

## 2012 Funding Opportunity for State Breastfeeding Coalitions Employers of Hourly Workers Project

State/Territory Breastfeeding Coalitions in Regions I-V of the U.S. Department of Health and Human Services (refer to map on p. 3) are invited to submit the attached application to participate in a project funded by the HHS Office on Women's Health to identify employers of hourly workers that comply with the terms of the federal break time for nursing mothers law, Section 4207 of the Patient Protection and Affordable Care Act (see: [www.dol.gov/whd/nursingmothers/Sec7rFLSA\\_btnm.htm](http://www.dol.gov/whd/nursingmothers/Sec7rFLSA_btnm.htm)). The law requires employers to provide:

*“Reasonable Break Time for an employee to express breast milk for her nursing child for 1 year after the child’s birth each time such employee has need to express the milk.”*

*“A place other than a bathroom, that is shielded from view and free from intrusion from co-workers and the public, which may be used by an employee to express breast milk.”*

This project provides funding for up to five (5) State/Territory Breastfeeding Coalitions to receive up to \$2,500 to identify employers of hourly workers in diverse fields that comply with the federal law. Each coalition selected for this project will be required to: (a) identify a minimum of ten (10) businesses and provide a basic description of the company's lactation services; (b) describe creative solutions that address any unique barriers; (c) provide a quote from the employer and/or at least one employee who has utilized the lactation service; and (d) provide a digital photo of the business and the space(s) allocated for milk expression.

The simple application for this funding opportunity is located on pages 6-7:

**All applications must be received by the following due date:**

**Monday, January 30, 2012  
5:00 p.m. Eastern Standard time (EST)**

**Applications received after this deadline will NOT be considered.**

The application can be submitted by email (preferred), fax, or mail. If sending by email, please confirm receipt. If sending hard copy applications, please send 5 copies. Send applications to:

**Every Mother, Inc.**  
**Cathy Carothers, Project Director**  
**12 Courtney Circle**  
**Sedona, AZ 86336**  
**Phone: 662-931-6368**  
**Fax: 877-731-3120**  
**Email: [cathy@everymother.org](mailto:cathy@everymother.org)**

## **Background**

The U.S. Department of Health and Human Services, (HHS) Health Resources and Services Administration, Maternal and Child Health Bureau, with support from the HHS Office on Women's Health (OWH), launched a major national initiative designed to improve worksite support for breastfeeding women. This initiative included a resource kit, *The Business Case for Breastfeeding*, which focuses on encouraging employers to establish, maintain, and expand programs to enable their breastfeeding employees to continue breastfeeding their infants after they return to work. A three-year "train the trainer" state-based initiative in 32 U.S. States equipped more than 1,000 breastfeeding educators, health care professionals, and representatives of breastfeeding coalitions to conduct appropriate outreach with businesses in their communities. State Breastfeeding Coalitions trained an additional 2,000 (breastfeeding educators/advocates) and conducted outreach with hundreds of employers, resulting in numerous businesses electing to begin lactation support programs.

OWH continued the momentum of this national initiative by contracting with Every Mother, Inc. in 2010-2012 to conduct outreach with national business organizations and labor unions, through a project titled: *Responding to Health Reform by Promoting the Business Case for Breastfeeding*. This outreach effort included convening a national *Business Case for Breastfeeding Summit* in September 2011 that brought together leaders of national business organizations and labor unions to provide resources and information about the provisions of the worksite law; providing conference presentations and webinars for national business and labor groups; and working with the U.S. Office of Personnel Management to provide training for work life coordinators of federal agencies.

In October 2011 OWH began a national initiative that focuses on employers of hourly workers, particularly in non-traditional, non-office settings that are often challenging and may require more creativity to comply with the law. This initiative is titled: *National Worksite Breastfeeding*

