Georgia Breastfeeding Logic Model

ASSUMPTIONS/CONDITIONS
- Best practice research
- Evidence based practices
- GA Breastfeeding Coalition
- Funding and Grants
- Partnerships with community organizations, schools, and others
- Training and technical assistance
- Best practices at state and local level
- Needs assessment and other surveillance data
- Georgia Nutrition and Physical Activity Initiative
- Breastfeeding directory
- Advocacy

INPUTS/RESOURCES
- Develop logo and tag line for GA BF Activities
- Support public awareness with internal and external partners
- Develop BF proclamations and resolutions
- Develop or adapt media releases for World BF Week and National Breastfeeding Month
- Increase environmental support for breastfeeding
- Launch Breastfeeding campaigns (i.e. “Loving Support” and Fathers Supporting Breastfeeding)
- Provide lactation training to health care professionals
- Provide recommended written policies on supporting BF in hospitals
- Develop/disseminate documents which address steps to successful BF to hospitals
- Develop policies for staff accountability to encourage exclusive breastfeeding
- Develop/disseminate educational materials on how supporting BF can be beneficial to the employee and employer
- Develop a video of GA’s Worksite Breastfeeding Support
- Continue to support WIC BF Peer Counselor Pilot Program and other peer counseling programs throughout Georgia
- Educate administrators and encourage them to adopt a unified PC Program across the state
- Initiate peer-to-peer physician BF education program in targeted areas
- Establish CMO billing code for BF services
- Develop and disseminate Georgia Breastfeeding Resources Guide
- Incorporate and support breastfeeding education in programs that target women and infants
- Develop and disseminate standardized evidence-based breastfeeding curricula for health care providers to use with patients

ACTIVITIES
- Media/Public Awareness/Advocacy
  - Develop BF proclamations and resolutions
  - Increase environmental support for breastfeeding
  - Launch Breastfeeding campaigns (i.e. “Loving Support” and Fathers Supporting Breastfeeding)
- Maternity Care Practices
  - Increase knowledge about how to promote & support women who BF during hospital stay
  - Increase hospital capacity to promote and support BF
- Worksite
  - Increase worksite promotion/support BF
  - Increase visibility of worksite lactation programs
  - Increase employers awareness of the benefits of supporting BF employees
- Peer Counseling
  - Increase knowledge of benefits of BF among GA women
  - Increase perceived social support for BF women from family members and other support networks
  - Increase perceived acknowledgement of BF barriers from family members and other support networks, including peers
  - Increase education specific to identified barriers
  - Increase perceived professional support among women
  - Increase number of women who understand the benefits of BF
  - Increase access to and utilization of BF-resources (professional, peer support, supplies, etc.) among women
  - Decrease perceived barriers of embarrassment to BF in public
  - Increase partnerships who will provide funding resources for breastfeeding
- Maternal Education
  - Increase amount of standardized, evidence-based education provided to health professionals
  - Increase amount of information provided to women about how and why to BF

OUTCOMES/GOALS
- Short-Term Outcomes
  - Increase use of consistent messages related to BF
  - Increase public support and acceptance of BF
  - Increase legislative support for BF
  - Increase number of women who know how to BF
  - Increase support for BF throughout hospital environments
  - Increase number of worksite lactation programs
  - Increase number of employed mothers who BF
  - Decrease perceived barriers to breastfeeding for employed mothers
  - Increase number of women provided BF support by professionals
  - Increase perceived professional support among women
  - Increase number of women who understand the benefits of BF
  - Increase access to and utilization of BF-resources (professional, peer support, supplies, etc.) among women
- Intermediate-Term Outcomes
  - Increase 6-month BF duration rate in GA
  - Increase 12-month BF duration rate in GA
  - Increase 3-month and 6-month breastfeeding exclusivity
- Long-Term Outcomes
  - Increase BF initiation rate in GA
  - Increase rate of BF at hospital discharge in GA
  - Increase 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 an opportunity for hospital practices to support breastfeeding

GOAL
To improve the nutritional status and overall health of families in Georgia