APPENDIX IV-A-1

EXAMPLE LOGIC MODEL: COMMUNITY PLAN TO PROMOTE BREASTFEEDING

INPUTS	OUTPUTS			OUTCOMES - IMPACT		
	Activities	Participation		Short	Intermediate	Long-Term
 Financial resources Breastfeeding promotion is a priority Maternal and Child Health Program function Staff with expertise in breastfeeding information Access to staff with assessment skills Liaison with Hospital Relationship with local provider organization / professional groups 	 Assess provider breastfeeding promotion/education policies & practices Assess availability of lactation services Develop breastfeeding promotion materials Provide lactation resource information to providers Educate providers Provider referral to breastfeeding classes In-hospital education of new mother Collaborate w/ local Hospital to develop "Baby-Friendly" policy Collaborate on nursing school breastfeeding curriculum Promote "Baby-Friendly" workplace policy for City of Educate businesses about "baby-friendly" practices 	 OB-GYN Physicians Family Practice Physicians Provider Staff Pediatricians Businesses/business organizations City and County representatives Pregnant Women Lactating Women Local Hospital Staff College Nursing Program Faculty and Staff Local Medical Association 	•	 Completed assessment of provider policies and practices 95% of providers educated about breastfeeding 90% of providers have educational material displayed in their offices 25% of businesses will display "Baby-Friendly" stickers 99% of new mothers receive inhospital nurse education Directory of "Baby Friendly" businesses Establishment of "Baby-Friendly" rest area at County Fair Nursing School curriculum ↑ community awareness of benefits of breastfeeding 	 ♠ (from baseline) provider referrals to lactation resources 90% of providers implement a breastfeeding education policy ♠ # /% (from baseline) of women completing a breastfeeding class "Baby-Friendly" policy adopted by local Hospital Local College Nursing Program incorporates new curriculum 60% of businesses will display baby friendly stickers "Baby-Friendly" policy adopted by City of 50 % of women choose to breastfeed at hospital discharge 	 70 % of mothers incounty chose to breastfeed at hospital discharge 50% of mothers continue to breastfeed up to 6 months of age (HP2010) 25% of mothers who breastfeed will continue up to 12 months of age Better infant health outcome as measured by: anemia rates