



**Mission – Medical doctors educating and empowering health professionals to support and manage breastfeeding, lactation and human milk feeding.**

**Vision – Healthier lives worldwide through excellence in the medical care of breastfeeding and lactation.**

**Values:**

- o Inclusive: We bring together a global, multidisciplinary community of medical doctors and health professionals to inform practice and improve health.*
- o Collaborative: We create a collegial and inclusive environment.*
- o Evidence-Based: We curate, support and share high quality research and innovative solutions.*
- o Quality: We strive to ensure professionals are enabled to support and nurture families with safe and effective care.*
- o Global: We ensure that our resources and protocols are accessible and applicable worldwide.*
- o Discipline: Breastfeeding medicine is a medical discipline.*

**Domains**

A. Communities of Practice	B. Outreach and Awareness	C. Knowledge and Research
<p><i>ABM is the global medical community for those who work in or have an interest in breastfeeding medicine, lactation and human milk feeding.</i></p>	<p><i>Every medical doctor recognizes that breastfeeding medicine is a discipline and understands how their specialty is impacted by breastfeeding and human lactation.</i></p>	<p><i>ABM promotes, distills and disseminates evidence-based knowledge and research that improves clinical care and is diverse, inclusive, translational, and globally accessible.</i></p>

<b>Strategic Objectives</b>		
<ol style="list-style-type: none"> <li>1. Establish ABM as the professional home for medical doctors, trainees, and health professionals with an existing or emerging interest in breastfeeding medicine</li> <li>2. Grow opportunities for global interaction, collaboration, and networking.</li> <li>3. Serve the needs of early career doctors and doctors in training interested in breastfeeding medicine.</li> <li>4. Create a positive membership experience.</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish ABM as the go to resource in breastfeeding medicine, lactation and human milk feeding for medical professionals and other healthcare professionals.</li> <li>2. Grow awareness of breastfeeding medicine among medical students and doctors in training and other health professions.</li> <li>3. Create universal awareness that breastfeeding and lactation are essentials parts of comprehensive medical care.</li> <li>4. Create awareness of the importance of breastfeeding medicine to patients, lay public, and the government.</li> </ol>	<ol style="list-style-type: none"> <li>1. Define the scope of practice and core competencies of breastfeeding medicine, both basic and advanced.</li> <li>2. Establish, maintain and disseminate Standards of Practice by publishing clinical protocols and other materials.</li> <li>3. Define, support and disseminate research.</li> <li>4. Provide educational resources for health professionals to disseminate to their patients.</li> </ol>

## A. Communities of Practice

Strategic Objectives	Strategies
<p>1. Establish ABM as the professional home for medical doctors, trainees, and health professionals with an existing or emerging interest in breastfeeding medicine.</p>	<ol style="list-style-type: none"> <li>1. Identify the groups who need a community and enhance ways to engage with them.</li> <li>2. Create medical student interest groups.</li> <li>3. Be more intentional with translations.</li> <li>4. Increase visibility in non-US countries and conferences.</li> </ol>
<p>2. Grow opportunities for global interaction, collaboration, and networking.</p>	<ol style="list-style-type: none"> <li>1. Identify potential collaboration and networking organizations, prepare purpose of collaborations, create messaging and goals for each collaboration.               <ol style="list-style-type: none"> <li>a. Engage with other global breastfeeding organizations/associations such as the Breastfeeding Collective, the WHO, WABA and BFHI.</li> <li>b. Interact with other international medical associations.</li> <li>c. Collaborate with Dr. Milk, @MilkyMedics, and other breastfeeding physician groups.</li> </ol> </li> <li>3. Help members interact with one another through global collaboration, international educational offerings and networking opportunities.</li> <li>4. Continue to examine ways to increase involvement and experience of non-US members and URM members.</li> </ol>
<p>3. Serve the needs of early career physicians interested in breastfeeding medicine.</p>	<ol style="list-style-type: none"> <li>1. Support the development of sub-specialty programs in breastfeeding and lactation medicine.</li> <li>2. Create mentoring programs.</li> <li>3. Continue leadership academy and expand to non-US and Mexico members.</li> </ol>

	<p>4. Support the development and implementation of BFM 101 education into medical schools or residency programs.</p>
<p>4. Create a positive membership experience.</p>	<ol style="list-style-type: none"><li>1. More responsive feedback system – making people feel heard, crowdsourcing ideas, keep them engaged.</li><li>2. Create and share a more transparent committee structure</li><li>3. Create additional special interest groups to include US, European, research academic, private practice, etc.</li><li>4. Increase volunteer opportunities.</li><li>5. Increase CME offerings as a member benefit</li><li>6. Improve communication of ABM initiatives to membership</li></ol>

## B. Outreach and Awareness

Strategic Objectives	Strategies
1. Establish ABM as the go to resource in breastfeeding medicine, lactation and human milk feeding.	1. Create a marketing plan context...catalogue Evidence-Based BFM information; make it accessible; broadcast this availability/resource.
2. Create awareness of the importance of BFM among medical students and doctors in training.	1. Make aware to medical community why BFM matters to them 2. Understand how BFM matters to the specialty and patient outcomes 2. Encourage Health Professionals to learn more about and become breastfeeding medicine advocates.
3. Create awareness that breastfeeding and lactation are essential parts of comprehensive medical care and within the scope of medical practice.	1. Encourage uptake of curricula in all levels of medical education. 2. Make Health Professionals aware that BFM specialists exist so that they refer their patients to us for care.
4. Create awareness of the importance of BFM to patients, lay public, government.	1. Through health professionals promote the benefits of breastfeeding medicine as an area of clinical inquiry and care. 2. Establish an advocacy agenda and policy for ABM's engagement

### C. Knowledge and Research

Strategic Objectives	Strategies
1. Define, support and disseminate research and best practices.	1. Define the Research Agenda. 2. Establish practice-based research network.
2. Define scope of practice of the specialty.	1. Recruit a task force to author publications.
3. Establish Standards of Practice.	1. Define best practices. 2. Formulate and disseminate evidence-based protocols of management 3. Incorporate evidence-based breastfeeding and lactation medicine curriculum into all levels of medical education.
4...Define and disseminate core competencies in BFM and lactation care, both basic and advanced.	1. Encourage disciplines to incorporate BFM/lactation into their core competencies. 2. Medical training including medical schools, residencies, allied health. 3. Provide support for advanced BFM knowledge and practice through meetings, curricula and advanced training pathway support.
5. Provide resources for health professionals to disseminate to their patients.	1. Provide BFM clinicians with evidence-based resources for patient education. 2. Provide E-B resources for other health professionals to utilize with their patients.