



# Strategic Plan FY 2021

## OUR MISSION

MLCA's mission is to support the International Board Certified Lactation Consultant (IBCLCs) of Massachusetts through building professional recognition, advocating for the advancement of the profession and supporting the professional needs of the members.

## OUR 2021 VISION

MLCA will be the leading organization in advancing the visibility of the IBCLC in MA and will work towards a solid and sustainable plan for mentorship and increasing access to care.



## Advocate

Advocating for the advancement of the profession through mentorship

### We will:

- Establish a working group of active and aspiring IBCLCs to build mentorship opportunities for aspiring IBCLCs to get clinical hours through Pathway 3
- Identify specific needs of potential mentors and mentees that MLCA Mentoring Committee can assist with.
- Recruit and support members who can offer mentorship.
- Strongly focus on supporting BIPOC IBCLC candidates to increase the number of IBCLCs of color in the Commonwealth
- Assist members and mentees in completing a portion of their hours via telehealth.



## Build

Build professional recognition through substantial outreach to providers and organizations that work with families during the childbearing year

### We will:

- Increase outreach to collaborative providers on prenatal education, availability of IBCLCs in their communities, and IBCLC scope of practice.
- Rebuild our website to reflect the professionalism of our organization and our membership
- Update our provider directory and highlight members quarterly on the website and in our newsletter.
- Add pages for providers and parents to access evidence-based information on lactation while also updating our current members-only section to be a more robust resource for our members.



## Support

Supporting the professional needs of our members during and beyond the COVID-19 pandemic

### We will:

- Recruit members and collaborative providers to form an Access Committee focused on increasing access to IBCLC care for families with Mass Health insurance
- Research plans of action from other states that have been successful in securing Medicaid payment for IBCLCs
- Connect with key organizations to explore incorporating IBCLC care into Accountable Care Organization maternal/newborn care services.
- Offer virtual webinars and education to members on a variety of practice related and pandemic-specific topics
- Continue to recruit more members to help with new committees and goals