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Priority	Focus Area	Goal	Objectives	Disparities	Interventions/ Strategies/Activities	Family of Measures	2018 Progress to Date	Implementation Partner <i>(Please select one partner from the dropdown list per row)</i>	Partner Role(s)	Strengths	Challenges? How will they be addressed?
Prevent Chronic Diseases	Reduce Obesity in Children and Adults	Expand the role of health care, health services providers and insurers in obesity prevention	Increase the number of breastfeeding mothers in Oswego County by 5%.	No	Recruit hospitals to participate in quality improvement efforts to increase breastfeeding exclusivity at discharge	Number of breastfeeding mothers at discharge	Through September 2018, there were 136 exclusively breastfed babies at Oswego Hospital, out of a total of 475 babies, or roughly 28 percent. It should be mentioned that the hospital only collects data for exclusive breastfeeding. Other agencies also report related breast feeding stats. According to HealtheCNY, Oswego County infants exclusively breastfed in the hospital was 50.6% in 2015. Unfortunately, this rate has steadily declined since 2012 when it was 56.7%. Also, Oswego County Infants feeding using any breast milk while in the hospital, was 69.9% in the years 2013-15, which increased from 62.2% in 2010. According to the Statewide Perinatal Data System, breastfeeding mothers in Oswego County in early post partum was 71.3% in 2017. From January of 2018 to March 31, 2018, that percent increased to 73.6%.	Hospital	leadership	New leadership on the Oswego Hospital OB floor is leading to new ideas etc. The lactation coordinator is not only offering monthly breast feeding classes, but is also offering additional class time to accommodate families who cannot attend the regular sessions. During 2018, the entire OB-GYN registered nursing staff, plus three Neonatal Nurse Practitioners, took and passed the rigorous the breast feeding class offered by CEUfast, Inc. The company is accredited as a continuing nursing education provider by the American Nurses Credentialing Center's COA.	Cross training all OB-GYN staff members to deliver lactation education to patients has taken more time than initially thought. It is a goal to have everyone trained.
					Encourage and recruit pediatricians, obstetricians and gynecologists, and other primary care provider practices and clinical offices to become New York State Breastfeeding Friendly Practices.	Implement program and monitor number of participating practices.	Oswego Hospital sent a letter to the sole OB-GYN practice encouraging the practice to become a Breast Feeding Friendly Practice.	Providers	leadership	The sole practice does participate in the quarterly CSP meetings	Implementing practice policy changes. We will continue to conduct outreach to the practice on this issue.
					Continued participation in the Oswego County Breastfeeding Coalition.	Number of referrals to lactation consults at Oswego Hospital and Cornell Cooperative Extension.	Oswego County Health Department continues to be active participants in the Breastfeeding Coalition. Participating in monthly meetings, attending the Big Latch and Baby Shower Events, upgrading our lactation space, and participating in the Breastfeed Your Baby Here Program. MCH nurses continue to make referrals to agencies that provide assistance with breastfeeding. Cornell Cooperative Extension, is training 3 staff as lactation consultants. OCHD regularly makes referrals, however the recent departure of a CCE consultant limited that ability.	Providers	transactional	During 2018, the entire OB-GYN registered nursing staff, plus three Neonatal Nurse Practitioners, took and passed the rigorous the breast feeding class offered by CEUfast, Inc. The company is accredited as a continuing nursing education provider by the American Nurses Credentialing Center's COA.	A well-respected Cornell lactation consultant retired. New staff is being trained.
					Establish a Breastfeeding Friendly care continuum in Oswego County through participation in the Creating Breastfeeding Friendly Communities grant	Number of worksites that accommodate breastfeeding mothers.	In Oswego County there are 28 work sites that participate in the Breast Feed Your Baby Here initiative which was implemented in 2018.	Business	transactional	This program has been embraced by the community. Continuing to engage non-traditional partners in breastfeeding.	Oswego County did not receive grant funding for this program. But we continue to implement parts of the program with local-level funding. We will continue to try to engage non-traditional worksites/businesses with mini-grants to create or improve lactation rooms.
						Number of Baby Cafes in County.	The breastfeeding Coalition has established four breast feeding café throughout the county. There were 48 attendees when program started in August 2017 and as of November 2018, 35 are participants.	Advocates	Trasactional	Support from community partners that help promote and staff Breastfeeding Cafes, such as Cornell Cooperative Extension. Strong attendance of moms that are often looking for social support and not necessarily in need of assistance.	Difficult to staff Cafes outside of normal work hours. Engaging pregnant woman and transportation are ongoing challenges. These challenges will continue to be addressed at the monthly Breastfeeding Coalition meetings

