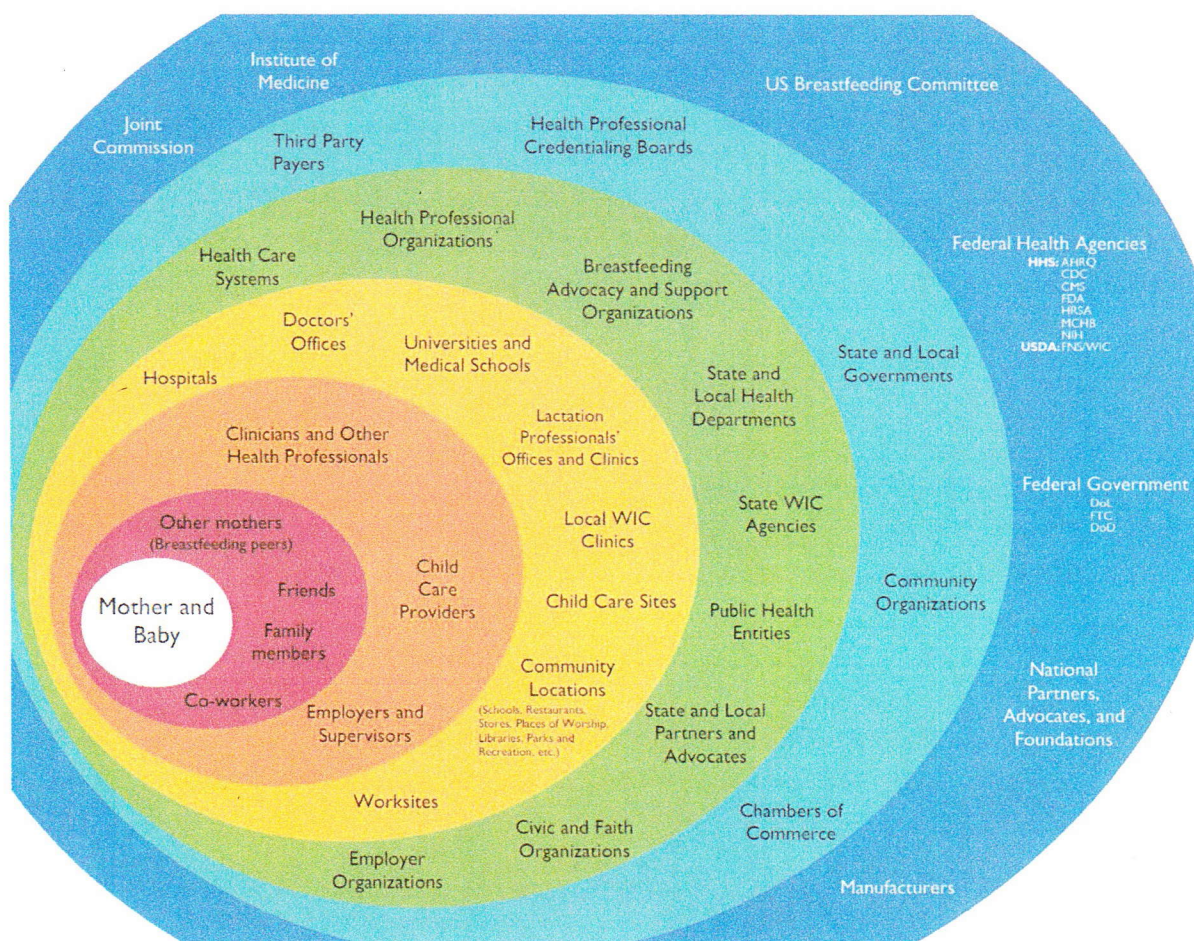


Writing an Outcome Challenge

Socio-Ecological Model of Breastfeeding



Instructions: Pick an organization in your community from the yellow ring. Write an outcome challenge statement for that organization.

OUTCOME CHALLENGE STATEMENT:

The coalition intends to see (name of organization in the community) [description of behaviors in the active, present tense].

EXAMPLES:

- The coalition intends to see (community/public location) taking the Breastfeeding Welcome Here pledge.
- The coalition intends to see (worksites) adopting breastfeeding policies and creating a supportive environment.
- The coalition intends to see (hospital) achieving *High 5 for Mom & Baby* or *Baby-Friendly Hospital* designation.
- The coalition intends to see (school) supporting breastfeeding staff and teen mothers.
- The coalition intends to see (child care site) supporting breastfeeding families in child care settings.

Developing Progress Markers	
Community Organization:	
Outcome Challenge: Our breastfeeding coalition intends to see [community organization] [description of behaviors in the active, present tense].	
Expect to see	
1	...ing
2	
3	
4	
Like to see	
5	
6	
7	
8	
9	
10	
11	
12	
Love to see	
13	
14	
15	

From Strategies to Action Steps

Outcome Challenge Statement	Questions	Possible Strategies
	Are we in a position to compel (name of organization in the community) to make this change?	
	Are we in a position to persuade (name of organization in the community) to make this change?	
	What are opportunities for support, guidance, and/or mentoring?	

Strategy

(Write strategy here.)

Action Steps to take (in the next 6 months) in order to help achieve this strategy

Who	What	By When

Strategy		
<i>(Write strategy here.)</i>		
Action Steps to take (in the next 6 months) in order to help achieve this strategy		
Who	What	By When

Strategy		
<i>(Write strategy here.)</i>		
Action Steps to take (in the next 6 months) in order to help achieve this strategy		
Who	What	By When