

ABC Support for Statewide Partners

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



Presented by:
Colorado Health Institute
Boulder County Public Health

Informational Webinar

August 1, 2019

Today's Presenters



Linda Kopecky
Boulder County
Public Health



Allie Morgan
Colorado
Health Institute

Advancing Breastfeeding in Colorado

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

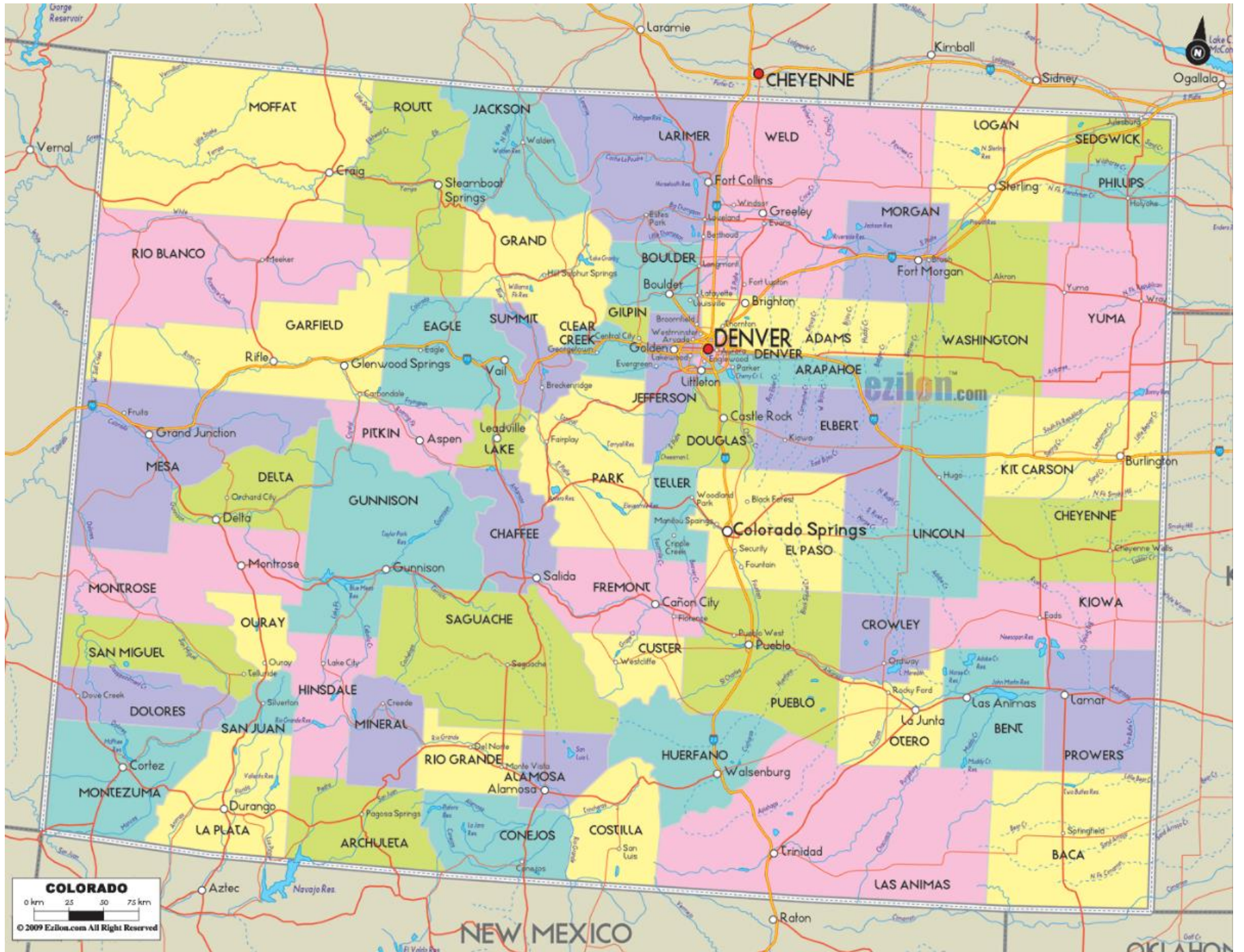


Advancing Breastfeeding in Colorado

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 friends and family networks), and safety net medical providers.





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What We Can Offer

- Seed Money
- Technical Assistance
- Printed Materials



What We Can Offer

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



Seed Money

- For non-metro-area partners only
- Cultural breastfeeding coalitions that do not rely on geography are eligible to apply
- Total of \$18,000 available this year
- Using funds for multiple purposes is allowed
- Simple final report on use of funds due by June 30, 2020 (include receipts, time documentation, photos of your amazing work!)





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, LICSW, 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.

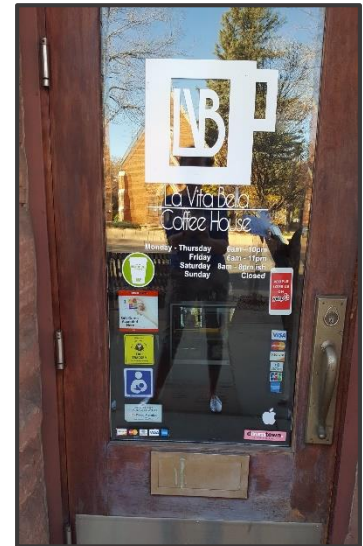
Register for this session at BoulderCountyBreastfeeding.org or by clicking on this image.