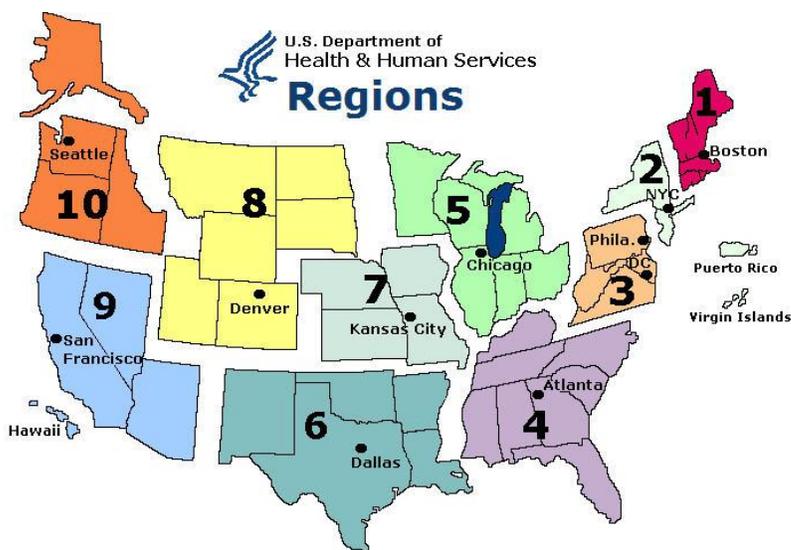
*Support for Employers of Overtime Eligible<sup>1</sup> Employees: Innovative Strategies for Success.* One of the goals of this initiative is to develop a national online searchable database of worksites in compliance with the law, to serve as examples or models for other worksites. HHS contracted with Every Mother, Inc. to identify employers in HHS Regions I-V, and Altarum Institute to identify employers in HHS Regions VI-X.

## Who Can Apply

This funding announcement is open **only** to Breastfeeding Coalitions in HHS Regions I-V.

**Coalitions in Regions VI-X will be contacted by Altarum Institute for a similar project.** The map below illustrates the eligible states in HHS Regions I-V. These States include:

- **Region 1**  
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont
- **Region 2**  
New Jersey, New York, Puerto Rico, and the Virgin Islands
- **Region 3**  
Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia
- **Region 4**  
Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee
- **Region 5**  
Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin



## The Project

Up to five (5) State/Territory Breastfeeding Coalitions in Regions I-V will receive \$2,500 in funds to identify 10 or more employers of hourly workers eligible for overtime that meet the requirements of the federal law. The information collected will form the basis of a national online searchable database showcasing diverse types of employers implementing lactation support programs, including best practices and creative solutions for lactation accommodations in challenging worksite environments.

<sup>1</sup> The term “overtime eligible” is an official term used by the U.S. Department of Labor to denote workers who are paid an hourly wage. The federal law applies to “non-exempt” employees, which means they are not exempt from overtime, and are therefore classified as “overtime eligible.”

## Scope of Work

Coalitions selected to participate will be required to:

- **Participate in a conference call on Friday, February 3 from 12 noon to 2 p.m.** Eastern Standard Time. This call will be used to officially launch the project, provide further details about the project tasks, and answer questions.
  
- **Identify employers of hourly workers** in their state that comply with the federal break time for nursing mothers law. Each coalition will be required to identify a minimum of ten (10) employers, and these companies must staff at least 30% or more of their employees in hourly jobs. OWH is particularly interested in identifying employers with more challenging worksite settings. See Appendix A for a list of categories provided by the Society for Human Resource Management that will be used for the project (Ex. Manufacturing, Construction, Retail, Restaurant, etc.) . The preference is to select all ten of the featured employers from different categories. However, if necessary, coalitions can feature up to two employers from the same category.

Identifying employers can be accomplished in a variety of ways, including:

- a) Drawing from the list of businesses the coalition may previously have recognized with breastfeeding-friendly designations or awards;
  - b) Contacting businesses the coalition has previously worked with as part of *The Business Case for Breastfeeding* or other coalition worksite outreach programs;
  - c) Working with state chapters of national organizations such as the Society for Human Resource Management, the Chamber of Commerce, restaurant and retail associations in the state, and other business groups to identify or survey members with lactation programs;
  - d) Working with other community partners such as Center for Disease Control and Prevention (CDC) obesity program grantees and/or Communities Putting Prevention to Work (CPPW) grantees, worksite wellness councils, WIC agencies, and other groups;
  - e) Following up on “leads” provided by Every Mother, Inc. as a result of outreach with national business organizations and labor unions; and/or
  - f) Other sources or creative means by which coalitions identify employers
- 
- The coalition will be required to provide basic information **about each worksite identified**, using a simple web-based data submission site that will be set up for the project. Coalitions will be required to conduct a site visit to interview the employer and at least one mother who is currently utilizing or in the recent past has benefited from

the employer lactation services. Coalitions will be required to collect the following Information

