

CCPD Grant Program Spotlight: ABC Seed Money Awarded for 2019-2020

The Advancing Breastfeeding in Colorado (ABC) project team is furthering its work to provide financial support in the form of “seed money” to breastfeeding coalitions, local public health agencies, and local organizations outside of the Denver metro area. The goal of this funding is to improve health and eliminate disparities by reducing barriers to breastfeeding and promoting breastfeeding friendly environments across Colorado. For the 2019-2020 project year, 16 organizations across the state were awarded a total of \$18,000 in seed money. Award recipients were notified on September 5.

The seed money program was launched in 2018, the first year of ABC’s grant cycle, to assist community partners statewide with open-ended grants that address local partners’ diverse needs and harness community expertise. This year, 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.

The requests for 2019-2020 seed money nearly doubled from the year prior, with organizations requesting over \$37,000 in funds. The ABC team used a three-tiered approach to award their limited dollars:

1. Reviewing each seed money application for feasibility and adherence to CCPD funding guidelines.
2. Providing funds to only one applicant in each county or coalition area in a given year, combining organizations under one award where appropriate.
3. Assessing regional need, as measured by [CCPD Disease Disparity County Index Rankings](#). These index rankings were overlaid with the applications; awards were allocated based on average index rankings of the applicant’s coverage area.

The ABC team conducted several collaborative conversations with partners about funding priorities, creative solutions to financing projects with limited resources, and working together when in geographical proximity. They also sought assurance from applicants that the designated amount would not be too small to make progress on their goals. As a result, the team was able to pare the award total down to the budget, while still giving a piece of the pie to every applicant.



2019-2020 ABC Seed Money Award Recipients

Arkansas Valley Pregnancy Center	Lake County Public Health
Chaffee County Public Health	Northeast Colorado Health Department
Custer County Breastfeeding Coalition	Northern Colorado Breastfeeding Coalition
Delta County Health Department	Ouray and San Miguel County Public Health
Fremont County Dept. of Public Health and Environment	Pikes Peak Breastfeeding Coalition
Grand River Health	Rio Grande County Public Health
Gunnison County HHS, partnering with Gunnison Valley Health	Southwest Colorado Breastfeeding Coalition
King-Murphy Elementary School	West Central Breastfeeding Coalition

Recipients are required to submit a brief report on how funds were used by the end of the grant year.

In addition to seed money, partners in both metro and non-metro areas of the state can request technical assistance from the ABC team, which comes in the form of coaching from Linda Kopecky, Breastfeeding Friendly Environments Project Coordinator at Boulder County Public Health. Each community knows its population and norms best, so working in partnership can help blend existing materials and lessons learned with local expertise.

Generously funded through the CCPD Grants Program, the ABC project is a joint initiative between Denver Public Health, Boulder County Public Health, Jefferson County Public Health, and Tri-County Health Department, with coordination and evaluation support from the Colorado Health Institute. For more information, please contact [Nina Bastian](#), Program Manager at the Colorado Health Institute, or visit the [Advancing Breastfeeding in Colorado website](#).