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

- 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



- Setting up Regional Lactation Days
- Half-day continuing education and networking opportunities for lactation professionals and advocates from multi-county regions

Technical Assistance

- TA will be provided via:
 - Regular email and phone contact
 - Virtual participation in coalition meetings
 - Up to two site visits annually
- All costs, including site visits, are covered for community partners

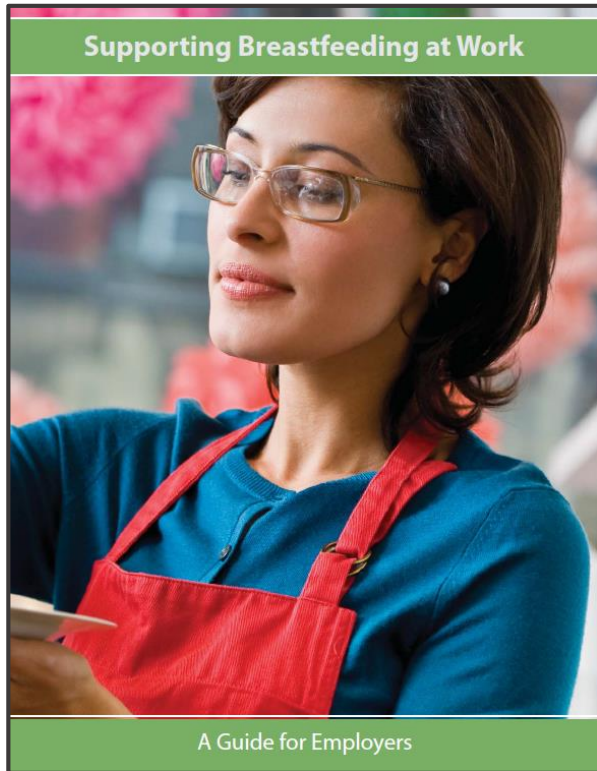


What We Can Offer

- 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 (2-page) request form, now online
- Submit to CHI by **Wednesday, August 14** at 5:00 p.m.
- Notification of distributions shortly after Labor Day



Basis for Evaluating Requests

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



Procedure and Deadlines

Find the Request for Support form online at:
colo.health/ABC

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

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.

Advancing Breastfeeding in Colorado (ABC)

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:

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):

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 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?

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.

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



Procedure and Deadlines



The project's partners, along with local coalitions and stakeholders, aim to help parents and families — especially those with less access to breastfeeding resources and lactation support at their jobs, in child care settings and medical offices, and in their communities.

ABC is supported by a three-year grant from the state's Cancer, Cardiovascular and Chronic Pulmonary Disease (CCPD) Grants Program. Work began in July 2018 and will continue through June 2021.

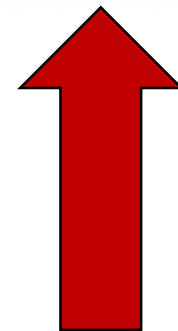
The main priorities of the project are to:

- Reduce disparities in breastfeeding initiation and duration
- Create a seamless system of high-quality, culturally-competent lactation support and expand access to lactation professionals, especially for underserved populations

ABC Request for Support Form

Seed money requests are due by August 14.

[Click here to open the request form.](#)



Closing Thoughts

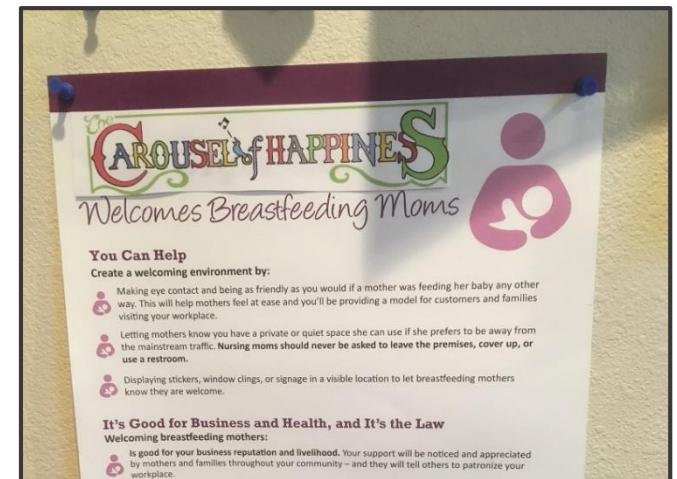


- This is a collaborative process
- We recognize that local partners have specific and diverse needs
- A significant part of our contribution: we are in a place to see the bigger picture



Closing Thoughts

- 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





Linda Kopecky

lkopecky@bouldercounty.org

720.527.1243

Allie Morgan

morgana@coloradohealthinstitute.org

720.382.7083

Discussion and Questions



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!

