



## Our Strategy

### Purpose

Our purpose is to support women, parents and communities with evidence-based, practical information and peer support that enables parents to feel supported in their feeding choices and to breastfeed for as long as they choose and to increase knowledge of breastfeeding to remove barriers and help communities understand and value breastfeeding.

### Values

Listen actively

Respect a mother and support her choices

Share evidence to inform early parenting choices

### Ambition

To normalise breastfeeding in the UK through practical, evidence-based support & information for Women, Parents and Communities

### Goals

1

Women, Parents & Communities are well informed about breastfeeding & its benefits

2

Women, Parents & Communities have a more positive attitude to breastfeeding

3

Parents are confident in making choices about breastfeeding

### Strategic Objectives

1	Quality & Outcomes	To innovate & develop our services to ensure a positive impact for women, parents & communities
		To support & develop volunteers with consideration to those in areas with no or reduced funding
		To develop training that meets the needs of the Families we support
		To demonstrate the effectiveness of our support through sound monitoring & robust evaluation
2	Networks, Partnership & Advocacy	To demonstrate our effectiveness in local strategic partnerships, infant feeding networks & family services
		To develop partnerships to support access for all families to breastfeeding peer support
		To be recognised and valued as a key voice for parents and a key contributor to the infant feeding agenda
		To improve breastfeeding outcomes through targeted advocacy, research & policy development
3	Financial Stability	To improve clarity of our message and understanding of our social impact through marketing and communication
		To continue to strengthen financial controls and governance
		To build income in new areas and reduce reliance on local authority funds
		To support volunteer-led income generation through fundraising
4	Governance	To continue to fundraise to secure our Drugs in Breastmilk helpline and grow its network of supporters & friends
		To govern BfN effectively & meet regulatory requirements
		To continue to support good leadership & management within BfN to best meet our goals of supporting Women, Parents & Communities
		To continue to meet the support needs of our Tutors & Supervisors and support succession planning
		To close the gap between the staff & volunteer resources that we have and those that we need & to strengthen our approach to staff and volunteer training & development