

**American Recovery and Reinvestment Act
Prevention and Wellness Initiative
Component 1 and 2, Breastfeeding Strategies**

Component 1

State and Territory Base Awards for Policy and Environmental Change: CDC received 58 applications—from all 50 states, Washington, D.C., Puerto Rico and 6 Pacific Territories: American Samoa, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana, and Palau. All 58 applicants will receive funding for efforts in nutrition, physical activity, and tobacco control. State, Washington, D.C., and Puerto Rico award amounts range from \$335,801 to \$2,200,000; Pacific Territories award amounts range from \$99,980 to \$100,000.

Maternity Care Practices

Arizona

Policy change will be accomplished changing maternity care practices for breastfeeding support in hospitals, and adding requirements to state health department contracts to include accommodations for breastfeeding mothers.

Connecticut

DPH will partner with the Connecticut Breastfeeding Coalition to implement the Baby-Friendly Hospital Initiative to step up the Baby-Friendly accreditation process of hospitals in Connecticut.

Hawaii

Baby Friendly Hawaii Project, to increase nutrition access related social and support services available by changing breastfeeding policies in hospital maternity programs, to increase likelihood of sustained exclusive breastfeeding after birth

Iowa

Increase the number of birthing hospitals in Iowa that achieve a Baby Friendly Hospital Initiative (BFHI) designation. To support the change, Iowa will work with hospitals to educate obstetric staff about breastfeeding and promote policy changes to align with BFHI criteria. An obstetric unit leadership and hospital administration meeting will begin the process of improving hospital breastfeeding policies.

New Jersey

Implement regulatory change impacting hospital policies and practices to promote exclusive breastfeeding through implementation of the “Ten Steps to Successful Breastfeeding” in our 54 delivery facilities. We will change the childcare licensing requirements to address nutrition and promote practice change through training and technical assistance.

New York

Support and increase breastfeeding through improved maternity care policies and practices and training and technical assistance provided to hospitals and WIC staff.

Oklahoma

Oklahoma hospitals and health care organizations will be targeted with a *Baby Friendly* specific training designed to assist with compliance and status as a *Baby Friendly* breastfeeding organization.

Washington

Increase the number of hospitals/maternity care centers with breastfeeding friendly policies;

Support for Employed Mothers

North Dakota

To promote policy change, a public opinion survey on physical activity, nutrition and tobacco will be conducted. Readiness for change will be evaluated, setting the stage for policy changes to improve healthy food choices and physical activity in worksites, schools and communities; promote breastfeeding and infant friendly worksites.

Ohio

ODH will develop and implement policy, environmental or systems changes to increase access to healthy foods at worksites and/or support breastfeeding practices. Worksite initiatives will be targeted to all state agencies and Healthy Ohio Business Council (HOBC) member companies. OSU Extension facilitators will conduct regional train-the-trainer workshops on Healthy Meals at Meetings. Training on The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite will also be provided. A media campaign using evidence-based Public Service Announcements will be implemented to increase the awareness of the importance of breastfeeding and the need to adopt policies that increase the rates and duration of breastfeeding. The promotion of farmers' markets at or near the targeted worksites will also be a priority of this initiative.

Wyoming

Nutrition intervention for workplaces: identify three worksites supporting and promoting healthy food choices; increase promotion and support for mothers who are breastfeeding, implement a worksite wellness achievement awards program

Improve Support in Child Care Settings

Utah

Voluntary program for childcare providers to implement policies for nutrition, breastfeeding, physical activity, and screen time. This program will include a training curriculum, a toolkit for childcare providers, and a certification program administered through local health departments. A project advisory committee will be formed to develop a plan for sustainability

General Breastfeeding Protection, Promotion, and Support

Florida

Increase breastfeeding-friendly environments

Mississippi

Modify strategies to establish policy and environmental changes relating to breastfeeding

Virginia

Increase the percentage of women breastfeeding and percentage of children who were ever breastfed

Component 2

Competitive Special Policy and Environmental Change Initiative: CDC received applications to implement one or more high-impact policy, environmental, and system change strategies to eliminate health disparities and achieve health equity related to these individual risk factors or a combination of them. Thirteen states were funded, the award amounts range from \$1,022,792 to \$3,000,000 per state. Total funding amount: **\$30,078,163**

Texas

Promote and support breastfeeding statewide (\$2,797,900)