

ABC Support for Statewide Partners

*Seed money, statewide technical
assistance, and more!*

July 2020

**Updated Information for
Year 3 of ABC Funding**



Advancing Breastfeeding in Colorado

- Three years of funding through the Cancer, Cardiovascular, and Chronic Pulmonary Disease (CCPD) Grants Program
- Starting our **third** and final year of work (July 2020 – June 2021)
- Core project team:
 - Boulder County Public Health
 - Denver Public Health
 - Jefferson County Public Health
 - Tri-County Health Department
 - Colorado Health Institute

Advancing Breastfeeding in Colorado

ABC works to **improve family health** and **increase lactation support**, especially for **low-income families** and **communities of color**, by **reducing barriers** and **fostering BFF environments** across Colorado.

We prioritize efforts in support of hourly/low-wage worksites, public spaces, child care programs (including family, friend, and neighbor networks), and safety net medical providers.

Advancing Breastfeeding in Colorado

- In Year 2, ABC was able to fund 16 seed money recipients across Colorado – including breastfeeding coalitions, local public health agencies, and local organizations outside of the Denver metro area
- Organizations requested seed money for a range of activities, including:
 - Building greater capacity through coordinating opportunities for foundational lactation management training for staff and community partners
 - Creating lactation spaces in workplaces and developing lactation stations at local events
 - Supporting and designating local businesses as breastfeeding friendly
 - Expanding breast pump loaner programs
 - Growing local breastfeeding coalitions, through marketing, outreach, and meeting support



What We Can Offer for Year 3

- Seed Money
- Technical Assistance
- Printed Materials

What We Can Offer

- **Seed Money**
- Technical Assistance
- Printed Materials

Seed Money

- **ABC's funding through CCPD is still tentative and subject to decrease in the coming weeks/months**
 - **Tentative total** of \$34,000 available for seed money awards this year
- Using funds for multiple purposes/activities is allowed
- Similar to Year 2, a simple final report on use of funds is due by June 25, 2021 (include receipts, time documentation, photos of your amazing work!)

Seed Money

- Intended for non-metro area partners only
 - **Counties not eligible for seed money:** Adams, Arapahoe, Boulder, Douglas, Denver, Jefferson, Pueblo (also funded through a CCPD grant)
- Cultural breastfeeding coalitions that do not rely on geography are eligible to apply



Furniture or other items to create Breastfeeding Friendly Environments



Outreach at community events to normalize breastfeeding



Educational or reference materials for medical offices

FREE EVENT
Breastfeeding as Food Sovereignty
 Tuesday, February 27, 2018, 6 - 8 p.m.
 Longmont Museum Auditorium
 with
Camie Jae Goldhammer (MSW, LICSE, IBCLC)

Camie Jae Goldhammer, (Sisseton-Wahpeton) is a social worker and lactation consultant who founded the Native American Breastfeeding Coalition of Washington. She has a special passion for addressing the needs of families and communities with historical and complex traumas experienced by American Indian/Alaska Native families, breastfeeding equity and justice, and food/tribal sovereignty through breastfeeding.

- Participants will gain knowledge about the relationship between breastfeeding and historical trauma experienced by Native Americans as well as other historically marginalized populations.
- Participants will identify 2 points of anticipatory guidance appropriate for breastfeeding families affected by mental illness, historical trauma, or institutional racism.

L-Cerps and CPEUs have been applied for.
 Register for this session at BoulderCountyBreastfeeding.org or by clicking on this image.

Continuing education events – workshops, webinars, or trainings



Coalition capacity building support – leadership stipends, materials, refreshments, or participation incentives



Outreach to set up Breastfeeding Friendly Environments

Limitations to Know

- We can only provide funds to one recipient in each county or coalition area in a given year
- Any counties already receiving CCPD funding to support breastfeeding work are ineligible
- **Please limit requests to no more than \$2,500**
- If approved, may not be at the full amount requested
- Previous recipients can request funds again
- ABC team may identify ways to combine similar requests from multiple partners

Note: All information is included on first page of the request form.

What We Can Offer

- Seed Money
- **Technical Assistance (TA)**
- Printed Materials

Technical Assistance

- ABC hopes to provide limited technical assistance to partners in Year 3
- Linda Kopecky is leaving Boulder County and the ABC team as of July 31
- We will work with you as best we can to connect you to the right resource!