- Basic description of each employer’s lactation accommodations to include: demographic data about the business (kind of industry, number of employees, urban/rural, etc.), time and space accommodations, descriptions of lactation areas or stations, cost, policies and/or promotional tools used, and any feedback or impact data collected by the business.
  - Solutions employed to address any unique time or space concerns (ex: businesses settings that are unable to provide a clean private space partnering with neighboring businesses, use of privacy screens in employee-only areas that don’t contain separate rooms, etc.).
  - Quote from the employer and/or the employee on the solutions implemented, value of the program, etc.
  - Digital photo(s) taken with a high pixel digital camera\* of the business and the lactation accommodation space(s) identified for milk expression purposes at that site. \*Please note: Cell phone cameras do not contain the appropriate high quality imaging capacity to meet the requirements for this project, and may **not** be used.
- **Participate in phone and email contacts** with Every Mother, Inc. to report progress and assure the project is on track, and to receive technical assistance as needed.

**Timeline**

Applications due:	Monday, January 30, 2012
Selections announced:	Wednesday, February 1, 2012
Conference call with grantees:	Friday, February 3, 2012
Monthly conference calls:	TBA
Submission deadline:	Tuesday, May 1, 2012

One-half of the funding (\$1,250) will be awarded upon selection. The remaining funding will be awarded upon submission of the 10 business descriptions and digital photos.

**Option:**

Upon completion of the required tasks, up to three (3) of the coalitions producing the greatest diversity of worksites will be eligible to apply for an additional \$3,000 to assist the Every Mother project team in coordinating and conducting a site visit to shoot video interviews with selected worksites during the Summer 2012. The videos will be used as part of the national online searchable database.

## **Selection Criteria**

Every Mother, Inc. and OWH will select up to five (5) State/Territorial breastfeeding coalitions to participate in the project. Selection criteria:

1. Applicant must provide a capacity statement of the Statewide breastfeeding coalition to perform the required tasks, including key staff who will lead the project;
2. Applicant coalition must provide a basic work plan for approaching employers of hourly workers to collect the required information within the specified timeline;
3. Applicant coalition has had *Business Case for Breastfeeding* training and/or has sponsored a recognition program for breastfeeding-friendly worksites; and
4. Intended collaboration or history of previous collaboration with community partners and business groups.

OWH will also consider coalitions that represent diversity in terms of geographic location throughout Regions I-V, types of businesses typical in that state, rural vs. urban settings, and ethnicity of employee population.

**If you have further questions about this project, please contact:**

**Every Mother, Inc.**

**Cathy Carothers, Project Director**

Phone: 662-931-6368

Email: [cathy@everymother.org](mailto:cathy@everymother.org)

**2012 Employers of Hourly Workers  
Funding Opportunity for State Breastfeeding Coalitions**

**APPLICATION**

Please return this completed form as a 3-5 page narrative and submit by email, fax, or mail (if mailing, please submit 5 hard copies). All applications must be RECEIVED no later than Monday, January 30, 2012 at 5 p.m. Eastern Standard Time (EST). Applications received after this time will not be accepted. Submit applications to:

Every Mother, Inc.  
Cathy Carothers, Project Director  
12 Courtney Circle  
Sedona, AZ 86336  
Phone: 662-931-6368  
Fax: 877-731-3120  
Email: [cathy@everymother.org](mailto:cathy@everymother.org)

1. Name of State/Territorial Breastfeeding Coalition:
  
2. Contact Person/ Key Person(s) Responsible for leading the Project

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

3. Please explain why your coalition desires to participate in this project.

- 4. Describe any worksite outreach efforts by your coalition, including a recognition program, if applicable, prior participation in *The Business Case for Breastfeeding*, advocacy for state lactation legislation, or other worksite initiatives.**
  
- 5. Describe any collaboration (past or planned) with community partners and business groups in your state that you believe will help you identify employers of hourly workers.**
  
- 6. List the types of worksite settings common in your state that you believe your coalition may be able to target for the national on-line searchable database, or examples of some employers you have worked with previously.**
  
- 7. Outline a brief work plan and timeline for the project to assure that the required information will be compiled by May 1, 2012.**

