

REQUEST FOR APPLICATIONS

Advance Breast & Chest Feeding Equity in Chicago

This project helps organizations provide increased access to culturally responsive lactation support & implement sustainable changes to support breastfeeding in their institutions.

RFA PACKET INCLUDES:

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PROJECT TIMELINE
FEBRUARY - JULY 2022

HEALTH • COMMUNITY • BUSINESS

PROJECT SUMMARY

Applications due: Friday, February 11th, 2022, 11:59pm CST

Awardees will be notified by February 25th, 2022

Award value: \$1,000 per organization (up to 15 awards) plus the value of the CLS/C training

Project timeline: February 2022 - July 2022

Eligibility: Clinical and community organizations (non-profit or private), and small businesses in Chicago or Cook County are eligible to apply. Priority will be given to organizations who serve BIPOC, LGBTQIA, and/or low income communities.

Please send applications and questions to:

marthamargaret.cotton@iphionline.org with subject line "Advancing Breastfeeding Innovations Application"

Purpose

The Illinois Public Health Institute (IPHI) is pleased to announce an opportunity for organizations in Chicago and Cook County serving BIPOC, LGBTQIA, and low-income communities to improve equity in breastfeeding support. Awards will be provided to organizations to send a current staff member with similar lived experiences as the population served, to a virtual five-day or self-paced training to become a Certified Lactation Counselor or Specialist, and to explore how to better support families in choosing and sustaining breastfeeding. Funding is available to support approximately 15 staff members at organizations in Chicago and Cook county to attend professional lactation support provider trainings. Newly trained staff will also complete a short activity designed to explore barriers to racial equity in breastfeeding support. Participating institutions will be required to participate in three peer-learning calls to explore how to implement transformational change to better support breastfeeding given the new/increased capacity of the trained staff.

This award is supported by a grant from the Association of State and Territorial Health Officials (ASTHO), with funding from the Centers for Disease Control and Prevention (CDC).

BACKGROUND

IPHI leads and implements the Illinois State Physical Activity and Nutrition (ISPAN) program through a cooperative agreement with the CDC. The ISPAN program works to increase access to lactation support professionals for parents in low-income and/or rural communities and parents of color in Cook County, the Peoria/Tazewell/ Woodford Tri-County region, and Jackson County. ISPAN's overall breastfeeding vision is that families, especially those in low-income, rural, and/or communities of color, will have equitable access to adequate and accurate, culturally appropriate lactation support from peers, professionals, and communities.

Breastfeeding provides many benefits to both parent and infant. Breastfeeding is the best source of nutrition for infants and reduces the risk of asthma, obesity, diabetes, sudden infant death syndrome (SIDS) and more. Breastfeeding also lowers the parent's risk of high blood pressure, type 2 diabetes, and certain cancers.^[1]

Breastfeeding can also save families substantial amounts of money, including in formula costs, health care expenses, missed work due to infant illness, etc.^[2]

According to the CDC, over half of parents stop breastfeeding earlier than planned for a variety of reasons including hospital practices, family and community support, policies or supports in the workplace, and more.^[1] Low rates of breastfeeding add more than \$3 billion a year to medical costs for parents and children in the United States.^[1] The CDC highlights access to healthcare providers as the most important intervention the health care system can offer to support breastfeeding.^[3] Studies have shown that providing professional support increases the proportion of parents who continue to breastfeed for up to six months.^[4] Community health centers have a key opportunity to help promote and support parents who choose to breastfeed.

Breastfeeding in Illinois

While about 84.6% of babies born in 2018 in Illinois were ever breastfed, only 47.9% of babies being exclusively breastfed at 12 weeks, with only 54.1% still breastfeeding at 6 months.^[5] Disparities in breastfeeding initiation and duration rates persist for low-income parents, Black parents and parents living in rural areas. According to more recent 2019 data, non-Hispanic Black parents have the lowest rates of breastfeeding for 12 weeks or longer, at 44.2%.^[7] Structural racism and implicit bias have historically and continue to play a role in breastfeeding disparities and the decision to breastfeed for Black families.



Through regional focus groups across Illinois, parents have identified unsupportive and uninformative medical providers and hospital/clinic practices as barriers to breastfeeding. Parents shared that many health care providers provided little to no information about breastfeeding. Parents also referenced hospital practices such as the lack of lactation support providers to help with breastfeeding mechanics as a barrier. The need for accessible, culturally appropriate information and support was also highlighted by parents across Illinois. Parents mentioned the need for culturally-appropriate information and support from people who looked like them without judgement based on race, ethnicity, age, or other demographics.^[6] This award will help to address these concerns by increasing the number of people with similar lived experiences as the ISPAN priority populations (low-income communities, rural communities, and communities of color, especially Non-Hispanic Black communities) to become professional lactation support providers at institutions that serve parents during pregnancy and postpartum, when they need breastfeeding support the most.

