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| 1. 1. Identified Need

2. Was this identified through the CHNA process? | Childhood overweight/obesity - Direct measurement from the 2009 Maryland Pediatric Nutrition Surveillance Survey (PedNSS) suggest 35.1% of low income preschoolers (2-4 years old) in NoName County were overweight or obese. CDC’s PedNSS 2013 shows Maryland at 15.7% and the Healthy People 2020 goal is to reduce the national average to 9.6%Yes this was identified through the CHNA process. |
| 1. Hospital Initiative
 | Let’s Move Challenge;Breastfeeding resource center – Data indicates that breastfeeding supports healthy BMI for preschoolers. |
| 1. Total Number of People Within the Target Population
 | 35.1% in NoName County = X # of preschoolersX number of new mothers in NoName County per year |
| 1. Total Number of People Reached by the Initiative Within the Target Population
 | X# of preschoolers targeted by the Let’s Move Challenge initiative in the reported yearX# of New mothers were visited by lactation consultants in the reported year  |
| 1. Primary Objective of the Initiative
 | Increase the number of children with a healthy body mass index (BMI).Increase breastfeeding initiation rate in NoName County.Lactation Consultants visit new mothers in NoName-Women’s Health Department to promote breastfeeding implementation and success.  |
| 1. Single or Multi-Year Initiative –Time Period
 | Multi Year  |
| 1. Key Collaborators in Delivery of the Initiative
 | Participating Hospital Staff (name hospital), NoName County Public School Staff, NoName County Women’s Health Department Leadership and Nursing Staff, NoName Hospital Department’s Certified Lactation Consultants; |
| 1. Impact/Outcome of Hospital Initiative?
 | XXX number of children enrolled in the program had healthy BMI or showed a decrease in BMI. We believe that this showed success because the obesity of the target population continues to trend down.Health Connections hosts a weekly ongoing breastfeeding support group; 4026 encounters by lactation consultants were recorded in FY14. We believe the number of new mothers that are breastfeeding has increased as a result of the lactation consultations and weekly ongoing support group. |
| 1. Evaluation of Outcomes:
 | Indicators from the BRFSS Survey show a reduction in obesity of the target population from 35.1% to 15.1% from 2009-2011, and continues to trend down over time.  |
| 1. Continuation of Initiative?
 | Yes, there has been a reduction in the rate of obesity among pre-school children in NoName County |
| 1. Total Cost of Initiative for Current Fiscal Year and What Amount is from Restricted Grants/Direct Offsetting Revenue
 | 1. Total Cost of Initiative

$ X # of dollars | 1. Direct Offsetting Revenue from Restricted Grants
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