Funding Opportunity Overview

Establishing REACH
Breastfeeding Community
Continuity of Care

October 16, 2019 2pm ET
Agenda

1. About NACCHO
2. Breastfeeding Project Overview
3. Overview of the Funding Announcement
4. Application Selection & Submission
5. Question & Answer
NACCHO is comprised of nearly 3,000 local health departments. Our mission is to serve as a leader, partner, catalyst, and voice with local health departments.
Values

- Equity
- Excellence
- Participation
- Respect
- Integrity
- Leadership
- Science
- Innovation
Our Work

- Advocacy
- Partnerships
- Funding
- Training and education
- Networking
- Resources, tools, and technical assistance
2 Open-Access NACCHO articles

NACCHO Breastfeeding

NACCHO Breastfeeding Program Background


- Funded and supported 72 local breastfeeding programs/services (2015-2016)
- Developed webinar series, capacity briefs, shared lessons learned, stories, journal articles, and provided training/TA (2016-2018)
- For more info: https://bit.ly/2NLsDmt
Project Overview

REDUCING DISPARITIES IN BREASTFEEDING THROUGH CONTINUITY OF CARE
Project Goals

1. Increase operational capacity of LHDs and the broader local public health system to support breastfeeding through PSE changes that strengthen breastfeeding **continuity of care**.

2. Increase awareness of **best practices to increase breastfeeding** initiation, exclusivity and duration rates in African American and underserved communities.

3. Strengthen national partnerships to address and expand access to peer and professional support, enhance workplace breastfeeding practices, and support effective maternity care practices.
Breastfeeding Project Activities

- Funding Projects
- National Blueprint
- Continuity of Care
- National Partnering
- BPHP
- FQHCs & REACH partners
- Training and TA
- REACH & other communities
Reducing Disparities in Breastfeeding through Continuity of Care

Establishing REACH Breastfeeding Community

Continuity of Care

FUNDING ANNOUNCEMENT
REACH focuses on reducing chronic diseases for racial and ethnic groups in communities that are disproportionally affected.

REACH uses culturally tailored interventions to address preventable risk behaviors.

REACH continues to show measurable change in the health of minority communities.

REACH STRATEGIES:

REACH leverages and strengthens relationships across sectors to improve –

- Physical activity and connect activity-friendly routes to everyday destinations
- Tobacco-free living
- Community-Clinic Linkages
  - Referral and access to health programs
- Nutrition
  - Food Service Guidelines
  - *Breastfeeding strategy included (2018)* - improve continuity of care

Settings: Hospitals, afterschool and recreation programs, community health centers, faith-based organizations, food banks/pantries, early care and education, food sales outlets, farmers markets, neighborhoods, worksites, parks, recreation centers, home visiting programs, clinics, baby cafes
Building Breastfeeding Continuity of Care

What

• Funding for a 8-month project for 3-4 REACH partners

Purpose

• Implement internal evidence-based breastfeeding policies, systems and environmental solutions to increase organizational capacity to support breastfeeding
• Develop and maintain public health partnerships with REACH recipients and other partners to work on building breastfeeding community continuity of care.

Goal

• Increase breastfeeding initiation, duration, and exclusivity among African American and underserved populations in the U.S. by creating a community support continuity of care.
RFA Highlights

- Number of Awards: 3-4
- Period of Performance: Not to Exceed 8 months
- Range of Awards: up to $15,000 each
- Anticipated Start Date: December 10, 2019
- Contract End: July 31, 2020
- Type of Award: Goods & Services contract
# Schedule of Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>Application Submission Deadline</td>
<td>October 31, November 5, 2019 11:59 pm E.T.</td>
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<tr>
<td>Award Notification Date</td>
<td>November 8-16, 2019</td>
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<tr>
<td>Contract due to NACCHO</td>
<td>November 22-Dec 5, 2019</td>
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<tr>
<td>Anticipated Contract Start Date</td>
<td>December 10, 2019</td>
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<tr>
<td>End of February</td>
<td>1\textsuperscript{st} Submission of deliverables to NACCHO &amp; distribution of grant money</td>
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<tr>
<td>End of May</td>
<td>2\textsuperscript{nd} Submission of deliverables to NACCHO &amp; distribution of grant money</td>
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<tr>
<td>End of July</td>
<td>Submit remaining deliverables</td>
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<tr>
<td>Mid-August</td>
<td>Final Report Due &amp; distribution of final grant money</td>
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Eligibility

Local Health Departments, Community health centers, or any community-based organizations that are

- Serving the same community as one of CDC REACH recipients
- Serves predominantly African American and/or Underserved Populations

Note: CDC REACH recipients and previous NACCHO FY19FQHC grantees do not qualify for this opportunity.
Eligibility within a REACH community:

- Urban and rural local health departments
- FQHCs, rural health clinics, free clinics, healthcare centers, hospitals
- Local health/breastfeeding coalitions,

*Note:*

- Organizations serving different communities than the REACH recipient within your jurisdiction are NOT eligible to apply for this funding
Contract Terms

No modifications to the terms or contract language will be made. Organizational applicants that cannot agree to NACCHO’s standard contract language should NOT apply for this initiative.

