

HEALTH PRIORITY IMPLEMENTATION PLAN SUMMARY (Nutrition)

GOAL: All children are healthy

R4: Prevent obesity through improved nutrition and physical activity

R5: Increase prevalence and duration of breastfeeding

Implementation Strategy	Target Population	Outcome	Indicators	Fiscal Resources	Responsible Party
Strategy 1: Provide Breastfeeding Support Services including education, one-on-one consultation, and a helpline.	New mothers, particularly those on the WIC program	R5: Increase prevalence and duration of breastfeeding	Percent of mothers who exclusively breastfeed six months after delivery	\$2,754,360	DHHS Primary Care – WIC (Extended)
Strategy 2: Engage in policy work to decrease obesity through promotion of healthy eating and physical activity.	Children ages zero through five	R4: Prevent obesity through improved nutrition and physical activity	Increase in fruit and vegetable consumption by 0-5 year olds Decrease in consumption of sugar sweetened beverages by 0-5 year olds Increase in physical activity among 0-5 year olds Rate of childhood obesity in Sacramento County	\$0	First 5 Sacramento
Funds Available for Contracting				\$2,754,360	N/A
Program Management: .1 Program Planner B				\$92,888	
Media Costs				\$7,500	
Program Support				\$7,500	
Updated: Total Program Allocation				\$2,862,248	