## APPENDIX A: Organization/Industry Categories

	<b>Category</b>	<b>Types of Businesses Included</b>
<b>1</b>	<b>Manufacturing</b>	Food manufacturing; beverage and tobacco product manufacturing; textile mills, textile product mills; apparel manufacturing; leather and allied product manufacturing; wood product manufacturing; paper manufacturing; printing and related support activities; petroleum and coal products manufacturing; chemical manufacturing; plastics and rubber products; nonmetallic mineral product manufacturing; primary metal manufacturing; fabricated metal product manufacturing; machinery manufacturing; transportation equipment manufacturing; furniture and related product manufacturing; miscellaneous manufacturing
<b>2</b>	<b>Professional, scientific, and technical services</b>	Legal services; accounting, tax preparation, bookkeeping, and payroll services; architectural, engineering and related services; specialized design services; computer systems design and related services; management, scientific and technical consulting services; scientific research and development services; advertising, public relations and related services; other professional, scientific and technical services
<b>3</b>	<b>Health care and social assistance</b>	Ambulatory health care services; hospitals; nursing and residential care facilities; social assistance
<b>4</b>	<b>Finance and insurance</b>	Monetary authorities – central bank; credit intermediation and related activities; securities, commodity contracts and other financial investments and related activities; insurance carriers and related activities; funds, trusts and other financial vehicles
<b>5</b>	<b>Administrative and support services and waste management and remediation services</b>	Office administrative services; facilities support services; employment services; business support services; travel arrangement and reservation services; investigation and security services; services to buildings and dwellings; other support services; waste management and remediation services
<b>6</b>	<b>Educational services</b>	Elementary and secondary schools; junior colleges, colleges, universities and professional schools; business schools and computer and management training; technical and trade schools; other schools and instruction; educational support services
<b>7</b>	<b>Information</b>	Publishing industries, excluding Internet; motion picture and sound recording industries; broadcasting, excluding Internet; telecommunications; data processing, hosting and related services; other information services
<b>8</b>	<b>Public administration</b>	Executive, legislative and other general government support; justice, public order and safety activities; administration of human resource programs; administration of environmental quality programs; administration of housing programs; urban planning and community development; administration of economic programs; space research and technology; national security and international affairs
<b>9</b>	<b>Construction</b>	Construction of buildings; heavy and civil engineering construction; specialty trade contractors

<b>10</b>	<b>Religious, grantmaking, civic, professional and similar org</b>	Religious organizations; grantmaking and giving services; social advocacy organizations; civic and social organizations; business, professional, labor, political and similar organizations
<b>11</b>	<b>Transportation and warehousing</b>	Air transportation; rail transportation; water transportation; truck transportation; transit and ground passenger transportation; pipeline transportation; scenic and sightseeing transportation; support activities for transportation; postal service; couriers and messengers; warehousing and storage
<b>12</b>	<b>Retail trade</b>	Motor vehicle and parts dealers; furniture and home furnishings stores; electronics and appliance stores; building material and garden equipment and supplies dealers; food and beverage stores; health and personal care stores; gasoline stations; clothing and clothing accessories stores; sporting goods, hobby, book and music stores; general merchandise stores; miscellaneous store retailers; non-store retailers [includes shopping centers and malls]
<b>13</b>	<b>Accommodation and food services</b>	Accommodation; food services and drinking places
<b>14</b>	<b>Utilities</b>	Electric power generation; transmission and distribution; natural gas distribution; water, sewage and other systems
<b>15</b>	<b>Wholesale trade</b>	Merchant wholesalers, durable goods; merchant wholesalers, nondurable goods; wholesale electronic markets and agents and brokers
<b>16</b>	<b>Repair and maintenance</b>	Automotive repair and maintenance; electronic and precision equipment repair and maintenance; commercial and industrial machinery and equipment, excluding automotive and electronic, repair and maintenance; personal and household goods repair and maintenance
<b>17</b>	<b>Agriculture, forestry, fishing and hunting</b>	Crop production; animal production; forestry and logging; fishing, hunting and trapping; support activities for agriculture and forestry
<b>18</b>	<b>Arts, entertainment and recreation</b>	Performing arts, spectator sports and related industries; museums, historical sites and similar institutions; amusement, gambling and recreation industries
<b>19</b>	<b>Management of companies and enterprises</b>	Offices of bank holding companies; offices of other holding companies; corporate, subsidiary and regional managing offices
<b>20</b>	<b>Mining</b>	Oil and gas extraction; mining, excluding oil and gas; support activities for mining
<b>21</b>	<b>Real estate and rental and leasing services</b>	Real estate; rental and leasing services; lessors of nonfinancial intangible assets, excluding copyrighted works
<b>22</b>	<b>Personal and laundry services</b>	Personal care services; death care services; dry cleaning and laundry services; other personal services