Early Childhood Team Logic Model Public Health Outcomes Initiative Activities Inputs Short-term Medium-term Long-term Impacts Increased parent and health care Healthy Parents, Healthy Children (HPHC) provider knowledge of early Maintain and disseminate provincial print and online Improved parenting skills resources childhood development and behaviours Improved Implement strategies to integrate within health, community and educational settings Increased consistent early parenting, stress childhood health promotion and self-efficacy messages across Alberta TBD based on strategies Implement strategies to integrate into other settings that reach populations vulnerable to poor health outcomes TBD based on strategies Staff Safe Infant Sleep (SIS) Policy Improved physical Increased knowledge of SIS and (11.6 FTE) Improved, consistent SIS and and social related practices among health care related practices among Implement knowledge translation strategies to support environments for Improved providers, and parents health care providers and compliance with the SIS Policy children and perinatal parents HCF Strategic parents health Improved system-level support for **Action Plan** SIS outcomes Operational Funding Increased parent and family Develop a comprehensive breastfeeding strategy knowledge of breastfeeding Improved system-level support for eastfeeding Input from Develop an AHS provincial breastfeeding policy breastfeeding Improved target Improved support for child and audiences informed-feeding-decision Improved health care provider Develop staff breastfeeding education strategy and other vouth knowledge and attitudes related to stakeholders Improved development informed feeding decision, ä breastfeeding Facilitate development of peer support programs breastfeeding and support Parents and families receive initiation. duration appropriate supports for and exclusivity breastfeeding **IT Supports** Develop a health marketing strategy EC team-wide Integration Improved Consistent implementation of maternal MCC Well Child Clinic Standardization (WCC) Standardize routine non-immunization activities at each ageroutine non-immunization activities heath specific visit in WCC Collaboration at WCC across the province and integration CGM Improved health care provider Improved, consistent CGM with partners Maintain and integrate Child Growth Measurement (CGM) knowledge of Child Growth practices among health care Protocol Measurement practices providers PPD Assessment, Screening and Referral Pathway Develop and maintain policy and guidelines Increased PHN knowledge of PPD, Increase in referral process and services Improved, consistent PPD Develop an enhanced referral pathway appropriate PPD screening and referral screening and practices among PHNs referral Provincial standardization of PPD Implement strategies for staff education screening and referral