

Support for Statewide Partners

*Advancing Breastfeeding in Colorado (ABC) Project –
Funded by CCPD*



Presented by:
Colorado Health Institute
Boulder County Public Health

Informational Webinar

August 15, 2018

Today's Presenters



Linda Kopecky
Boulder County
Public Health



Allie Morgan
Colorado
Health Institute

Advancing Breastfeeding in Colorado

- Three-years of grant funding through CCPD
- Kick-off date: July 1, 2018
- Core team:
 - Boulder County Public Health
 - Denver Public Health
 - Jefferson County Public Health
 - Tri-County Health Department
 - Colorado Health Institute

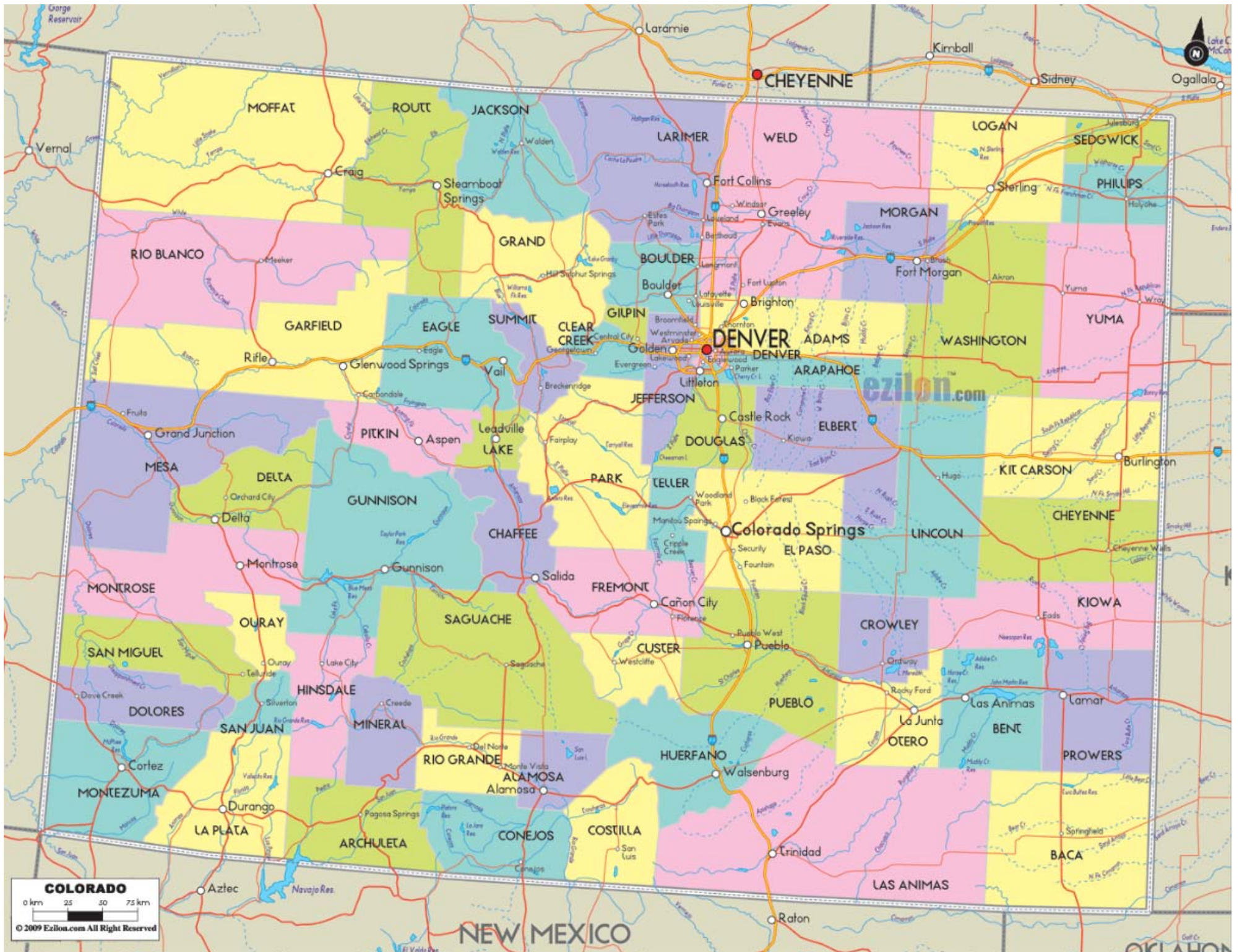
Advancing Breastfeeding in Colorado

Our Focus:

- Creating breastfeeding friendly environments and fostering greater continuity of care

Our Aim:

- Helping all families in Colorado reach their breastfeeding goals



What We Can Offer

- Seed Money
- Technical Assistance
- Printed Materials
- General Guidance and Sounding Board

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- **Seed Money**
- Technical Assistance
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Seed Money

- For non-metro-area partners only
- Limited funding available annually for 3 years
- Total of \$15,000 available for Year One
- Organizations may request up to \$2,500
- May identify ways to combine similar requests from multiple partners
- Brief updates on use of funds are required



Leadership for Community Coalitions



Continuing Education Opportunities



Lunch-and-Learns



Incentives (e.g., Chairs and Pumps)

