

## 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 Prior to Reductions 6/30/11	Fiscal Resources Following Reductions 7/1/11*	Responsible Party
July 1, 2010 to June 30, 2015	<b>Strategy 1:</b> 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	\$1,977,228	WIC
July 1, 2010 to June 30, 2015	<b>Strategy 2:</b> 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	\$2,416,611	WIC
July 1, 2010 to June 30, 2015	<b>Strategy 3:</b> Require that all First 5 Sacramento funded contractors that provide	Increase in percent of women who are exclusively breastfeeding at one	Percent of women who are exclusively breastfeeding at one year after delivery.	\$ 0		Contractors and Commission Staff

Timeline	Strategies	Outcome	Indicators	Fiscal Resources Prior to Reductions 6/30/11	Fiscal Resources Following Reductions 7/1/11*	Responsible Party
	direct services to parents, screen and refer, if indicated, pregnant women and families with newborns to certified lactation support services.	year after delivery.				
July 1, 2010 to June 30, 2015	<b>Strategy 4:</b> Continue to encourage Sacramento County hospitals to adopt policies conducive to the initiation and continuation of breastfeeding and to complete the "Baby Friendly USA" certification.	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	\$80,912	Commission Staff
July 1, 2010 to June 30, 2015	<b>Strategy 5:</b> 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	\$463,329	HEC

<b>Timeline</b>	<b>Strategies</b>	<b>Outcome</b>	<b>Indicators</b>	<b>Fiscal Resources Prior to Reductions 6/30/11</b>	<b>Fiscal Resources Following Reductions 7/1/11*</b>	<b>Responsible Party</b>
July 1, 2010 to June 30, 2015	<b>Strategy 6:</b> 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	\$0	Park Districts and Commission Staff
<b>Funds available for contracting</b>				\$ 8,111,637	\$4,938,080	
<b>Program management: .48 Program Planner B (.40 FTE FY 2011-13 reduce to .20 FTE FY 2014-15)</b>				\$ 394,985	\$243,985	
<b>Media costs</b>				\$ 100,000	\$53,751	
<b>Program support</b>				\$ 5,000	\$5,000	
<b>TOTAL PROGRAM ALLOCATION</b>				<b>\$ 8,611,622</b>	<b>\$5,240,816</b>	

\*Indicates allocations for the 5-year Implementation Plan period.