[1] Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies. Atlanta: U.S. Department of Health and Human Services; 2013. Retrieved January 2020 from <https://www.cdc.gov/breastfeeding/pdf/BF-Guide-508.PDF>.

[2] Office of the Surgeon General (US); Centers for Disease Control and Prevention (US); Office on Women's Health (US). The Surgeon General's Call to Action to Support Breastfeeding. Rockville (MD): Office of the Surgeon General (US); 2011. The Importance of Breastfeeding. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK52687>.

[3] Centers for Disease and Control and Prevention. CDC's Work to Support and Promote Breastfeeding in Hospitals, Worksites, and Communities. Atlanta: U.S. Department of Health and Human Services; 2019. Retrieved January 2020 from <https://www.cdc.gov/breastfeeding/pdf/breastfeeding-cdcs-work-508.pdf>.

[4] California Department of Public Health. 9 Steps to Breastfeeding Friendly: Guidelines for Community Health Centers and Outpatient Care Settings. 2015. Retrieved January 2020 from https://www.cdph.ca.gov/Programs/CCDCPHP/DCDIC/NEOPB/CDPH%20Document%20Library/PPDPS_9StepGuide_ADA.pdf.

[5] National Immunization Survey, Centers for Disease Control and Prevention, Department of Health and Human Services. (2018). Rates of Any and Exclusive Breastfeeding by State among Children Born in 2018 (Percentage +/- half 95% Confidence Interval)^{1,2}. Retrieved October 27, 2021, from https://www.cdc.gov/breastfeeding/data/nis_data/rates-any-exclusive-bf-by-state-2018.htm.

[6] Illinois Public Health Institute. (2020). Illinois State Physical Activity and Nutrition Program Breastfeeding Focus Group Findings. Unpublished.

[7] 2019 Illinois PRAMS Annual Report, Division of Health Data and Policy, Illinois Department of Public Health, 2021.



PROJECT OVERVIEW

Award Components

Selected applicants will receive the below-described support:

- Enrollment in a virtual self-paced Certified Lactation Consultant (CLC) or virtual, live, five-day Certified Lactation Specialist (CLS) training*, certification examination and the associated textbook or exam practice book for one or more staff persons (\$755 - \$828 value per person). Please see "Available Lactation Support Trainings" appendix on page 11 for more information. Participating organizations should plan to provide 40 hours of work time for their trainees to complete the CLC/CLS training.
- Up to 52 continuing education contact hours for completing the training for certain professions, including nurses, dietitians and lactation support professionals via the CLC/CLS course. Please see the training information below*.
- Participation stipend of \$1000 per organization for staff participation in the peer-learning calls and internal transformation work.
- Technical assistance from staff at the IPHI and The Doula Part to facilitate making sustainable policy, process or procedural changes at the health center to support breastfeeding. This assistance includes but is not limited to facilitating peer-to-peer sharing and problem-solving, providing resources, and making connections to other individuals and organizations.

Award Expectations

The below will be expected of selected applicants:

- Identify and send one or more staff person(s) to a five-day CLC/S training (details below*).
- The person(s) to be trained complete an activity on barriers to racial equity in breastfeeding support and submit a copy of the accompanying worksheet to IPHI by Thursday, June 30 at 5:00 pm CST. This activity will take approximately two hours to complete.



- Identify a staff person (or a surrogate, as necessary) to commit to attending three, one-hour-fifteen minute peer-learning calls and additional 1:1 technical assistance calls (details below). Trainees are welcome and encouraged to attend. Please provide trainees with 40 hours of paid time.

The meeting schedule is:

- o Informational RFA Session Friday, January 21st 10am CST
- o Peer-Learning Call (1): Wednesday March 9th, 2022 1pm-2:15pm
- o Peer-Learning Call (2): Wednesday, April 2022 TBD
- o Peer-Learning Call (3): Wednesday, June 2022 TBD
- o TA calls will be scheduled in the month of May 2022
- Commit to completing a short report on the sustainable changes the organization has made to support breastfeeding and submitting that report to IPHI no later than July 2022.
- Sign a letter of agreement with IPHI committing to these award components and expectations and to enable dispersion of the participation stipend.

