



# MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST NOTICE OF INTENT

(revised 08/02/10)

## Board Clerk Use Only

**Meeting Date:** 2/9/12  
**Agenda Item #:** R.4  
**Est. Start Time:** 10:25 am  
**Date Submitted:** 1/26/12

**Agenda Title:** **NOTICE OF INTENT to submit grant application to the Oregon WIC Program for up to \$150,000 in response to the US Surgeon General's *Call to Action to Promote Breastfeeding*.**

*Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.*

**Requested Meeting Date:** February 9, 2012 **Amount of Time** ~5 min.

**Department:** Health Department **Division:** Community Health Services (WIC)

**Contact(s):** David Brown (WIC Program Manager) or Tom Waltz (HSJ Grant Writer)

**Phone:** (503) 988-3663 **Ext.** 24256/22670 **I/O Address:** 397/1

**Presenter Name(s) & Title(s):** David Brown, WIC Program Mgr.

## General Information

### 1. What action are you requesting from the Board?

Authorize the Director of the Health Department to submit a grant application to the Oregon WIC Program for up to \$150,000 in response to the US Surgeon General's *Call to Action to promote Breastfeeding*.<sup>1</sup>

<sup>1</sup> WIC is an acronym for "Women, Infants & Children."

### 2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

According to the US Surgeon General, one of the most highly effective preventive measures a mother can take to protect the health of her infant and herself is to breastfeed. However, in the U.S., while 75 percent of mothers start out breastfeeding, only 13 percent of babies are exclusively breastfed at the end of six months. Rates are significantly lower for African-American infants. Given the importance of breastfeeding for the health and well-being of mothers and children, it is critical that communities take action to support breastfeeding.<sup>2</sup>

The decision to breastfeed is a personal one, and mothers should not be made to feel guilty if they are unable or choose not to breastfeed. The success rate among mothers who want to breastfeed can

be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers and policymakers.

As a result of having received a Breastfeeding Performance Bonus Award from the US Department of Health and Human Services in September 2011, the Oregon WIC Program has announced an opportunity for local WIC agencies and health departments in Oregon to request one-time grant funding for projects related to breastfeeding support and promotion. Proposed breastfeeding projects are to be designed in a manner that reflects the US Surgeon General's *Call to Action to Support Breastfeeding* released in January 2011.

The Multnomah County Health Department's WIC program builds healthier families through nutrition education, supplemental foods, and community networking. WIC is a prevention-oriented, behavioral change program that addresses the need to increase birth weight, lengthen the duration of pregnancy, improve the growth of at-risk infants and children, reduce rates of iron deficiency, and decrease infant mortality. WIC services include the provision of monthly supplemental foods; frequent growth monitoring, nutrition education and referrals to health care and other family support services. WIC services are offered at three Multnomah County clinic sites (East County, Gateway, and Northeast), and during FY 2010 the Health Department provided WIC services to 32,000 individuals (83,000+ encounters).

The Oregon WIC Program's breastfeeding promotion grant opportunity allows applicants to submit up to three distinct projects related to breastfeeding support and promotion. The Health Department's WIC Program is working with other staff within the Department to ensure internal coordination of breastfeeding promotion projects in response to this grant funding opportunity. Potential strategies being considered that are consistent with the Surgeon General's *Call to Action* include:

- 1) Addressing barriers to breastfeeding in racial and ethnic communities.
- 2) Developing systems between hospitals and health care settings to facilitate continuity of skilled support for lactation assistance.
- 3) Implementing a training module for licensed day care providers who care for breastfed infants.

Other strategies may be considered prior to submitting the grant application.

<sup>2</sup> U.S. Department of Health and Human Services. *Executive Summary: The Surgeon General's Call to Action to Support Breastfeeding*. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; January 20, 2011.

**3. Explain the fiscal impact (current year and ongoing).**

This grant will provide the Health Department with up to \$150,000 to implement breastfeeding promotion activities through September 2012. No local funding is requested in addition to the grant funding.

**4. Explain any legal and/or policy issues involved.**

None. The Health Department has implemented similar projects to support breastfeeding as a part of its WIC and Early Childhood Services programs.

**5. Explain any citizen and/or other government participation that has or will take place.**

The Health Department's WIC Program is discussing strategies to promote breastfeeding through this grant program with the staff of Early Childhood Services and the Healthy Communities Program in the Health Department to ensure internal coordination.

## ATTACHMENT A

### Grant Application/Notice of Intent

If the request is a Grant Application or Notice of Intent, please answer all of the following in detail:

- **Who is the granting agency?**

The granting agency is the Oregon WIC Program

- **Specify grant (matching, reporting and other) requirements and goals.**

No match is required for this grant. Grantees are expected to monitor expenses, report activities on regular intervals as established in the grant agreement; provide a final report upon completion of the project; and participate in conference calls, and a poster session at the annual WIC conference during the fall of 2012.

The goal of this grant is to increase the number of mothers who breastfeed their infants using promotion and information techniques that are culturally appropriate as described in the US Surgeon General's *Call to Action to Support Breastfeeding*.

- **Explain grant funding detail – is this a one time only or long term commitment?**

The grant is a one-time only commitment.

- **What are the estimated filing timelines?**

The application is due on February 10, 2012, and awards will be announced after February 24, 2012.

- **If a grant, what period does the grant cover?**

The grant covers the period of seven months (funds must be expended by September 30, 2012).

- **When the grant expires, what are funding plans?**

When the grant expires, the project will be over. However, techniques for addressing barriers and training materials will continue to be available to the target populations as a result of the project.

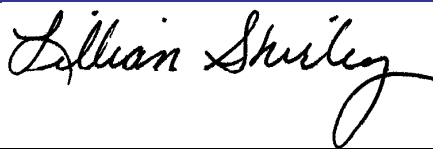
- **Is 100% of the central and departmental indirect recovered? If not, please explain why.**

Yes, 100% of indirect costs will be covered by the grant.

## ATTACHMENT B

### Required Signatures

Elected Official or  
Department/  
Agency Director:

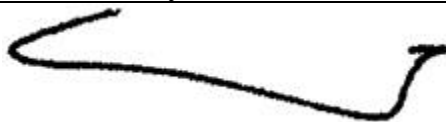


Date: 01/25/2012

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Lillian Shirley

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\_\_\_\_\_  
01/26/12



Budget Analyst:

\_\_\_\_\_  
Shannon Busby

Date: \_\_\_\_\_