

## Strategic Plan 2014-2017

### Vision

For International Board Certified Lactation Consultants (IBCLCs) to be nationally recognized as the professional authority on lactation and for LCGB to be seen as the professional voice for breastfeeding.

### Mission

To advance the profession of International Board Certified Lactation Consultant in the UK through leadership, professional development and research.

### Core Values

1. Every mother and baby has the right to evidence based breastfeeding support and information appropriate to their needs.
2. LCGB will support IBCLCs to maintain excellence in standards of professional practice.

### Primary Objectives

1. Build a network of members
  - a. Develop a strong regional presence and representation to support local IBCLCs.
  - b. Welcome members from other breastfeeding organisations.
2. Facilitate opportunities for professional education and development.
  - a. Provide educational conferences, study days and other events which address gaps in knowledge, practice and skills.
  - b. Support the development of new IBCLCs, especially those facing financial or cultural barriers and those from a diversity of backgrounds.
  - c. Act as a resource for those supporting breastfeeding in the UK.
3. Collaborate with decision makers on global, national and local strategy.
  - a. Support policies that protect, promote and support breastfeeding.
  - b. Participate in global and national consultations and strategy development.
  - c. Participate in national initiatives and work with key partners.
4. Foster evidence based practice.
5. Maintain financial stability.
6. Ensure organizational excellence.
  - a. Increase the visibility of LCGB and the lactation profession.
  - b. Build work groups and task forces to enable LCGB to engage in wider work and maintain a higher profile.
  - c. Provide leadership and skills development.