What We Can Offer

- Seed Money
- **Technical Assistance (TA)**
- Printed Materials
- General Guidance and Sounding Board

Technical Assistance

- Expert coaching available through BCPH for a variety of activities
- Based on principles of public participation including appreciative inquiry method



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



Developing a Breastfeeding Coalition



Setting Up a Lactation Space



Identifying Business Outreach Strategies

Also:

- Assisting with Strategic Planning or Facilitation
- Creating Opportunities for Continuing Lactation Education

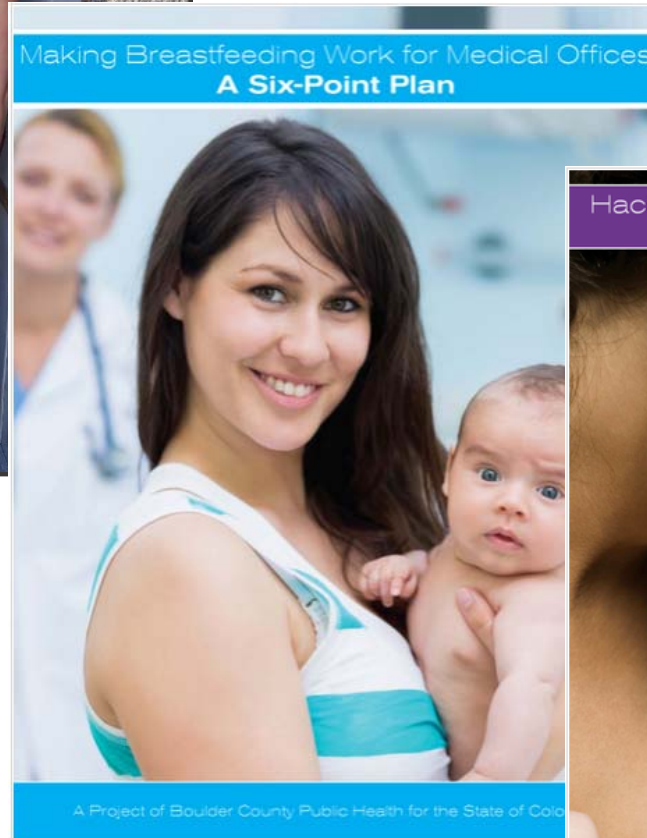
Technical Assistance

What are other creative uses that we haven't discussed?

What We Can Offer

- Seed Money
- Technical Assistance
- **Printed Materials**
- General Guidance and Sounding Board

Printed Materials (They're Free!)



What We Can Offer

- Seed Money
- Technical Assistance
- Printed Materials
- **General Guidance and Sounding Board**

Procedure and Deadlines

- Fill out the short (2-page) request form, now available online
- Submit to CHI by **Friday, September 14** at 5:00 p.m.
- Notification of distributions by **Monday, October 1**



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:
www.coloradohealthinstitute.org/research/advancing-breastfeeding-colorado

Advancing Breastfeeding in Colorado (ABC)

County Request for Assistance

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 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** 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 continuity-of-care training;
- 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 **September 14, 2018**, to fund activities between October 1, 2018, and June 30, 2019. ABC has limited seed money available and asks organizations to request no more than \$2,500 for their activities. Awardees will be required to submit a brief (one-page) update quarterly on how any resources and materials are used.

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 measured by [CCPD Disease Disparity County Index Rankings](#).

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 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 for 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 Support

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

Name:

Title:

Organization:

Phone:

Email:

County/Countries 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 where funds will be targeted, if known (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 team 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 team member 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. 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.



Closing Thoughts

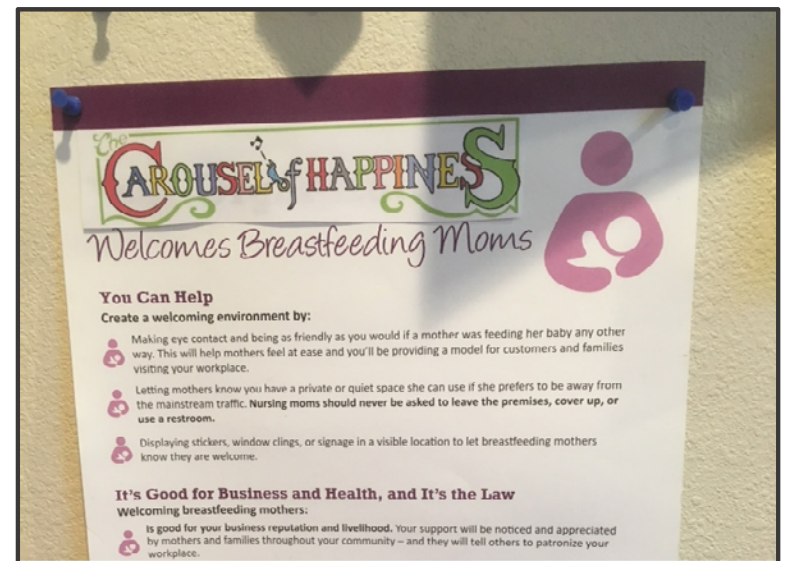


- This is a collaborative process
- Local partners have specific and diverse needs
- A significant part of our contribution: we are in a place to see the bigger picture



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 or requests!
- You understand your needs and community best





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Discussion and Questions

