



Minnesota Breastfeeding Coalition Request for Proposal: Beginning Baby-Friendly

Grant Period: September 30, 2014 – September 29, 2015

Proposal due: August 16, 2014

Announcement date: September 16, 2014

Award amount: Two grants will be awarded at \$2,500 each

This grant is made possible in part by funding from the Minnesota chapter of the March of Dimes.

Purpose of the Beginning Baby-Friendly RFP:

This grant is intended to assist hospitals or birth centers in Minnesota in beginning the process towards Baby-Friendly Hospital designation. The Baby-Friendly Hospital Initiative is a proven method of increasing breastfeeding initiation and duration through the implementation of the World Health Organization's Ten Steps to Successful Breastfeeding. This grant will provide funding for the fee associated with initiating the second phase of the 4D Pathway (phase 1 of the initiative does not require a fee). Hospitals may apply if they have either not begun the Baby-Friendly designation process or are currently on the first phase of the 4D Pathway (Discovery).

Visit: www.babyfriendlyusa.org for more information on the Baby-Friendly initiative.

Minnesota Breastfeeding Coalition (MBC):

Our mission is to work collaboratively to create an environment in Minnesota where breastfeeding is the norm and is recognized and supported as vital to the health and development of children and families. We support the goals of the United States Breastfeeding Committee, which are as follows:

- Assure access to comprehensive, current, and culturally appropriate lactation care and services for all women, children, and families
- Ensure that all federal, state, and local laws relating to child welfare and family law recognize and support the importance and practice of breastfeeding.
- Increase protection, promotion, and support for breastfeeding mothers in the workforce.

For more information, visit: <http://mnbreastfeedingcoalition.org>.

Application Requirements:

1. Attend the 2nd Perinatal Hospital Leadership Summit: Implementing Best Practice Mother-Baby Care.
2. Complete this application.
3. Provide a copy of facility's signed Baby-Friendly CEO letter of support.

Apply for this grant by emailing this application form and your Baby-Friendly letter of support by August 16, 2014 to: mnbreastfeedingcoalition@gmail.com. Applications may be no longer than three pages with 12-point font, single-spaced (NOT including letter of support). The grantees chosen for Beginning Baby-Friendly will be announced to the public at the Minnesota Breastfeeding Coalition's 7th Annual Statewide Meeting on September 30, 2014.

Grant Requirements:

1. Complete Phase 1 of the 4D Pathway (Discovery) and transition to Phase 2 (Development) during the grant period.
2. Complete a progress report six months into the grant period detailing the progress made by the facility thus far, the barriers confronted, and how facility is addressing these barriers.
3. Complete a final report at the end of the 12 month grant period detailing facility's progress, where facility is on the 4D Pathway, barriers facility confronted in the last six months of the grant, how facility overcame barriers, and how facility will maintain momentum moving forward on the 4D pathway.
4. Provide an oral presentation on experiences during the grant period at one of the following: the MBC's annual meeting in the fall of 2015, the MBC's third Perinatal Hospital Leadership Summit in the spring of 2015, or another community event in which the MBC is involved.

The total award of each grant is \$2,500. Grantees will receive \$1,500 upon acceptance of the award and the remaining \$1,000 upon completion of their six-month progress report.

BEGINNING BABY-FRIENDLY GRANT APPLICATION**Facility Contact Information****Legal Name of Facility:**

Address:

County:

Telephone:

Website:

Name of Project Director:

Title:

Telephone:

E-mail:

Name of Financial Officer:

Title:

Telephone:

E-mail:

Name of person authorized to sign contracts:

Title:

Telephone:

E-mail:

Checks to be made payable and mailed to:

Payee:

Address:

Facility Information

1. How many births at this facility last year?
2. How has this facility demonstrated its commitment to breastfeeding in the past?
3. Has this facility started the Baby-Friendly Hospital Initiative's 4D Pathway? If so, please detail the progress made thus far.
4. What would this grant mean for this facility's Baby-Friendly journey?