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

Vision
Breastfeeding is the cultural and social norm throughout Georgia

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.

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

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Logic Model Process

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

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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

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**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

**Inputs/Resources**

- 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?)

**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

**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**

**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

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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

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

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So What???

Let’s Get This Show on the Road

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