

Building a Breastfeeding Friendlier Arizona: Strategic Planning 2013-2018



The Arizona Department of Health Services will be hosting a one day Strategic Planning Session for breastfeeding advocates who influence the care and interventions of the breastfeeding family. Advocates will come together to develop a blueprint designed to create a systematic approach for increasing breastfeeding rates by 2018.

Strategic Areas

Attendees will work together to identify Goals/Strategies, Actions Steps, and Key Partners for four Core Strategic Areas:

- Mothers and Their Families
- Communities
- Health Care
- Employment

Purpose of the Blueprint

- Forces a look into the future and therefore provides an opportunity to influence the future, or assume a proactive posture.
- Provides better awareness of needs.
- Helps define the overall goal and focuses on the action steps.
- Provides a sense of direction, continuity, and leadership.
- Plugs everyone into the system and provides standards of accountability for people, programs, and allocated resources.

Who should attend

Anyone with an interest in the health and future of Arizona's infants, including Physicians, Registered Nurses, RDs, Nutritionists, Occupational Therapists, Lactation Consultants and Educators, LLL Leaders, Health Educators, Case Managers, Home Visitors, Doulas, Breastfeeding Peer Counselors, Students.

Future Commitment

Together, participants will form a collaborative. This collaborative will be called upon for additional input, strategies, accountability, resources and sharing/celebrating success for a Breastfeeding Friendlier Arizona.

**Monday,
September 17, 2012
9:00 AM - 3:00 PM**

Desert Willow
Conference Center
4340 E. Cotton Center Blvd.
Phoenix, Arizona 85040

Breakfast and Lunch
Provided

Registration – 8:00 AM

Opportunity made possible
by the Arizona Department of Health
Services, Bureau of Women's and
Children's Health and Bureau of
Nutrition and Physical Activity

**To register: <https://www.surveymonkey.com/s/AZStrategicPlanning>
For more information, contact Anne Whitmire at anne.whitmire@azdhs.gov**