Learning
Increased Administrator and Hospital Staff knowledge and support of Model Hospital Breastfeeding Policies
Program Implementation and Evaluation Toolkit

Action
Implementation of Model Hospital Breastfeeding Policies to Create an Environment Where Mother’s are Supported in their Decision to Breastfeed

Conditions
Increased Exclusive Breastfeeding Rates
Increased Hospital Staff Satisfaction and Retention
Increased Capacity for Birth and Beyond California Project Expansion/Sustainability

Outputs
Activities
Participation

What we do
- Conduct Hospital Administrator Trainings
- Provide technical assistance to Quality Improvement/Quality Assurance (QI/QA) Teams
- Conduct Hospital Staff Trainings
- Conduct Train-the-Trainer Workshops
- Organize and Facilitate Hospital Breastfeeding Network Quality Improvement Group Meetings

Who we reach
- Hospital Administrators
- QI/QA Team Members
- Hospital Staff
- Hospital Birth & Beyond CA Champions/Trainers
- Mothers, Infants and their Families

Inputs

What we invest
- Title V MCAH Block Grant Funding
- Maternal, Child and Adolescent Health Program Staff
- Regional Perinatal Programs of California staff
- Standardized Training Curriculum and Trainers
- Program Implementation and Evaluation Toolkit

External Factors
- Hospital Finances
- Community Values & Beliefs
- Hospital Staff Values & Beliefs
- Hospital Staff Turnover
- Marketing of Formula

Evaluation
Collect Data - Analyze and Interpret - Report

Situation
Only 43% of California women exclusively breastfeed their infants in the early postpartum period.

Priorities
Provide women with the support and resources necessary to initiate and maintain exclusive breastfeeding

Assumptions
- Most California Women Want to Breastfeed
- Administrator Support Results in Policy Adoption
- New Policies Change Staff Behavior
- Staff Behavior Changes Results in Increased Exclusive Breastfeeding

Birth and Beyond California Project Logic Model