

LAMAZE INTERNATIONAL STRATEGIC PLAN: 2008-2010

MISSION STATEMENT

The mission of Lamaze International is to promote, support and protect normal birth through education and advocacy.

VISION STATEMENT

Lamaze International envisions a world of confident women choosing normal birth.

Lamaze International believes that women who are fully informed, confident and supported will want normal birth. Lamaze International believes that caregivers should respect the birth process and not intervene without compelling medical indication.

These evidence-based practices adapted from the World Health Organization promote, support and protect normal birth:

1. Labor begins on its own;
2. Freedom of movement throughout labor;
3. Continuous labor support;
4. No routine interventions;
5. Spontaneous pushing in upright or gravity-neutral positions;
6. No separation of mother and baby with unlimited opportunities for breastfeeding.

BOARD OF DIRECTORS' RESPONSIBILITY

It is the responsibility of the Board of Directors to direct Lamaze International towards achieving its vision for a world of confident women choosing normal birth.

STRATEGIC GOALS: 2008-2010

The Lamaze International Board of Directors has adopted the following strategic goals to achieve this vision:

- I. **Education and Information:** Serve as the contemporary, credible source of education and information for birthing mothers around the world, using emerging, traditional and culturally sensitive methods of communication.
- II. **Policy and Advocacy:** Advocate internationally, nationally and locally for maternity care policies that promote normal birth.
- III. **Research:** Increase and disseminate the evidence that guides maternity care practices.



LAMAZE INTERNATIONAL STRATEGIC GOALS: 2008-2010

- I. **Education and Information:** Serve as the contemporary, credible source of education and information for birthing mothers around the world, using emerging, traditional and culturally sensitive methods of communication.

Year 1: 2008

- By June 2008, develop a new contemporary message that promotes normal birth to birthing families, using emerging, traditional and culturally sensitive methods of communication.
- Develop innovative delivery strategies for the new message.
- Develop strategies to increase the number of Lamaze Certified Childbirth Educators.
- Explore opportunities to support normal birth advocates to bring Lamaze International education and information to their communities and countries.

Year 2: 2009

- Incorporate the new message into all Lamaze programs and initiatives, including childbirth classes, childbirth educator training curriculum and specialist programs.
- Evaluate content, delivery and impact of the new message.
- Increase the number of Lamaze Certified Childbirth Educators to deliver the new message by 10% (based on 2007 data).

Year 3: 2010

- Continue or revise the new message based on 2009 evaluation data.
- Increase the number of Lamaze Certified Childbirth Educators to deliver the new message by 15% (based on 2007 data).

- II. **Policy and Advocacy:** Advocate internationally, nationally and locally for maternity care policies that promote normal birth.

Year 1: 2008

- Develop a plan for developing strong normal birth community networks.
- Monitor birth related legislation and policy efforts and disseminate information in collaboration with sister organizations.
- Develop hospital change project based on care practices.
- Build alliances with agencies that have influence on normal birth.
- Support the International MotherBaby Childbirth Initiative and collaborate with other international groups to promote normal birth worldwide.
- Incorporate the new message into all Lamaze policy and advocacy initiatives.



Year 2: 2009

- Implement and evaluate the hospital change project.
- Continue to develop community and international networks.
- Identify priority legislative and policy issues for focused advocacy efforts.

Year 3: 2010

- Increase the number of mothers fully or partially experiencing Lamaze International's normal birth care practices, based on Listening to Mothers II data.
- Publish report on hospital change project.
- Refine and continue legislative and policy advocacy efforts.

III. Research: Increase and disseminate the evidence that guides maternity care practices.

Year 1: 2008

- Disseminate the results of the normal physiology project.
- Develop childbirth education research priorities based on the Understanding Childbirth Education research and other evidence.
- Provide funding for identified research priorities.

Year 2: 2009

- Conduct an economic/market analysis of the business of birth, including cost/benefit analysis of medicalized birth versus normal birth.
- Collaborate with other organizations to influence the development of an evidence-based labor curve for normal labor and birth.

Year 3: 2010

- Disseminate findings of economic/market analysis of the business of birth.
- Disseminate results of childbirth education research and review implications for Lamaze education programs.

