
FROM DAY ONE

ACTION PLAN WORKSHEET

OUR VISION

In the future, we see a healthier Texas, aided by an increase in the initiation, duration, and exclusivity of breastfeeding. New mothers will be supported by their families, their health-care providers, their employers, and their communities to fulfill the infant feeding goals they have for their children, from day one.

YOUR ROLE

Everybody has a role in the support of breastfeeding. This worksheet is intended for any individual or organization that wants to take an active role in the support of breastfeeding, whether at a personal or local level, or with even greater impact, such as influencing policy.

YOUR ACTION PLAN

This worksheet is intended to help you create a plan of action to achieve your personal objective to support breastfeeding. Before designing your plan, you will need to identify what your objective is. For ideas, visit the *From Day One* website at supportfromdayone.org.

*Thank you for your support in creating
a breastfeeding-friendly Texas.*

I WHAT IS YOUR OBJECTIVE?

The likelihood of a new mother beginning and continuing to breastfeed is determined by many influences throughout her life. They occur before, during, and after pregnancy and in various environments—especially at work, at home, in health care, and in the public and social environments of everyday activities.

Objective

Describe where and how you want to make an impact on the barriers to breastfeeding that currently exist. This is your personal objective.

Area of Focus

Your efforts to protect, promote, or support breastfeeding will impact the following areas:

- Breastfeeding support at home.
- Breastfeeding support at work.
- Breastfeeding support in health care.
- Breastfeeding support in public or social environments.
- My efforts will impact several areas where help is needed, as they will include research or public health assessment.

Goals

Identify your greatest opportunities to make an impact. Then list 1-5 specific changes you have identified to address barriers to breastfeeding and where you would like to make an impact. Consider these your goals.

1. _____

2. _____

3. _____

4. _____

5. _____

2 WHAT ACTION WILL YOU TAKE?

Action

In one sentence, describe the action you are going to take that will improve the protection, promotion, or support of breastfeeding.

There are a variety of actions you can take to achieve your personal objective. For ideas, download an Idea List from the [*From Day One* website](#).

Examples of actions:

- Share informative breastfeeding materials with my workplace or community.
- Implement a breastfeeding policy at my workplace/community/other public space.
- Join or form a breastfeeding coalition.
- Design a campaign or marketing program about a specific breastfeeding issue.
- Assess breastfeeding rates in my community and identify groups with low rates.

3 WHO IS YOUR TARGET AUDIENCE?

Describe the audience you need to reach in order to fulfill your objective and complete your action. This is a group of people with similar roles, interests, or behaviors whom you want to inspire, to inform or educate, or to help implement new behaviors, policies, or practices. This is your target audience.

Examples of possible audiences:

- Mother or family member.
- Health-care provider.
- Employer.
- Scientist, breastfeeding expert, or researcher.
- Activist or outreach partner.
- General public, including friends and local community members.
- Local and state coalitions.
- Local public health agencies.
- Special interest organizations or associations.
- Advocates for mothers, families, or a specific cause that is impacted by breastfeeding.
- Institutional leaders.

Consider the current perceptions and actions of your target audience. Why are they behaving in ways that pose barriers to breastfeeding? What would motivate them to support breastfeeding? What other factors or audiences are influencing their current behavior? Where can this audience be located?

4 WHAT TASKS DO YOU NEED TO COMPLETE?

List the tasks required to plan and execute your action and successfully accomplish your objective.

TASK	DEADLINE

Examples of tasks:

- Develop or refine critical messages that will be directed to local organizations/groups.
- Develop a list of local business and professional organizations to approach.
- Find the right contact at each business or organization to contact.
- Send a letter or email requesting the opportunity to talk or make a presentation.
- Follow up with a letter, email, or phone call to explain why they would benefit from a presentation.
- Set up a meeting and confirm responsibilities.
- Outline roles for yourself and the organization you have approached.

- Create or customize a presentation for each specific group.
- Research the organization and your message, and anticipate any questions.
- Follow up with anyone who expresses interest in your presentation, and/or refer them to additional resources at the *[From Day One](#)* website.
- Provide informative brochures or articles to business/organization leaders.
- Write editorial letters for local business publications.

5 WHAT RESOURCES WILL YOU NEED?

To plan and execute your action to improve breastfeeding, you will likely need a variety of resources, which may include people, information, technology, communications materials, and funding.

Create a checklist:

GOAL OR TASK	NECESSARY RESOURCES

Visit the [From Day One Resource Library](#) to locate helpful and often free resources, including recommended websites, training tools, and marketing materials.

Once you complete this step, it's time to put your plan into action. Good luck to you!

6 EVALUATE YOUR PROGRESS.

Document your assessment of the current situation before you initiate your action plan and then again after you have fully executed your plan.

We invite you to share your successes with others by submitting your personal story at the [*From Day One*](#) website.