



جمعية الرضاعة الطبيعية
BREAST FEEDING ASSOCIATION

Strategic directions



Strategy outline

1



Our vision and message

Our vision:



Breastfeeding for healthy generations

Our message:



Breastfeeding enhances the health of both the mother and the child

Our values:

Quality and individuality

we commit to the quality and individuality in our work, according to the International standards.

Creativity

we adopt the creativity that leads to finding a working environment that attracts competency and Innovation

Contributions

contributing and connecting with involved parties for the best investment in potentials and capabilities

Transparency

abiding to the laws and regulations of the government, and believing in accountability and transparency

Responsibility

we abide to the expectation of the beneficiaries of our services to fulfill KSA's 2030 vision

Our Strategic goals:



1

promoting breastfeeding culture in the Community

2

enabling breastfeeding mothers and enhancing their roles in the safety of the Community

3

training the personnel and the interested in the field

4

preparing the specialized study curriculum in the breastfeeding field

5

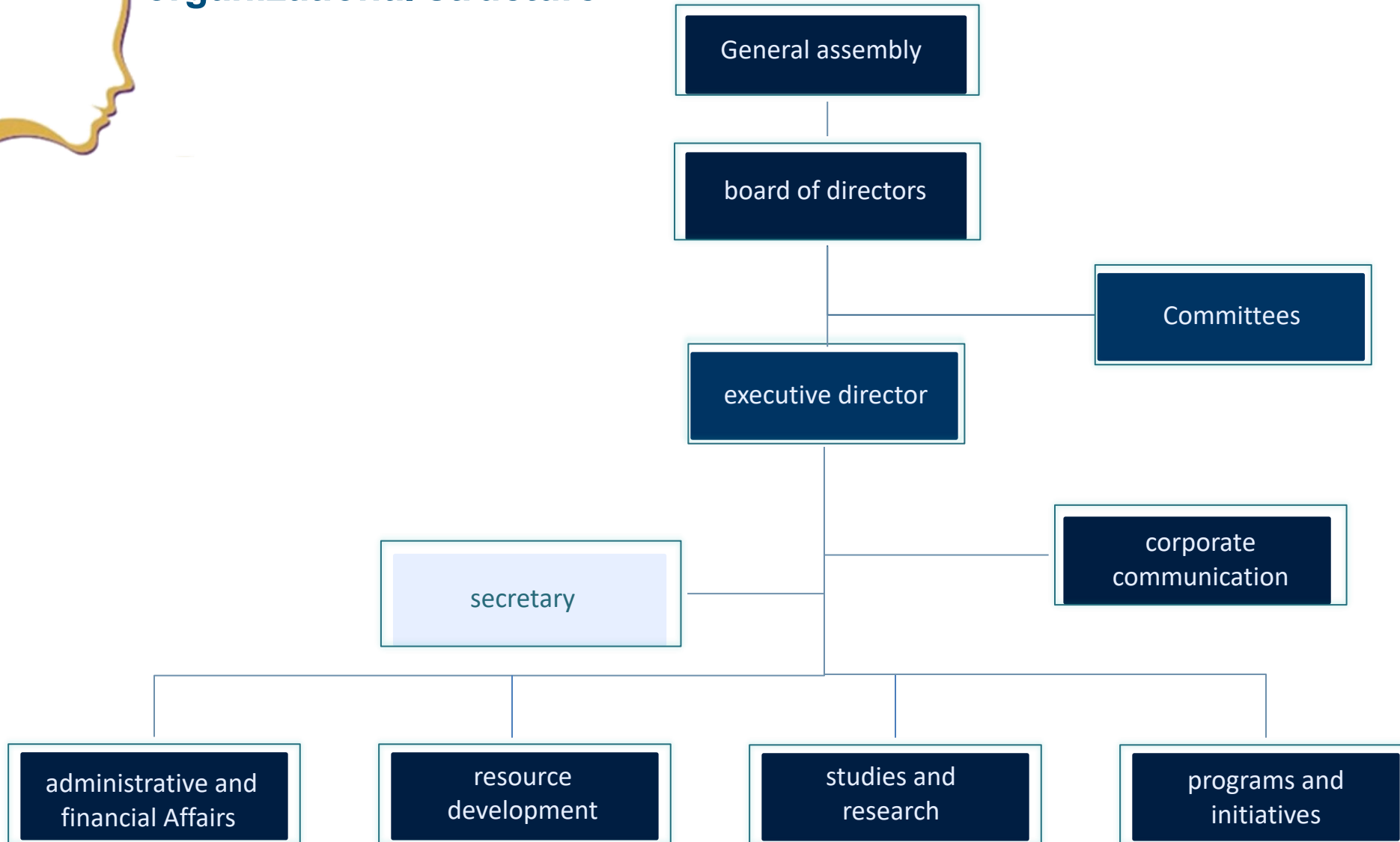
enhancing the organizational structure and strengthening our financial sustainability



organizational structure

2

organizational structure



First goal: promoting breastfeeding culture in the Community

	Performance standards	measurable indicators	operational initiatives
1	Spreading breastfeeding culture and strengthening it	Number of initiatives and programs that spread the culture	Spread awareness in the society
		number of beneficiaries from the initiatives and programs	Informative program to empower women to breastfeed in the first two years (public locations)

Performance standards, measurable indicators, and operational initiatives

Second goal: enabling breastfeeding mothers and enhancing their roles in the safety of the Community

	Performance standards	measurable indicators
1	Prevalence and outspread	Number of initiatives and programs presented
		Number of benefiting breastfeeding mothers
2	Quality and indivaulity of the programs and initiative	Commitment to the quality standards when implementing the programs
		Measuring the satsfaction of the targetted audiance

operational initiatives
Empowering women to breastfeed in the first two years (child friendly environment)
Training courses
Generic consultations
Breastfeeding campain

Third goal: training the personnel and the interested in the breastfeeding field

	Performance standards	measurable indicators
1	Reaching out to the interested individuals	Number of programs to the targeted population
		Number of targeted population
2	Quality of programs provided	Measuring the satisfaction of the interested individuals
		Evaluating the effect the programs

operational initiatives
Ambassadors for the breastfeeding campain
Training and enabling the interested personnel in the field
Professional breastfeeding specialized community

Fourth goal: preparing the specialized study curriculum in the breastfeeding field

	Performance standards	measurable indicators	operational initiatives
1	Studies and researches	Number of the published studies	Specialized studies and researches
		Number of excuted paper work	
2	Quality of the studies and researches	Evaluating the quality of the studies and paper work	Professional paper work

Fifth goal: enhancing the organizational structure and strengthening our financial sustainability

	Performance standards	measurable indicators	operational initiatives
1	Intitutional structure	Number of regulations and handbooks	Enterprise excellence (forming cometees, quality and individuality.. Etc.) Plan out communication with stakeholders reputation menegement (informative videos, infographics... etc.) Program sponsors Marketing camapins
		Documenting business processes	
2	Efficiency of human resources	Efficiency of the staff	
		Number of training hours of the staff (individually)	
3	Building a mental image and reputation menegement	Number of informative campains	
		Number of social media influencers spporting the association	
		Number of participants in conferences and seminars	
4	Improving financial resources and diversifing it	the chartiable donations to the association	
		Number of donors and supporters	
		Number of memberships	



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Thank you