LA Name: FY 2018 Action Plan

EXCLUSIVE BF GOAL



**Joint Breastfeeding Goal:**

**By October 1st, 2019, the percentage of WIC infants who are exclusively breastfed at 6 months of age, will be greater than or equal to 20%.**

**Data Source:** Journey Breastfeeding Prevalence Report

**STATE – PROGRESS DATA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | % infants ever BF | % infants exclusively BF  at 1 week | % infants exclusively BF at 3 months | % infants exclusively BF at 6 months |
| June 2016 (baseline) | 78% | 46% | 17% | 9% |
| June 2017 | 80% | 44% | 16% | 9% |
| June 2018 | 81% | 43% | 15% | 8% |
|  |  |  |  |  |
|  |  |  |  |  |

**LOCAL AGENCY – PROGRESS DATA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | % infants ever BF | % infants exclusively BF  at 1 week | % infants exclusively BF at 3 months | % infants exclusively BF at 6 months |
| June 2016  baseline |  |  |  |  |
| June 2017 |  |  |  |  |
| June 2018 |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**JOINT STRATEGY #1: Promote and support exclusive breastfeeding for all WIC mothers and their infants.**

| **ACTION STEPS: (what & why)** | **WHO:** | **WHEN:** | **SPECIAL NOTES:** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

JOINT STRATEGY #2: Incorporate Breastfeeding Backpack initiative to educate and encourage mothers to exclusively breastfeed for the first 6 months.

EXCLUSIVE BF GOAL

| **ACTION STEPS: (what & why)** | **WHO:** | **WHEN:** | **SPECIAL NOTES:** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Evaluation Methods will be: | | | |

Add additional pages if needed