

# Advancing Breastfeeding in Colorado (ABC)

## Opportunities to Assist Community Partners

The Advancing Breastfeeding in Colorado (ABC) project aims to improve health and eliminate disparities by reducing barriers to breastfeeding and promoting breastfeeding friendly environments across Colorado. Different types of support to accomplish these goals, described below, are available to partners in counties throughout the state. Support includes limited seed money and expert technical assistance. Printed breastfeeding materials, such as toolkits and signage, are also available upon request.

The ABC project team aims to support local partners' specific and diverse needs and recognizes that the types of support detailed here may not encompass all possibilities, so we encourage you to reach out with other ideas or requests.

Please email this completed request form or any questions about opportunities for assistance to Allie Morgan, Project Coordinator at the Colorado Health Institute: [morgana@coloradohealthinstitute.org](mailto:morgana@coloradohealthinstitute.org)

### Seed Money

Modest funding is available annually to partners in non-metro Denver counties only. Cultural breastfeeding coalitions that do not rely on geography are eligible to apply. Note that any counties already receiving CCPD funding to support breastfeeding work are ineligible to request seed money, and that ABC can only provide funds to one recipient in each county or coalition area in a given year.

Funds can be used to support a range of activities, such as:

- Providing an annual stipend for community leadership for a new or existing breastfeeding coalition;
- Hosting continuing education opportunities locally or providing scholarships for advanced lactation training;
- Assisting with marketing and communication through various tools such as developing websites or printing flyers and banners;
- Offering tools such as lunch-and-learns or reference books to medical offices working to improve breastfeeding-related policies and practices; or,
- Offering incentives such as chairs, pumps, decorations, furnishings, or nursing animals to support employers or child care providers working to improve their breastfeeding-related policies and practices.

Requests for support must be received by Wednesday, August 14, 2019, to fund activities between September 1, 2019, and June 30, 2020. ABC has limited seed money available and asks organizations to request no more than \$2,500 for their activities. Recipients will be required to submit a brief report by the end of the grant year on how any resources and materials are used, along with applicable photos and any receipts for purchased items.

This is a collaborative application process and the ABC team is eager to discuss your needs. Requests will be evaluated based on both resource availability and regional need, as indicated through past work with statewide partners and measured by [CCPD Disease Disparity County Index Rankings](#). Previous recipients of ABC seed money are eligible to request funds again.

### Technical Assistance

Expert coaching is available for a variety of activities to move the needle locally on increasing breastfeeding rates. Each community knows its population and norms best, so working in partnership can help blend existing materials and lessons learned with local expertise. Ongoing coaching and assistance activities available to partners in all Colorado counties include, but are not limited to:

- Developing a breastfeeding coalition, including standing up initial systems and support;
- Assisting with strategic planning and facilitation;
- Identifying outreach strategies to develop breastfeeding friendly employers or child care providers; or,
- Creating opportunities for continuing lactation education.

Organizations may also request assistance with identifying funding sources and supporting grant writing so they and their community partners are ready to apply for future funding opportunities. Technical assistance is available via regular email and phone contact, virtual participation in coalition meetings, and up to two site visits each fiscal year (July to June). All costs, including site visits, are covered for communities.

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## Request for Seed Money, Technical Assistance, or Other Support

Please share more about your local breastfeeding needs and your plans for using any requested resources.

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

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

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

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

County/Counties Served: \_\_\_\_\_

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### 1. Please indicate the type(s) of support you are requesting (check all that apply).

If you are still identifying your needs or working through the specifics of your request, please check "Other" so we may follow up with you to discuss your goals and priorities.

#### Seed Money

Brief description of target purpose or activities for funds (will provide more detail below):

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Amount requested: \$ \_\_\_\_\_

#### Technical Assistance

Linda Kopecky, Breastfeeding Friendly Environments Project Coordinator at Boulder County Public Health, will follow up to discuss your technical assistance request and how the ABC can best meet your needs. You may also reach out to Linda at [lkopecky@bouldercounty.org](mailto:lkopecky@bouldercounty.org) or 720.527.1243.

#### Other

Don't see what you're looking for reflected here? An ABC representative will follow up for more information.

### 2. What is your target timeframe for receiving assistance?

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### 3. Please briefly describe your goals for this work and list any partners involved in the activity/activities

**in question.** If requesting seed money, please explain in detail how a monetary award would be used and what outcomes you would expect to see. Recipients may use seed money for multiple purposes (e.g., purchasing incentives and providing a leadership stipend) in a single funding year. If requesting technical assistance, please share details, if you have them, about the type of coaching or support you are envisioning. There is an additional page attached to this form if you would like to provide more information.

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Please email this completed request form or any questions about opportunities for support to:  
Allie Morgan, Project Coordinator, Colorado Health Institute: [morgana@coloradohealthinstitute.org](mailto:morgana@coloradohealthinstitute.org).  
The ABC project is supported by the Cancer, Cardiovascular and Chronic Pulmonary Disease (CCPD) Grants Program.

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**Additional information:**