- NACCHO’s standard contract language is provided in the RFA Announcement.
- NACCHO will reimburse grantees, bi-monthly (i.e., every other month), upon receipt of deliverables and invoices outlining approved project expenses.
- Specific questions regarding the reimbursement process should be submitted to NACCHO at breastfeeding@naccho.org.
Expectations (Scope of Work)

1. Attend virtual monthly grantee meetings (day and time TBD)

2. Develop and refine a 8-month work plan with SMART objectives that includes the adoption of policies, systems, and environmental solutions

3. Participate in assessments to determine training and technical assistance needs of the organization and staff.

4. Participate in project-related webinars, quarterly individual calls, and other activities to support Breastfeeding Project activities

5. Implement activities, as defined in the project work plan.

6. Collect and report data to facilitate understanding of barriers and facilitators of implementation.

7. Participate in project-related evaluation activities, including pre-post assessments, and other identified evaluation activities, and provide written recommendations (final report)
NACCHO Support

- Provide background information related to the project
- Support an online community of practice portal
- Provide direct technical assistance for completion of tasks
- Provide tools, guidance, and assistance for evaluation
- Assist in the development of sustainability plans
Establishing REACH Breastfeeding Community Continuity of Care

PROPOSAL RESPONSE
Proposal Response Format

A. Problem Statement
B. Proposal Overview
C. Organizational Capacity and Experience
D. Work Plan and Timeline
E. Budget Proposal
F. Attachments
A. Problem Statement

Describe the target population, providing:

- Community demographics (e.g., racial/ethnic data, population size)
- Breastfeeding data related to the population served by the center
- Disparities in breastfeeding initiation, duration, and exclusivity in your county/city/state
- Community landscape of breastfeeding support services
Describe, in detail, how you propose to meet each of the project goals and specifications outlined above in order to enhance your organization/agency and community’s ability to:

(a) implement evidence-based breastfeeding policies, practices within your organization; and

(b) develop and maintain internal/external public health partnerships for breastfeeding.

- Include the work to be done in collaboration with the REACH recipient in your community
C. Organizational Capacity

Describe your organization’s:

• Mission and structure.
• Staff qualifications and experience engaging in breastfeeding promotion efforts.
• Capacity to collect or obtain data regarding services provided and women served.
• Readiness to start this project by December 10, 2019.
Project Work Plan and Timeline

- Detailed 8-month work plan for the project period
  - Work plans should not exceed 4 pages
  - Work plans should be submitted using the template provided in the RFA
  - Work plan objectives/activities should clearly indicate a partnership between community organizations/or internal collaborations, and how the partnership benefits the organizations and the community served.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIMELINE</th>
<th>LEAD PERSON/ORGANIZATION</th>
<th>RESOURCES REQUIRED</th>
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<tbody>
<tr>
<td>Identify hospitals and staff within 25 miles of target community to provide referral services.</td>
<td>Jan 2016 – March 2016</td>
<td>Program Manager</td>
<td>Coalition building assistance</td>
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**ANTICIPATED PRODUCTS OR RESULTS**
- Establishment of MOUs with 2 local hospitals to facilitate breastfeeding follow-up referrals.
Examples of Breastfeeding PSE solutions activities

Applicants must include the activities related to policies, practices, systems and environmental changes

- Internal assessment /Education Needs Assessment*
- Breastfeeding support policy development
- Consistent Messaging/Materials
- Community Resource Guide development
- Community Needs/Asset Mapping Assessment*
- Peer/Professional Led Support Groups or individual counseling
- Prenatal provider and pediatric/family provider partnerships/referral*
- Provide prenatal breastfeeding education and postpartum support
- All-staff breastfeeding training
- Engagement with a Local Breastfeeding Coalition
- Culturally attuned Social Marketing campaign

* Denotes mandatory activities
Mandatory activities

1. Conduct an breastfeeding support Gap Analysis/Organizational Assessment**
   - This assessment tool will be provided to selected grantees upon contracting (December 2019)

