


Breastfeeding in Georgia:
A Logical Endeavor

Centers for Disease Control and Prevention
&
United States Breastfeeding Committee
Bi-Monthly State Breastfeeding Coalitions Conference Call
April 10, 2007



**Georgia Breastfeeding
Coalition**

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Vision


Breastfeeding is the cultural and social norm throughout Georgia



**Georgia Breastfeeding
Coalition**

Mission


The Georgia Breastfeeding Coalition seeks to improve the nutritional status and overall health of families in Georgia by working collaboratively to protect, promote and support breastfeeding.



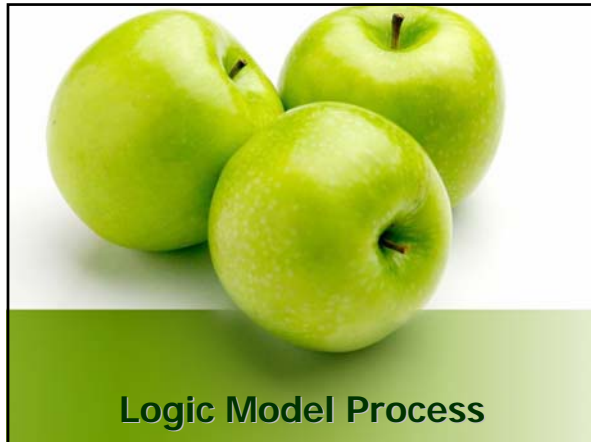
**Georgia Breastfeeding
Coalition**

Values

The Georgia Breastfeeding Coalition will protect, promote, and support breastfeeding throughout Georgia communities, healthcare facilities, worksites, schools and faith-based organizations through legislation, policy, social marketing, outreach and education.



Background Information



Logic Model Definition

A logical series of cause and effect statements that link the problems your program is attempting to address with:

- Resources
- Activities
- Outputs / Products
- Outcomes
- Long term goals

Logic Models Purpose

- Develop clarity about project or program
- Helps understand cause and effect relationships
- Develops consensus among people
- Identifies gaps or redundancies in a plan
- Communicates what project or program is about

Logic Model Format

Assumptions/ Conditions	Inputs/ Resources	Activities	Outcomes
			■ Short-Term Outcomes
			■ Intermediate-Term Outcomes
			■ Long-Term Outcomes

Be Careful What You Wish For...

Good News – A lot of opportunities

Bad News – A lot of opportunities

Assumptions/Conditions

- There is an opportunity to assure that breastfeeding activities are more coordinated across the state
- CDC has identified 6 strategies with evidence for effectiveness in increasing breastfeeding initiation and duration, including:
 - Media
 - Maternity Care Practices
 - Worksite Interventions
 - Peer Counseling
 - Professional Support
 - Maternal Education

Assumptions/Conditions

- Breastfeeding initiation and duration rates in GA are lower than National and Healthy People 2010 goals
- There are not enough credentialed breastfeeding consultants
- There is opportunity for hospital practices to support breastfeeding



Be Careful What You Wish For...


Good News – A lot of attention

Bad News – A lot of attention




Inputs/Resources Materials, Data and Research

- CDC Evidence Based Interventions
- Other best practice research
- Survey of Georgia Breastfeeding Advocates
- Needs assessment and other surveillance data
- Breastfeeding directory
- Breastfeeding Website (whose is this?)



Inputs/Resources – Partners and Programs

- Georgia Breastfeeding Task Force
- Local Breastfeeding Advocates
- Georgia Division of Public Health, State and Local Family Health and WIC Programs
- Southeastern Lactation Consultants Association (SELCA)
- Georgia Medical Societies
- United States Breastfeeding Committee State Breastfeeding Coalition Meeting
- Public and Private Hospitals and Private Corporations
- Georgia Nutrition and Physical Activity Initiative
- Community organizations, schools, and other partners



Selected Activities

Media/Public Awareness/Advocacy

- Develop **logo/tag line** for Georgia Breastfeeding activities

Maternity Care Practices

- Provide **lactation training** to health care professionals
- Provide **recommended written policies** on supporting breastfeeding in hospitals




Selected Activities

Worksites

- Develop/disseminate **educational materials** on how supporting BF can be beneficial to the employee and employer

Peer Counseling

- Support **WIC BF Peer Counselor Program** and other peer counseling programs throughout Georgia



Selected Activities

Professional Support
 -Initiate **peer-to-peer physician education program** in targeted areas

Maternal Education
 -Develop and disseminate standardized **evidence-based breastfeeding curricula** for health care providers to use with patients



Don't Reinvent the Wheel





Short-term Outcomes

AKA "Why are We Doing these Activities??"

Media/Public Awareness/Advocacy
 -Increase public officials awareness of breastfeeding activities in Georgia

Maternity Care Practices
 -Increase hospital capacity to promote and support breastfeeding

Worksite
 -Increase worksite promotion/support breastfeeding




Short-term Outcomes

Peer Counseling
 -Increase perceived social support for breastfeeding women from family members and other support networks

Professional Support
 -Increase physicians knowledge about how to support women who choose to breastfeed

Maternal Education
 -Increase information to women about how/why to breastfeed




Intermediate-term Outcomes

Increase:

- Use of consistent messages related to breastfeeding
- Public support and acceptance of breastfeeding
- Legislative support for breastfeeding
- Number of women who know how to breastfeed
- Support for breastfeeding throughout hospital environments

Number of worksite lactation programs



Long-term Outcomes

Increase:

- Breastfeeding initiation rate
- Rate of breastfeeding at hospital discharge
- 6-month breastfeeding duration rate
- 12-month breastfeeding duration rate
- 3-month and 6-month breastfeeding exclusivity



So What???



**Let's Get This
Show on the Road**

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