*Please access the links below for more information on offered trainings

- Certified Lactation Counselor (provided by Healthy Children Project)
 - o [CLC Certification Information](#)
 - o [CLC Training Course Information](#)
- Certified Lactation Specialist (provided by Lactation Education Consultants)
 - o [CLS Training Course Information](#)



APPLICATION



Organization Information

1. Name of organization:

2. Address:

3. Primary contact person name:

4. Primary contact person email address:

5. Primary contact person phone number:

6. Number of total staff employed by organization:

7. Approximate number of people served annually:

8. Brief description of the demographics of the population served (≤ 100 words):



Identification of Staff Person(s) to be Trained

Applicants may select one staff person to be trained. You may list an additional trainee if desired in case there are sufficient funds to train both. In addition to being passionate about supporting breastfeeding, and motivated to pass the CLC/S exam, the staff person should meet the below criteria:

- Have a similar lived experience as the ISPAN priority populations being served by your organization. This includes people from a low-income background, people who identify as Black/African-American or Latinx, and people identifying as LGBTQIA.
- Have a background working in lactation support or strong clinical or scientific experience due to the rigorous and clinical nature of the CLC and CLS trainings. Appropriate positions may include but are not limited to clinical staff, nutritionists, dietitians, medical assistants, birth workers, doulas, speech language pathologists, community health workers, WIC and breastfeeding peer counselors, home visitors, nutrition educators, care coordinators, and others.
- Have the aptitude and time to work with parents to overcome breastfeeding challenges.

Examples of staff persons that might meet criteria are below:

- An African-American nurse who currently lives in an African-American community and whose supervisor is open to adjusting her schedule so she can see more new parents.
- A Latina home visitor who recently moved to Illinois from Bolivia. The program where she works sees a lot of new families, and a significant portion of their clients are recent immigrants.
- A doula who supports trans and non-binary people as they prepare for birth and caring for a new baby. They lead workshops for birth education and regularly communicate with other birth workers about resources for their communities.

9. Name and position of identified staff person to be trained:

10. Description of how identified staff person meets criteria, and why they are interested in this training (~100 –300 words):

11. Which training would the identified staff person like to attend? Please include the training date, place and credential. See "Available Lactation Support Trainings" appendix on page 11.

12. If you would like to train an additional person, please list here and describe how they meet the criteria:

Identification of Staff Person to Lead Transformational Change



Applicants are asked to identify one staff person to lead the organization's efforts to explore and implement sustainable policy, process or procedural changes to support breastfeeding. It is recommended that this person holds decision-making power within the organization and can convene a working group to plan for and implement these changes. The expectations of this person are:

- Attend three peer-learning calls to explore how the organization will make sustainable policy, process or procedural changes to support both breastfeeding and the newly trained staff person (a surrogate may attend in this person's place as necessary). *See the meeting schedule on page 6.
- Lead the planning and implementation of the sustainable policy, process or procedural changes to support breastfeeding, including how families can access the newly trained CLC/S.

13. Name and position of identified staff person(s) to lead transformational change:

14. Description of how identified staff person(s) meet criteria (~100 - 200 words):

Description of Interest

15. Please briefly describe why the organization wants to participate in this program. What benefit will it have to the organization and the community? (~100 - 200 words):

CERTIFICATIONS

Racial Equity in Breastfeeding Support Assignment

16. Will the person being trained commit to completing an activity on barriers to racial equity in breastfeeding support and submit a copy of the accompanying worksheet to IPHI by June 30th at 5:00 pm CST? (Yes/No): _____

Peer-Learning Calls

17. Will someone from the organization commit to participating in three peer-learning calls (schedule on pages 4 and 9) and leading the transformational changes? (Yes/No): _____

Reporting

18. Will the organization commit to completing a short report on the changes made to support breastfeeding, and submitting that report to IPHI by no later than July 2022? (Yes/No): _____

Letter of Agreement

19. Will the organization commit to signing a letter of agreement, committing to award components and expectations as described, with IPHI? Sample letters of agreement available for review upon request. (Yes/No): _____

TO APPLY

Please submit this completed application to Martha-Margaret Cotton at marthamargaret.cotton@iphionline.org with subject line "Advancing Breastfeeding Innovations Application" by **Friday, February 11th, 2022, 11:59pm CST.**



APPENDIX

Available Lactation Support Trainings March – June 2022

Below is a list of available lactation support trainings that will be promoted and available to clinical and community-based organizations. Due to COVID, the Certified Lactation Counselor courses through Healthy Children Project are online and self-paced and the Certified Lactation Specialist classes through Lactation Education Consultants are held via Zoom over the course of five days.

DATE	CREDENTIAL	OFFERED BY
N/A (Self-paced trainings)	CLC	Healthy Children Project
March 21-25th, 2022	CLS	Lactation Education Consultants
April 20-23, 25-26th, 2022	CLS	Lactation Education Consultants
May 4-6, 9, 10, 2022	CLS	Lactation Education Consultants
May 16-20th, 2022	CLS	Lactation Education Consultants
June 15-17, 20-21, 2022	CLS	Lactation Education Consultants

