

## **Funding Opportunity Announcement**

### **TITLE: Healthiest Maryland Businesses Breastfeeding Friendly Workplace Capacity Building**

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#### **Summary Statement**

The Maryland Department of Health and Mental Hygiene, Center for Chronic Disease Prevention and Control (CCDPC) will reimburse expenses to qualified businesses that provide workplace support for breastfeeding mothers employed in Maryland. To be eligible, employers must be a member of Healthiest Maryland Businesses at the time of application, as evidenced by completion and submission of the Centers for Disease Control and Prevention's Worksite Health Scorecard to a Healthiest Maryland Businesses coordinator. Up to twelve (12) awards, not to exceed \$2,500 each, will be given. The anticipated term of the contract(s) is June 15, 2015 through August 15, 2015.

#### **Background**

The health benefits of breastfeeding for infants and mothers are well documented. However, working outside the home can impact a woman's decision to continue breastfeeding. Approximately 70% of women with children younger than three years work full time. Of these women, one-third return to work within three months after birth and two-thirds return within six months. While the American Academy of Pediatrics recommends infants be exclusively breastfed for the first six months of life, with continued breastfeeding along with complementary foods for the remainder of the first year, women who work outside the home are more likely to breastfeed for a shorter time (*CDC Guide to Breastfeeding Interventions*). Workplaces with policies and facilities that support continued breastfeeding help to sustain the important health benefits to women and their infants.

The purpose of this funding opportunity is to support worksites in developing and implementing a written policy on breastfeeding for employees, providing a private space for employees to express breast milk, and educating employees on the availability of these resources. Guidance on how to create a breastfeeding-friendly worksite, as well as resources including sample policies for breastfeeding employees, a program assessment form and timeline are available at the U.S. Department of Health and Human Services' Business Case for Breastfeeding web site: <http://mchb.hrsa.gov/pregnancyandbeyond/breastfeeding/>

## **Scope of Work**

Interested worksites must be a member of Healthiest Maryland Businesses or must join before applying for funding. To become a member, the Centers for Disease Control and Prevention's Worksite Health Scorecard must be completed. The Health Scorecard may be completed online [here](#).

Activities must include:

1. Developing a policy supporting breastfeeding employees, if one does not already exist.
2. Establishing a dedicated room or area for use as a breastfeeding support room that is private and sanitary, with an electrical outlet, located close to a sink with running water for washing hands and rinsing out breast pump parts.
3. Supplying the breastfeeding support room with recommended items as needed. A list of acceptable recommended supplies for breastfeeding support rooms may be found [here](#).
4. Promoting the breastfeeding support policy and availability of the breastfeeding support room to employees.

Activities may include:

1. Contracting the services of a lactation consultant to provide education and support to breastfeeding employees as needed.
2. Staff development and education to implement breastfeeding support policies.

## **Mandatory Requirements**

Businesses will be required to submit a narrative proposal, an initial work plan (Attachment A), and budget template (Attachment B) using templates provided by CCDPC. Additionally, a final report will be required at the completion of the project. See (Attachment C) for format.

## **Proposal Submissions**

Interested Maryland businesses shall send a narrative technical proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than four (4) pages (this excludes work plan attachment, and any additional attachments).

The narrative technical proposal must be no longer than four (4) pages and must include the following:

- A. Background Information:
  1. Business name
  2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  3. Federal identification number

B. Statement of Need

1. Describe your workplace, using key demographic characteristics such as number of employees, percent of female employees who are of childbearing age, type of industry and services provided.
2. Describe why breastfeeding support is needed within your workplace and discuss any barriers that need to be addressed.
3. Describe your existing breastfeeding support policy, or the policy you plan to develop and implement. Please attach a copy of the existing policy, if applicable.

C. Work Plan Narrative

1. What activities will be accomplished with this funding? Please outline the general steps you will take to accomplish these activities.
2. Describe how you will evaluate your breastfeeding support program after it is implemented. A lactation program assessment form is available [here](#).

D. Sustainability

1. Description of how activities will ensure sustainable access to breastfeeding support for employees.

**Required Attachments**

The following attachments must also be included in the proposal (and are not counted in the four-page limit):

- A. Completed Work Plan Template (Attachment A)
- B. Budget Template (Attachment B)

**Billing**

Payment will be made by CCDPC upon receipt of acceptable deliverables, as documented in final report (attachment C) and an invoice for activities completed, submitted no later than August 14, 2015. **Invoice must be on company letterhead and include business name, address, date, line item breakdown of all expenses, Tax ID #, and signature in order to be processed.**

**SUBMISSION DEADLINE**

Completed proposals including all required attachments must be emailed to Tara Snyder at [tara.snyder@maryland.gov](mailto:tara.snyder@maryland.gov) **NO LATER than 2:00 p.m. on Friday, June 5, 2015.** You will receive an email confirming receipt.



## **(Attachment C) Final Report Template**

The narrative final report must be submitted **NO LATER than 2:00 p.m. on Friday, August 14, 2015**. It must be emailed to [tara.snyder@maryland.gov](mailto:tara.snyder@maryland.gov) The report must be no longer than four (4) pages and must include the following:

### **A. Activities Implemented**

1. Please discuss the activities completed, including the policy development process.
2. Please discuss any challenges encountered and solutions developed as well as lessons learned and capacity increased
3. Describe how the CEO/owner/management demonstrated support for this project, internally and/or externally.
4. Describe how the breastfeeding support program was promoted to employees.

### **B. Data Reporting**

1. Number of policy (ies) and breastfeeding support room(s) developed.
2. Number of employees with access to breastfeeding support resources.
3. Number of employees educated about the breastfeeding support policy and room.

### **C. Sustainability**

1. Discuss plans to sustain and enhance breastfeeding support program.