speakers on the topic of breastfeeding (yearly). (annual, ongoing)
6. Finalize and disseminate the “Speaker’s Kit” to Chapter Breastfeeding Coordinators.
7. Work through the PREP Editorial Board to include breastfeeding as a topic.
8. Improve the Web site to provide educational linkages (link directly to ABM Protocols).
9. Explore plausibility of developing a breastfeeding EQIPP module. (2 years, Larry Noble)
10. Periodically monitor open positions within the Department of Education and encourage Section members to apply. (annual, ongoing)

## **Strategy 2: Build a strong and vibrant SOBr Membership.**

*Objective A: Reach 800 members of the SOBr by 2010. (Ruth Lawrence, Susan Landers)*

### **Initiatives:**

1. Create new membership brochure
2. List of Sections to target
3. Develop new articles for AAP news and Section and Chapter newsletters.
4. Share membership brochure with CBC's to disseminate at the Chapter level (post on Web sites, share at meetings, etc).
5. Change the Section newsletter in to an exclusive (members only) publication of the translation of breastfeeding research articles.
6. Obtain and publicize positive testimonials about the SOBr from well-known AAP members.
7. Consider the opportunity to expand to include affiliate members.

*Objective B: Achieve Council status within the AAP and increase funding dedicated to pursuing the SOBr mission. (Ruth Lawrence)*

### **Initiatives:**

1. Finalize Strategic Plan.
2. Compile documents/history to generate a proposal.
3. Advocate with Section/Council Forum Management Committees, Board of Directors, and Advisory Committee to the Board.
4. Generate talking points for Executive Committee members to advocate.

## **Strategy 3: Influence and support residency and medical school breastfeeding education.**

*Objective: Establish a curriculum with supporting materials for residency and medical student rotations. (Lori Feldman-Winter)*

### **Initiatives:**

1. Develop Breastfeeding Promotion in Physicians' Office Practices Phase III curriculum (pilot test, disseminate, support – 2 years).
2. Develop medical school breastfeeding curriculum (pilot-test, disseminate, support – 2 years).
3. CBCs will work toward implementing the BPPPOP III curriculum into their geographic area residency programs.

## **POLICY**

**Goal: Policies and procedures that protect, support and promote breastfeeding exist, and are implemented.**

**Strategy 1: Improving the environment for breastfeeding in hospital.**

*Objective: Develop an AAP practice parameter for breastfeeding in the hospital. (Jane Morton, Richard Schanler, Arthur Eidelman)*

### **Initiatives:**

1. Collect available hospital policy materials (policy statements, existing policies)
2. Engage other organizations and explore collaborations
3. Write intent for practice parameter (6 months)
4. Write parameter and disseminate (2 years)
5. Empower CBCs to disseminate the new Hospital Policy as it becomes available.