

*Strategic Plan  
May 2022*

**GOAL ONE: Governance**

*COBA will have a board that reflects the diversity of Oklahoma families.*

**OBJECTIVE:** COBA will maintain high levels of professionalism through responsive staff, volunteers and advocates who promote the mission for resource advancement, policy change and improved health outcomes for mothers, infants, and families.

**TACTICS:**

1. Identify 2-4 potential new board members in the next 12 months by utilizing a composition matrix. Qualify those names and cultivate them for board service.
2. Identify gaps in diversity and seek to include these individuals on board or committees.
3. Create alternating board meeting agendas with priorities that rotate between reporting and vision planning.
4. Assess skills and attributes of staff and the need for additional paid positions.

**GOAL TWO: Maternal Health Outcomes and COBA Achievements**

*COBA will evaluate its achievements while actively remaining current and parallel with statewide and national lactation initiatives and advocate for better health initiatives as we promote, protect and support breastfeeding in Oklahoma.*

**OBJECTIVE:** COBA will address the social determinants of health and continually assess organizational priorities to build responsive initiatives that increase positive health outcomes for mothers, infants, and families.

**TACTICS:**

1. Educate the board and all stakeholders on the social determinants of health and the impact they have on breastfeeding.
2. Create an annual report outlining COBA's initiatives and outcomes.
3. Annually assess COBA's strategic priorities to ensure that they align with other statewide and national health initiatives.
4. Initiate a care provider survey to determine how best to support Oklahoma's lactation professionals.
5. Promote equity, diversity and inclusion by partnering with marginalized or historically excluded populations.

### **GOAL THREE: Awareness, Advocacy and Community**

*COBA will focus on building alliances with partners that share in our mission.*

**OBJECTIVE:** COBA will generate and nurture partnerships with a network of providers, stakeholders, and policy makers to improve health outcomes for mothers, infants, and families.

#### **TACTICS:**

1. Foster relationships with lawmakers to advance policy that align with COBA's mission.
2. Distribute awareness and advocacy materials to providers of maternal and infant health services.
3. Create and maintain a policy agenda as a guide for legislative change.