ASSUMPTIONS/CONDITIONS
There is an opportunity to assure that breastfeeding activities are more coordinated across the state

CDC has identified six strategies with evidence for effectiveness in increasing breastfeeding initiation and duration, including:
- Media
- Maternity Care Practices
- Worksite Interventions
- Peer Counseling
- Professional Support
- Maternal Education

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

INPUTS/RESOURCES
- 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

ACTIVITIES

Media/Public Awareness/Advocacy
- Develop logo and tag line for GA BF Activities in line with the Live Healthy Georgia Campaign
- Provide and share materials to increase and 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
- Enhance DHR Breastfeeding Website content
- Increase environmental support for breastfeeding
- Launch Breastfeeding campaigns (e.g. "Loving Support" and Fathers Supporting Breastfeeding)

Maternity Care Practices
- 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

Worksite
- Develop/disseminate documents which address steps to successful BF for worksites
- Support and publicize employer lactation programs (policies, procedures, space, supplies, etc.) in DHR and other Georgia employers
- 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

Peer Counseling
- 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

Professional Support
- 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

Maternal Education
- 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

OUTCOMES/GOALS

Short-Term Outcomes
- Increase amount of consistent BF messages available to the public
- Increase public officials awareness of BF activities in GA
- Increase breastfeeding campaigns that target men
- Increase promotion of the Coalition statewide

Intermediate-Term Outcomes
- Increase knowledge about how to promote & support women who BF during hospital stay
- Increase hospital capacity to promote and support BF

Long-Term Outcomes
- Increase number of women who know how to BF
- Increase support for BF throughout hospital environments

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