Technical Assistance

- Coaching for coalitions in strategic planning, prioritization, or capacity building
- How to start a Breastfeeding Friendly Worksite, Child Care, or Medical Office Recognition Program



Technical Assistance

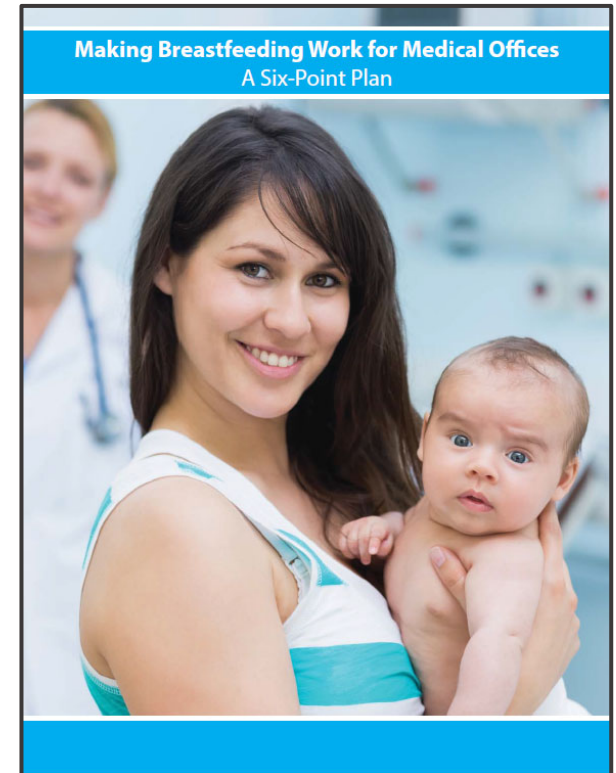
- TA will be provided via:
 - Regular email and phone contact
 - Virtual participation in coalition meetings
 - Site visits are TBD, given the current situation with COVID-19
- All costs, including site visits, are covered for community partners



What We Can Offer

- Seed Money
- Technical Assistance
- **Printed Materials**

Printed Materials (They're Free!)



Toolkits!

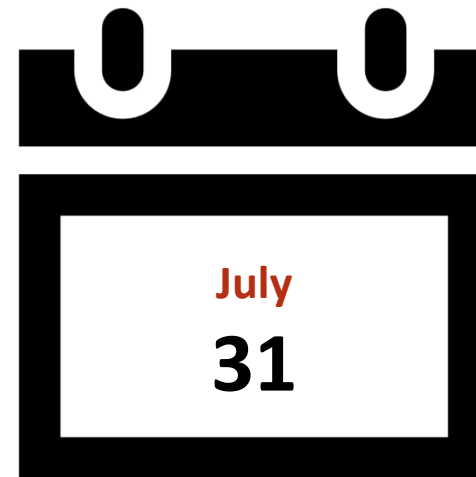
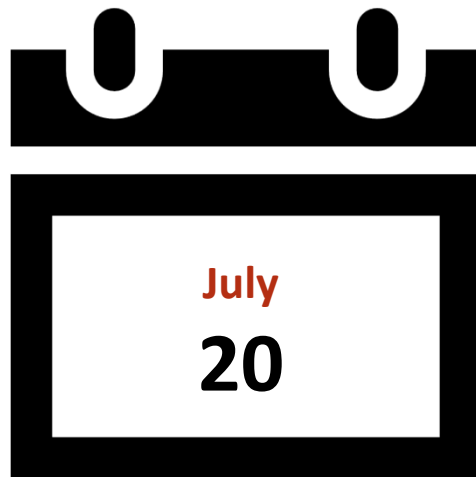
Printed Materials (They're Free!)



Door Hangers & Window Clings

Seed Money Procedure and Deadlines

- Fill out the short request form, now online
- Submit to CHI by **Monday, July 20** at 5:00 p.m.
- Notification of distributions by end of July



Procedure and Deadlines

Find the link to the request form on ABC's website:
colo.health/ABC

You will be taken to the Google form application that looks like this:

The screenshot shows a Google Form application titled "Advancing Breastfeeding in Colorado (ABC)". The form has a purple header bar. Below the title, it says "Request for Seed Money, Technical Assistance, Printed Materials, or Other Support". The main body of the form contains two paragraphs of text. The first paragraph describes the ABC project's goals and the types of support available. The second paragraph encourages local partners to reach out with other ideas or requests. The bottom section of the form is titled "Seed Money" and provides details about the funding, including eligibility criteria and the number of recipients per county.

Advancing Breastfeeding in Colorado (ABC)
Request for Seed Money, Technical Assistance, Printed Materials, or Other Support

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.

Seed Money
Modest funding is available annually to partners in counties outside of the Denver metro area (counties excluded from funding: Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson, Pueblo). 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.



Basis for Evaluating Requests

- Resource availability
- Regional need
 - CCPD Disease Disparity County Index Ranking
- Discussion with community partner(s)

Closing Thoughts



- This is a collaborative process
- We recognize that local partners have specific and diverse needs
- If you don't know exactly what you need, that's OK – we're here to help
- Types of support discussed today don't encompass all possibilities. Reach out with other ideas!
- You understand your needs and community best



Nina Bastian

BastianN@coloradohealthinstitute.org

Thank You

Thank you for your interest in ABC and your efforts to help create a seamless system of culturally relevant lactation support, effect policy change, and develop breastfeeding friendly environments throughout Colorado!