2. Community breastfeeding needs/asset mapping assessment (if not conducted yet)
   - Most of the REACH recipients have already completed one

3. Establish or enhance partnership with REACH recipient and develop joint activities

4. Provide initial and On-going all-staff training to improve or enhance skills of current staff in lactation care, counseling and case management in a community setting

5. Work in collaboration with prenatal, pediatric and/or family care provider to promote and support breastfeeding through referrals or partnerships

6. Develop or identify Social Marketing campaigns with culturally sensitive breastfeeding-friendly images throughout organization and elimination of any marketing display of breast milk substitutes
## 8-month Budget (not to exceed $15,000)

<table>
<thead>
<tr>
<th>Allowed Expenditures</th>
<th>Non-Allowed Expenditures</th>
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<tbody>
<tr>
<td>Staff Salary &amp; Fringe Benefits Costs</td>
<td>Alcoholic Beverages</td>
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<tr>
<td>Indirect Costs for Overhead</td>
<td>Bad Debts</td>
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<tr>
<td>Consultant Costs</td>
<td>Contributions and donations</td>
</tr>
<tr>
<td>Supplies to Support Project Activities</td>
<td>Entertainment Costs</td>
</tr>
<tr>
<td>Project-Related Travel</td>
<td>Fines and Penalties</td>
</tr>
<tr>
<td>Staff Training</td>
<td>Goods and Services for Personal Use</td>
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<tr>
<td>Other Project-Related Expenses</td>
<td>Lobbying</td>
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<td></td>
<td>Losses on Other Awards</td>
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<td></td>
<td>Exam Fees</td>
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Attachments

Vendor Information Form  
(template provided)

Letters of Support  
(2-3)

A-133 or Certification of Non-applicability  
(not required)
Applicants must complete the **Vendor Information Form** and attach to the application.
Letters of Support

- Fiscal Agent (Person eligible to establish a contract)
- One from Leadership
- From REACH recipient partner
Reducing Disparities in Breastfeeding through Continuity of Care

SELECTION CRITERIA AND SUBMISSION

NACCHO
National Association of County & City Health Officials
Submission Instructions

Due 11/5/2019 at 11:59pm ET

Responses received after this deadline will not be considered

Online submission


Auto-confirmation by email of application submission

Receipt of applications does not guarantee verification of completeness
<table>
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<tr>
<th>Selection Criteria</th>
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<tr>
<td>Completeness of the Proposal Narrative</td>
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<td>Community Needs</td>
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<tr>
<td>Evidence of agency capacity to carry out the proposed activities</td>
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<td>Evidence of history of working in collaboration with key stakeholders</td>
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<tr>
<td>Ability to start proposed work plan by 12/10/2019</td>
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<tr>
<td>Realistic and appropriate budget</td>
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<tr>
<td>Letter(s) of Support</td>
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<tr>
<td>Demonstration of overall commitment</td>
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<tr>
<td>Submission of all required information and documents</td>
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Award Notices

Award notifications are anticipated to be made on or about November 16, 2019

Selected applicants

- Notification via email
- Submission of standard NACCHO contract for approval
- Standard contract will include: Award Amount, Purpose of Grant, Scope of Work, and Terms and Condition

Non-selected applicants will be notified by letter of the final outcome by February 2020.
Application Tips

✓ Read the entire RFA and application materials BEFORE writing
✓ Read and follow instructions for completing the application and supporting documents
✓ Read the selection criteria
✓ Complete the Budget Worksheet
✓ Turn in application no later than 11:59 p.m. ET on November 5, 2019
✓ Remember that the RFA is the primary guide to programmatic requirements
✓ Contact breastfeeding@naccho.org for questions
Application Technical Assistance Resources

NACCHO Breastfeeding Project Website


* Continuity of Care materials (webinar, briefs)

Organizational Breastfeeding Support resources:

✓ 9 Steps to Breastfeeding Friendly: Guidelines for Community Health Centers and Outpatient Care Settings.

✓ Breastfeeding Friendly Washington Community Health Clinics

✓ Breastfeeding Friendly Health Departments
   http://www.health.state.mn.us/divs/oshii/bf/healthdeptBFF.html

✓ Breastfeeding in the Community: Addressing Disparities Through Policy, Systems, and Environmental Changes Interventions:
   http://journals.sagepub.com/doi/metrics/10.1177/0890334418759055
Key Community Partners in Establishing Breastfeeding Continuity of Care:
Community Health Centers

Tuesday November 12th
2pm ET
Register Here:

1.5 Continuing Education (CERPs) pending approval
Questions can be submitted to the chatbox, and later to breastfeeding@naccho.org