



1. Annual Strategic Plan review/update, with matching budget & fundraising plan
  - March Quarterly Meetings: Research and Idea Generation, Board Elections
  - June Quarterly Meetings: Strategic Planning
  - September Quarterly Meetings: Budgeting, Look at potential Advocacy Issues
  - December Quarterly Meetings: Determine Advocacy Plan, Confirm Activities to support Strategic Plan
  
2. Increase access to services and donor milk for all **mothers and families**
  - Breastfeeding Behind Bars
  - NICU/RFP
  - Rural/Pacify.com/Telehealth
  - “First Few Days”/LCs for pediatricians’ offices
  - CHW/BPC expansion
  
3. Expand LC pathway; Research workforce development grants
  - Mentorship between LCs and BPCs/CHWs
  - Scholarships for CLC training
  - Funds for IBCLC testing
  - Continue support for licensure process
  - Research experts to help develop billing algorithms & billing training (Sandra Jean, Breastfeed LA, USBC)
  
4. Plan Physician-specific Events
  - Develop marketing strategies to reach physicians with information & events invites
  - Offer physician-specific track at the annual conference
  - Provide physician-specific trainings
  
5. Provide training to Chapter leadership to locally engage media & promote NMBTF
  - Encourage participation plans for local health and community fairs
  - Explore partnerships with father- and family-support groups
  - Work with artists to create community works that promote a BF culture