

**Health Priority: Adequate and Appropriate Nutrition**  
**Objective 2: Breastfeeding and Healthy Eating (Logic Model)**

**Long-term (2010) Subcommittee Outcome Objective:** By 2010, increase the proportion of Wisconsin's population that make healthy food choices.

INPUTS	OUTPUTS		OUTCOMES		
	Activities	Participants/ Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p><b>Breastfeeding</b>            Division of Public Health Nutrition staff will provide leadership in the development and provision of training and technical assistance.</p> <p>Partners will coordinate and collaborate to promote statewide breastfeeding policies and activities. Partners include, but are not limited to, the Wisconsin Breastfeeding Coalition, Wisconsin Association of Lactation Consultants, Wisconsin Association of Perinatal Care, and other state and local breastfeeding coalitions.</p> <p>The LaLeche League and other partners will contribute to the provision of educational materials, a breastfeeding support infrastructure, and qualified and competent breastfeeding educators.</p> <p>Wisconsin hospitals will be encouraged to adopt the “Ten Steps to Successful Breastfeeding.”</p>	<p><b>Breastfeeding</b>            Establish an ongoing training and education program regarding breastfeeding support (e.g., 3-Step Counseling) for health care providers to assure that those working with mothers and children are familiar with the benefits of breastfeeding and breastfeeding management.</p> <p>Promote the "Ten Steps to Successful Breastfeeding" in hospitals.</p> <p>Incorporate breastfeeding into health and nutrition curricula in schools to establish breastfeeding as the cultural norm in Wisconsin.</p> <p>Establish and maintain active community nutrition coalitions to focus on breastfeeding that involve citizens, health care providers, employers and policymakers.</p> <p>Establish worksite family and community programs/policies that enable and support breastfeeding continuation when women return to work.</p> <p>Conduct a statewide “Loving Support” campaign to promote breastfeeding to the general public.</p>	<p><b>Breastfeeding</b>            Department of Health and Family Services</p> <p>Division of Public Health Nutrition Section</p> <p>Wisconsin Breastfeeding Coalition</p> <p>Wisconsin Association of Lactation Consultants</p> <p>Wisconsin Association of Perinatal Care</p> <p>Other state and local breastfeeding coalitions</p> <p>The LaLeche League</p>	<p><b>Breastfeeding</b>            By 2004, increase the number of worksites that have policies that support breastfeeding employees.</p> <p>By 2004, the number of active community nutrition coalitions that focus on breastfeeding will increase from 22 to 30.</p> <p>By 2004, the “Loving Support” social marketing campaign will be conducted statewide.</p> <p><b>Healthy Eating</b>            By 2003, the Division of Public Health will employ at least one full time equivalent (FTE) public health nutritionist with a focus on chronic disease prevention and health promotion.</p> <p>By 2004, educational activities conducted in</p>	<p><b>Breastfeeding</b>            By 2005, increase the number of hospitals that have adopted the “Ten Steps to Successful Breastfeeding” to 10.</p> <p>By 2006, 70 percent of mothers will breastfeed in their early postpartum period.</p> <p>By 2008, the number of active community nutrition coalitions that focus on breastfeeding will increase from 30 to 50.</p> <p><b>Healthy Eating</b>            By 2006, Nutrition Standards of Practice will be used by 10 managed care organizations.</p> <p>By 2008, increase the percentage of nonpregnant women of childbearing age who report taking a daily vitamin containing folic acid from 29 percent to at least 50 percent.</p>	<p><b>Breastfeeding</b>            By 2010, 75 percent of mothers will breastfeed their babies in early postpartum period, 50 percent will be breastfeeding at 6 months, and 25 percent will be breastfeeding at one year.</p> <p><b>Healthy Eating</b>            By 2010, increase by 50 percent the proportion of Wisconsin's population over the age of 2 years that have a "good" or better score using the Healthy Eating Index or an equivalent measure.</p>

