

HEALTH PRIORITY IMPLEMENTATION PLAN SUMMARY (Nutrition)

GOAL: ALL CHILDREN ARE HEALTHY

R6: Prevent obesity through improved nutrition and physical activity

R7: Increase prevalence and duration of breastfeeding.

Timeline	Strategies	Outcome	Indicators	Fiscal Resources	Responsible Party
July 1, 2010 to June 30, 2015	Strategy 1: Contact mothers at high risk of discontinuation to offer lactation support within 72 hours of hospital discharge and provide referral to lactation support to all breastfeeding mothers upon hospital discharge.	Increase in percent of women who are exclusively breastfeeding at six months after delivery.	Percent of women who are exclusively breastfeeding at six months after delivery.	\$ 2,500,000	WIC
July 1, 2010 to June 30, 2015	Strategy 2: Encourage continuation of breastfeeding through one year of age by funding lactation consultant services and supports.	Increase in percent of women who are exclusively breastfeeding at one year after delivery.	Percent of women who are exclusively breastfeeding at one year after delivery.	\$ 3,000,000	WIC
July 1, 2010 to June 30, 2015	Strategy 3: Require that all First 5 Sacramento funded contractors that provide direct services to parents, screen and refer, if indicated, pregnant women and families with newborns to certified lactation support services.	Increase in percent of women who are exclusively breastfeeding at one year after delivery.	Percent of women who are exclusively breastfeeding at one year after delivery.	\$ 0	Contractors and Commission Staff
July 1, 2010 to June 30, 2015	Strategy 4: Continue to encourage Sacramento County hospitals to adopt policies conducive to the initiation and continuation of breastfeeding and	Increase in percent of women who are exclusively breastfeeding at six months after delivery.	Percent of women who are exclusively breastfeeding at six months after delivery.	\$ 80,912	Commission Staff

Timeline	Strategies	Outcome	Indicators	Fiscal Resources	Responsible Party
	to complete the "Baby Friendly USA" certification.				
July 1, 2010 to June 30, 2015	Strategy 5: Assure access to high quality community programs that provide parent and caregiver education on early childhood nutrition, healthy food access and physical activity.	Increase in percent of children who engage in health promoting behaviors that address nutrition and physical activity.	Percent of children who engage in health promoting behaviors that address nutrition and physical activity.	\$ 1,830,725	HEC
July 1, 2010 to June 30, 2015	Strategy 6: Build infrastructure projects such as Tot Lots and other interactive play equipment with nutrition themes in safe, healthy environments.	Increase in percent of children who engage in health promoting behaviors that address nutrition and physical activity.	Percent of children who engage in health promoting behaviors that address nutrition and physical activity.	\$ 700,000	Park Districts and Commission Staff
Funds available for contracting				\$ 8,111,637	
Program management: .48 Program Planner B				\$ 394,985	
Media costs				\$ 100,000	
Program Support				\$ 5,000	
TOTAL PROGRAM ALLOCATION				\$ 8,611,622	