

## REQUEST FOR APPLICATIONS

# Community Collaboration in Illinois Chest/ Breastfeeding Support

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

**RFA PACKET INCLUDES:**

- PROJECT SUMMARY
- BACKGROUND
- PROJECT OVERVIEW
- APPLICATION



**PROJECT TIMELINE**  
**FEBRUARY - JULY 2023**

# PROJECT SUMMARY

**Applications due:** Monday, March 13th, 2023, 11:59pm CST

Awardees will be notified by March 20th, 2023

**Award value:** \$1,000 per organization (up to 8 awards) plus the value of the CLS/C training

**Project timeline:** February 2023 - July 2023

**Eligibility:** Community organizations (non-profit or private), throughout Illinois 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](mailto:marthamargaret.cotton@iphionline.org) with subject line "Community Collaboration in Illinois Chest/Breastfeeding Support Application"

## Purpose

The Illinois Public Health Institute (IPHI) is pleased to announce an opportunity for organizations in Illinois 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 8 staff members at organizations in Illinois 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 request for proposal is made possible in part by Grant Number 5 NU38OT000290-05-00 CFDA 93.421, from the U.S. Department of Health and Human Services/Centers for Disease Control and Prevention. Its contents are solely the responsibility of the Illinois Public Health Institute and do not necessarily represent the official views of the U.S. Department of Health and Human Services/Centers for Disease Control and Prevention.**

# 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.

## Chest/Breastfeeding in Illinois

While about 83.1% of babies born in 2019 in Illinois were breastfed initially after birth, only 58.7% were still breastfeeding at 6 months, with only 28.3% of babies being exclusively breastfed at 6 months. [5] Disparities in breastfeeding initiation and duration rates persist for low-income families and Black families. Non-Hispanic Black families have the lowest rates of breastfeeding for 12 weeks or longer, at 69.2%. [7] In Cook County, only 40% of families who participate in WIC exclusively breastfed while in the hospital after labor/delivery. [8] Key informants in all three ISPAN priority regions revealed the need to increase the number of professional lactation support providers of color/with lived experiences similar to parents in the priority population. This need was also identified in focus groups conducted through ISPAN, with one mother noting that more people of color would need to become lactation





specialists, before moms in her community would breastfeed for longer than they do. The top themes that emerged in the focus groups included problems with breastfeeding mechanics, the need for more cultural and societal support, the need for assistance from more organizations, hospital and clinic practices that were not supportive, and the need for more accessible, culturally appropriate information and support. [6]

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/CCDPHP/DCDIC/NEOPB/CDPH%20Document%20Library/PPPDS\\_9StepGuide\\_ADA.pdf](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/CDPH%20Document%20Library/PPPDS_9StepGuide_ADA.pdf).

[5] Centers for Disease Control and Prevention. (n.d.). Rates of Any and Exclusive Breastfeeding by Sociodemographic Characteristic Among Children Born in 2019. Centers for Disease Control and Prevention. Retrieved October 20, 2022, from [https://www.cdc.gov/breastfeeding/data/nis\\_data/data-files/2019/rates-any-exclusive-bf-socio-dem-2019.html](https://www.cdc.gov/breastfeeding/data/nis_data/data-files/2019/rates-any-exclusive-bf-socio-dem-2019.html)

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

[7] Centers for Disease Control and Prevention. (2021, August 17). Racial and ethnic disparities in breastfeeding initiation — United States, 2019. Centers for Disease Control and Prevention. Retrieved October 20, 2022, from [https://www.cdc.gov/mmwr/volumes/70/wr/mm7021a1.htm#T1\\_down](https://www.cdc.gov/mmwr/volumes/70/wr/mm7021a1.htm#T1_down)

[8] Newborn Breastfeeding Rates, Illinois Residents 2016–2017 Data Source: Birth Certificates (all years final data) Last updated: 3/26/2019. Retrieved April 2019 from <https://fns-prod.azureedge.net/sites/default/files/wic/FY2016-BFDLA-Report.pdf>.





# 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 Friday, June 30 at 5:00 pm CST. This activity will take approximately two hours to complete.



- Identify a staff person in a leadership role (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: Thursday March 2nd 10-11:00am
- o Peer-Learning Call (1): Thursday, April 6th 10-11:30am
- o Peer-Learning Call (2): Thursday, May 4th (Time TBD)
- o Peer-Learning Call (3): 1st Thursday, June 1st (Time TBD)
- o (2) TA calls will be scheduled, (1) April and (1) May 2023
- 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 15, 2023.
- 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. Number of total staff employed by organization:

4. Approximate number of people served annually:

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





# 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 or is in a leadership position 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 chest/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.
- Attend two TA calls, one with TDP and one with IPHI to assist in action planning.
- 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. Lead the development of an action plan, to be submitted to IPHI.

6. Name and position of staff person in leadership to lead transformational change:

7. Contact phone number and email address:

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

9. 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):



## 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.

10. Name, email address and position of identified staff person to be trained:

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

12. 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.

13. If you would like to train an additional person, please list their name, email, and describe how they meet the criteria:

## CERTIFICATIONS

### Racial Equity in Breastfeeding Support Assignment

15. 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

16. Will someone in leadership from the organization commit to participating in three peer-learning calls and TA calls with TDP and IPHI (schedule on pages 4 and 9) and leading the transformational changes? (Yes/No): \_\_\_\_\_

### Reporting

17. 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 2023? (Yes/No): \_\_\_\_\_

### Letter of Agreement

18. 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](mailto:marthamargaret.cotton@iphionline.org) with subject line "Community Collaborations in Illinois Chest/Breastfeeding" by **Monday, March 13th, 2023, 11:59pm CST.**



# APPENDIX

## Available Lactation Support Trainings March – May 2023

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	<a href="#">Healthy Children Project</a>
March 1-3 & 6-7, 2023 CST	CLS	<a href="#">Lactation Education Consultants</a>
April 12-14 & 17-18, 2023 EST	CLS	<a href="#">Lactation Education Consultants</a>
May 8-12, 2023 CST	CLS	<a href="#">Lactation Education Consultants</a>