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<p>Partners will collaborate to increase funding and other resources for educational materials and media.</p> <p>Educational institutions (e.g., dietetic and other medical professional programs) will add breastfeeding promotion and support information to curricula.</p> <p>The state and local WIC programs will contribute staff and other resources for counseling, education, and materials.</p> <p><b>Healthy Eating</b> The Bureau of Health Information, Department of Health and Family Services, will assist in the development of the Nutrition Index.</p> <p>Sustainable funding and resources are needed to establish and maintain necessary technology for data collection, data entry, and analysis.</p> <p>The March of Dimes Folic Acid Education Campaign will provide materials for the</p>	<p>continuation when women return to work.</p> <p>Conduct a statewide “Loving Support” campaign to promote breastfeeding to the general public.</p> <p>Promote use of the “Loving Support” materials statewide.</p> <p>Monitor breastfeeding incidence and duration trends, including minority and ethnic/racial population groups.</p> <p>Partners in the achievement of these objectives include health care providers, hospitals, schools, business, policymakers, and the general public. The activities are intended to reach the general public and other partners that will influence a woman’s decision to breastfeed and her ability to continue breastfeeding.</p> <p><b>Healthy Eating</b> Modify the United States Department of Agriculture Healthy Eating Index in order to evaluate <i>Healthiest Wisconsin 2010</i> objectives/outcomes to be used by health professionals and policymakers. The Bureau of Health Information will assist in the development of a Wisconsin Healthy Eating Index. Since there is not currently data for the consumption of grains, determine the feasibility of</p>	<p>Wisconsin hospitals</p> <p>Educational institutions (e.g., dietetic and other medical professional programs)</p> <p>State and local WIC programs</p> <p><b>Healthy Eating</b> Department of Health and Family Services, Bureau of Health Information</p> <p>Division of Public Health Nutrition Section</p> <p>March of Dimes</p> <p>Traditional and nontraditional partners</p> <p>State, local, and community nutritionists</p> <p>Division of Public Health Minority Health Officer</p>	<p>Wisconsin will parallel the National March of Dimes Folic Acid Campaign.</p> <p>By 2004, 15 community nutrition coalitions will have developed a plan for making nutrition policy changes and for implementing a system of community education.</p> <p>By 2004, 50 counties will participate in “Jump ‘n Jive” or similar social marketing campaign from the Nutrition Education Network.</p> <p>By 2004, the number of Division of Public Health programs that have nutrition staff involved will increase from 2 to 4.</p> <p>By 2004, a plan to decrease nutrition related disparities will be written.</p>	<p>By 2008, 10 community nutrition coalitions will have reported one or more improvements in nutrition policy.</p> <p>By 2008, 65 percent of persons 2 years and older will meet the dietary recommendations for calcium.</p> <p>By 2008, 40 percent of persons 2 years and older will consume at least three daily servings of vegetables a day.</p> <p>By 2008, 70 percent of persons 2 years and older will consume at least two daily servings of fruit a day.</p> <p>By 2008, 45 percent of persons 2 years and older will consume six servings of grain foods daily, with half or more in the form of whole grains (if data available).</p>	

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<p>promotion campaign.</p> <p>The Division of Public Health Nutrition Section staff will provide the leadership for training, technical assistance, grant writing, program planning, and evaluation.</p> <p>Traditional and nontraditional partners will promote consistent and accurate health and nutrition messages. Potential partners include the medical community, including family planning, and other community health and nutrition educators.</p> <p>Sustainable funding is necessary for the development, printing, and distribution of education materials, including media materials and campaigns.</p> <p>State, local, and community nutritionists will provide the leadership and expertise in the development of Nutrition Standards of Practice.</p> <p>The Minority Health Officer will assist in establishing a plan to address nutrition-related disparities.</p>	<p>collecting this data for Wisconsin.</p> <p>Promote the importance of women of childbearing age to take a vitamin containing folic acid to prevent neural tube defects, per the Folic Acid Education Program. This will reach health care professionals and the general public, particularly women of childbearing age.</p> <p>Nutritionists will conduct training to local health departments and other nutrition partners on making nutrition policy changes in the community and developing a system of community nutrition education based on a community needs assessment.</p> <p>Promote the benefits of a lower fat milk and dairy product consumption via “1% or Less” or a similar marketing campaign such as “Moove to Low Fat Milk” that is targeted to the general public. Materials provided by the Department of Health and Family Service Nutrition Section will be used to promote a consistent and accurate message.</p> <p>Promote the participation of counties statewide to participate in “Jump ‘n Jive” or a similar social marketing campaign from the Nutrition Education Network. The campaign for 2002 is “Walk, Dance, Play...Be</p>				

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	<p>Active Every Day.”</p> <p>Promote the increased consumption of fruits and vegetables via the “5 A Day” marketing campaign, and/or a similar campaign, targeted to the general public.</p> <p>The Division of Public Health will employ a public health nutritionist with programmatic focus on chronic disease prevention and health promotion.</p> <p>In cooperation with other public health program staff, the nutritionist will help incorporate a nutrition component in relevant Division of Public Health programs, including the Diabetes Control Program, Cancer Control Program, Cardiovascular Health Program, and Well Woman's Program.</p> <p>Monitor the progress of nutrition outcomes by minority and ethnic groups. This will assist nutrition and other public health staff target activities and interventions.</p> <p>Develop and distribute standards of practice for health care providers regarding the nutrition-related components for the prevention and treatment of chronic diseases in the public health setting.</p>				

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	<p>Participants involved in the achievement of these activities include the Division of Public Health, health care professionals/providers, local health departments, tribes, schools, policymakers, and the University of Wisconsin Extension. The activities and achievement of goals are intended to ultimately reach the general public.</p>				