California Department of Public Health: Breastfeeding Logic Model*
* In response to The Surgeon General’s Call to Action to Support Breastfeeding (2011)

<table>
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<tr>
<th>SITUATION</th>
<th>INPUTS</th>
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<td><strong>ASSESSMENT</strong></td>
<td><strong>INVESTMENTS</strong></td>
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<tr>
<td>Only 56.6% (2010 Data) of women in California exclusively breastfeed their infants in the early postpartum period.</td>
<td>Funding: Federal Title V MCAH Block Grant, MCAH Programs-and local MCAH staff including IBCLC, The Women, Infants and Children (WIC) Program, California Obesity Program, Maternal Infant Health Assessment, Newborn Screening Data (GDSP)</td>
<td>Provide leadership to make breastfeeding the norm by promoting evidence-based maternity care and worksite policies and practices.</td>
<td>Increase awareness of the value of breastfeeding</td>
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<td>Only 40.2% (2009 Data) of children in California are exclusively breastfed at 2 months.</td>
<td></td>
<td>Publish breastfeeding data to raise public awareness of breastfeeding as a public health issue</td>
<td>Community assessment of breastfeeding resources</td>
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<td>According to mPINC, California Composite Quality Practice Score: 73 (9th in the nation, 2009 Data).</td>
<td></td>
<td>Foster relationships and partnerships such as RPPC, WIC and Epidemiology and maternal health workers in hospitals, community and clinic settings</td>
<td>Developing policies &amp; environments supportive of mothers who decide to breastfeed (e.g. health care programs workplace, child care, emergency response, communities)</td>
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**PRIORITY**
Develop interventions to promote and support exclusive breastfeeding for 6 months and continued breastfeeding with appropriate complementary foods for at least 12 months.

**WHAT WE DO**
- Women of reproductive age, pregnant and parenting parents
- Health care administrators, providers and community health workers in hospitals, community and clinic settings
- Breastfeeding Coalitions and community leaders
- Local Health Jurisdictions and MCAH Programs (i.e. Home Visiting, BIH, AFLP, RPPC, etc.)
- Employers, employees and child care
- Emergency Response Personnel

**WHO WE REACH**
- Women of reproductive age, pregnant and parenting parents
- Health care administrators, providers and community health workers in hospitals, community and clinic settings
- Breastfeeding Coalitions and community leaders
- Local Health Jurisdictions and MCAH Programs (i.e. Home Visiting, BIH, AFLP, RPPC, etc.)
- Employers, employees and child care
- Emergency Response Personnel

**SHORT TERM**
- Increase awareness of the value of breastfeeding
- Community assessment of breastfeeding resources
- Developing policies & environments supportive of mothers who decide to breastfeed (e.g. health care programs workplace, child care, emergency response, communities)
- Implement an evaluation system for Hospitals, Health Care Settings, Employers, Child Care Centers and schools
- Meet or exceed the Healthy People 2020 Breastfeeding Objectives
- Increase the rates of breastfeeding initiation, duration and exclusivity to measure the effectiveness of support
- Increase the proportion of hospitals that provide recommended care for lactating mothers (i.e.:BFHI)
- Breastfeeding is normal infant feeding
- Support infant/mother dyad during emergencies

**MEDIUM TERM**
- Full term infants will have:
  o Fewer ear infections
  o GI infections
  o Decreased obesity
  o Less asthma
  o Less childhood obesity
  o Less Type II Diabetes
  o Less leukemia
  o Fewer SIDS deaths
  o Preterm infants will have:
    o Less necrotizing enterocolitis
  o For mothers
    o Decreased breast and ovarian cancer
  o Healthcare cost savings

**LONG TERM**
- Breastfeeding is the cultural norm
- ULTIMATE GOAL
- Breastfeeding is the cultural norm

**EXTERNAL FACTORS**
- California Laws related to the protection and support of breastfeeding
- Community values and beliefs
- Financing for programs that support breastfeeding
- Marketing of formula
- Surgeon General’s Call to Action on Breastfeeding
- CDC support of breastfeeding as an outcome in Healthy People 2020
- The Baby Friendly Hospital Initiative
- The Joint Commission’s Perinatal Care Core Measure

**Evaluation**
- Collect data (HP 2020, MICH Objectives 21-24)
- Analyze and interpret
- Report