NYSDOH convened a team of diverse stakeholders to guide the initiative. Staff from the team:
- Adopted quality improvement principles from the Institute for Healthcare Improvement’s Breakthrough Series for Collaborative Learning;
- Facilitated a statewide network for contractors to learn from experts and share successes;
- Promoted implementation of expert recommendations for obesity prevention into well-child visits;
- Supported the Breastfeeding Friendly Practice Designation process in New York State.

Nine contractors represented entities such as local health departments, research foundations, large health systems and associations, and academic institutions. Staff from these entities:
- Recruited practices that serve high need communities;
- Obtained buy-in from practice leadership;
- Assisted practices identify champions and build improvement teams;
- Helped improvement teams assess policies and practices and identify areas for improvement;
- Provided practice staff with on-going, customized training, technical assistance and resources.

Eighty participating practices represented pediatric, family medicine and other multi-specialty sites. Practice improvement teams:
- Planned and tested changes to their policies, systems and environments;
- Educated 1,800 staff across disciplines on obesity prevention and management;
- Provided culturally-appropriate information to 300,000 patients about nutrition and physical activity;
- Ensured diagnostic and procedure codes were incorporated into documentation systems;
- Developed internal protocols for measuring height and weight and calculating Body Mass Index (BMI);
- Established community linkages to support healthy eating and active living.

To evaluate the initiative, contractors conducted monthly medical record abstractions and completed pre/post assessments. By the end of the initiative, practices had achieved measurable improvements in obesity prevention, breastfeeding promotion, and chronic illness care:
- BMI screening rates were sustained at nearly 100%;
- Patient counseling increased by 13% for nutrition, 22% for physical activity and 103% for screen time;
- Staff training for comprehensive breastfeeding increased from 0% to 38%;
- Comprehensive breastfeeding assistance for new mothers increased from 31% to 62%;
- Chronic illness care scores improved in 80% of practices, with sub-scores for self-management support and community linkages increasing by 20%.

Resources used for the initiative are available upon request: ManageYourHealthNY@health.ny.gov

NYS’s Prevention Agenda Dashboard tracks progress on a variety of health indicators, including obesity (#19-#22) and breastfeeding (#49): http://www.health.ny.gov/prevention/prevention_agenda/2013-2017/