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Revised
November 8, 2012
~~October 26, 2012~~

To: Interested Applicants

From: California Obesity Prevention Program

**Subject: Funding Alert for Community Obesity Prevention Contracts:
Breastfeeding**

The California Obesity Prevention Program ([COPP](#)), a program of the California Department of Public Health (CDPH), is pleased to announce the availability of one-time funds, for specified local breastfeeding support and promotion services to low-income mothers and infants receiving primary health care in community health centers. This includes nonprofit free and community clinics, federally qualified health centers (FQHCs), FQHC “look-alikes”, hospital out-patient clinics, county public health department clinics, Indian Health Service clinics and Rural Health Services clinics.

This will be a competitive application process with a short time frame. The maximum budget for each contract is \$25,500 and the projected timeline is approximately nine months (January 15, 2013 - September 29, 2013). Interested applicants may want to begin preliminary planning for the release of the official Request for Applications (RFA), which is tentatively scheduled for November 9-26, 2012. Contracts will be administered by COPP.

Awardees will receive training, technical assistance, and resources to assist them in two key strategies: (1) implementation of “breastfeeding-friendly” environmental and policy changes in selected clinic sites, and (2) provision of direct breastfeeding services, reimbursable through Medi-Cal, to the target population.

To ensure a wide variety of organizations have an opportunity to compete for the one-time funds, only one (1) application per organization/corporation will be accepted, and . while organizations have the option of implementing the breastfeeding policy changes at one or more clinic sites, only one grant per organization will be awarded.

Purpose

The purpose of this CDC-funded statewide pilot project is to increase breastfeeding duration rates in California’s low-income communities of color by enhancing the capacity

of community safety-net clinics to provide quality breastfeeding services. Community health centers will be funded to create an environment that promotes and supports mothers' decision to breastfeed prenatally, as well as their intention to sustain breastfeeding post-hospital-birth discharge. Successful pilot strategies will be highlighted and shared in an effort to build evidence base and momentum for all community clinics statewide to adopt specific model "breastfeeding-friendly" clinic policies and practices.

Selection Criteria

COPP will provide one-time funding to fifteen (15) California community clinics ("funded contractors") who demonstrate a commitment to improving their support for breastfeeding mothers. Clinics serving a diverse ethnic population of low-income mothers in both rural and urban areas are encouraged to apply. In order to maximize reach and effectiveness, each funded contractor will be expected to partner and collaborate with local birthing hospitals and local WIC agencies.

Additional funding requirements include:

- Clinics must currently be an approved Medi-Cal provider.
- Demonstrated ability to reach racial/ethnic and low-income women with the lowest rates of exclusive breastfeeding.
- Commitment to identify and train dedicated staff for direct lactation support for mothers.
- Evidence of, or commit to establishing, sustainable systems for lactation support, including interagency referrals, MOUs or contracts with hospitals, local WIC agencies, health plans and/or durable medical equipment (DME) providers (for breast pumps)
- Commitment to learning how to establish or maximize billing for direct lactation services through existing Medi-Cal, local health authorities, and health plans
- Commitment to and capacity for collecting data on breastfeeding exclusivity, initiation and duration, including data on billing claims.
- Willingness to participate in a collaborative improvement and innovation network (COIN) with Technical Assistance providers and other funded contractors in order to develop and pilot criteria for becoming a Breastfeeding-Friendly Healthcare Provider.
- Demonstrated capacity to complete all contract deliverables within the time frame and funding parameters specified in the RFA.

Tentative Project Timeline (Revised):

October 26:	Funding Alert issued
November 26:	RFA Issued
November 26 - 29:	RFA Applicant Questions Submitted to CDPH
December 3:	RFA Applicant Questions and Answers Posted
December 14:	Proposals due to CDPH by 3:00 p.m.
December 24:	Letters of Intent Issued via e-mail
January 30:	Contractor Orientation Kick-Off Meeting at CBC
September 29, 2013	Contract period ends

Background

The "California Obesity Prevention Plan: A Vision for Tomorrow, Strategic Action for Today ([Plan](#))" was released in 2006 with input from multiple stakeholders. In 2008, CDPH received a five-year cooperative agreement from the Centers for Disease Control and Prevention ([CDC](#)) to enhance and update the Plan and provide state level leadership for obesity prevention efforts. Breastfeeding is included as a critical strategy in multiple levels of the State Plan, especially Objectives 3, 4, and 5. In October 2012, CDPH was awarded Supplemental Funding by CDC to pursue specific breastfeeding policy and environmental change objectives related to the Plan. This funding is the basis of the Pilot Project.