




STEP 4: Determining Interventions and Developing an Action Plan
 – by population, setting, and resources

**Healthcare Delivery Setting-Nutrition
 Intervention Action Step Examples**

HEALTHCARE DELIVERY SETTING	Intervention Action Step Examples
 Policy	Assure hospital and healthcare delivery policies and practices allow for and facilitate breastfeeding.
	Recommend and advocate for patient reimbursement by insurance companies for counseling in nutrition, physical activity, and weight management.
	Collaborate with nursing, nutrition, and medical schools to incorporate a breastfeeding component in mandatory curricula.
 Practices	Increase awareness of and encourage referrals to health professionals specializing in nutrition, physical activity, and behavior modification.
	Attend provider education opportunities that address current prevention and treatment guidelines and techniques for overweight and obesity.
	Health care professionals should routinely track Body Mass Index to assess risk of obesity.
	Develop peer counseling programs that train community women to teach and support other women during visits at the prenatal clinic, in the hospital, and at home after delivery.
	Offer weight management adult education programs at physician offices.
 Communication	Provide information and brochures and educate the public on the causes, prevention, treatment methods, and health risks of obesity.
	Distribute nutrition, physical activity, and weight management related materials, such as resource lists and community program information.
	Identify and promote an instructor’s guide on breastfeeding for physicians, nurses, and midwives that can be used for classes, during counseling and given as handouts to patients.
	Provide and support medical staff who treat pregnant women and new mothers with appropriate breastfeeding education and consistent messages on a regular basis.
	Identify materials and develop systems for providing new mothers with breastfeeding support materials and resources.



RESOURCES:

PROGRAMS and ACTIVITIES

American Academy of Family Physicians (AAFP)

Developed a Physician's Breastfeeding Support Kit to complement a practicing physician's efforts in promoting and managing a breastfeeding family. www.aafp.org/afp/20000401/2093.html

American Academy of Pediatrics

Featured topics include a Women's Guide to Breastfeeding, Breastfeeding Promotion, and Breastfeeding and the Use of Human Milk, plus additional American Academy of Pediatrics resources.

<http://www.aap.org/healthtopics/breastfeeding.cfm>

Baby-Friendly Hospital Initiative

The Baby-Friendly Hospital Initiative (BFHI) is based on the WHO/UNICEF *Ten Steps to Successful Breastfeeding*, and recognizes hospitals and birth centers that have taken steps to provide an optimal environment for the promotion, protection, and support of breastfeeding. www.babyfriendlyusa.org

Breastfeeding: Heritage and Pride Program- Hispanic Health Council

Works with low income women who receive prenatal care at Connecticut's Hartford Hospital Women's Ambulatory Health Services. www.hispanichealth.com

Centers for Disease Control and Prevention

Highlights some of the many programs and services currently promoting and supporting breastfeeding within health care, worksites, and communities nationwide. This site identifies policies that are influencing breastfeeding promotion throughout the United States. www.cdc.gov/breastfeeding

National Healthy Mothers, Healthy Babies Coalition

Mission to promote and improve culturally and linguistically appropriate, community-based services that foster healthy mothers, healthy babies, and healthy families. Website provides a listing of state and regional coalitions and resources on workplace support and models of excellence for breastfeeding employees. www.hmhb.org

GUIDELINES

Blueprint for Action on Breastfeeding

From the Centers for Disease Control and DHHS, an action plan for breastfeeding based on education, training, awareness, support and research. Plan includes key recommendations and established breastfeeding policy for the nation. <http://www.4woman.gov/Breastfeeding/bluprntbk2.pdf>

Academy of Breastfeeding Medicine

Provides evidence-based protocols regarding clinical issues that are related to breastfeeding. www.bfmed.org

United States Breastfeeding Committee

This website provides position papers on *Breastfeeding in the Workplace*, *the Economic Benefits of Breastfeeding*, *the Benefits of Breastfeeding*, *State Breastfeeding Legislation*, and *Breastfeeding and Childcare*. www.usbreastfeeding.org