



**MULTNOMAH COUNTY  
AGENDA PLACEMENT REQUEST  
NOTICE OF INTENT**

(Revised: 9/23/13)

APPROVED: MULTNOMAH COUNTY  
BOARD OF COMMISSIONERS  
AGENDA # C-4 DATE 10/9/14  
MARINA BAKER, ASST BOARD CLERK

**Board Clerk Use Only**

Meeting Date: 10/9/14  
Agenda Item #: C.4  
Est. Start Time: 9:30 am  
Date Submitted: 9/25/14

**NOTICE OF INTENT to Submit an Application for up to \$50,000 to  
Agenda NACCHO from the Grant to Reduce Disparities in Breastfeeding through  
Title: Peer and Professional Support**

*Note: This APR is for NOI's only. APRs are available for other types of submittals. Title should not be more than 2 lines but be sufficient to describe the action requested.*

**Requested Meeting Date:** October 9, 2014 **Time Needed:** N/A – Consent Only  
**Department:** Health **Division:** Maternal and Child Health; WIC  
**Contact(s):** Jessica Guernsey, David Brown, Laurel Moses  
**Phone:** 503-764-6645;  
503-572-1123;  
503-988-8648 **Ext.** N/A **I/O Address:** 160/8; 397/1; 160/9  
**Presenter Name(s) & Title(s):** N/A – Consent Only

**General Information**

- 1. What action are you requesting from the Board?**  
Approval for the Director of the Health Department to submit a grant application for up to \$50,000 to the National Association of County and City Health Officials (NACCHO) from the Reducing Disparities in Breastfeeding through Peer and Professional Support grant.
- 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.**  
Breastfeeding is one of the most effective measures mothers can take to prevent disease and protect the health of infants. Even though the benefits of breastfeeding is widely accepted not all infants start or continue to breastfeed for the first six months of their lives. According to CDC, 79 percent of newborn infants initiate breastfeeding with 49 percent and 27 percent breastfeeding for six and twelve months, respectively. Only 19 percent of infants are exclusively breastfed for the first 6 months of their lives. African American women have

the lowest breastfeeding initiation and duration rates of all racial and ethnic groups. In 2008, African American infants ever breastfed was 58.9 percent, compared to 75.2 percent and 80 percent for whites and Latinos, respectively. Infants breastfed at 6 months and 12 months was also lower among African American women, 30.1 and 12.5 percent, respectively.

The purpose of the NACCHO Breastfeeding Project, is to increase implementation of evidence-based breastfeeding programs, practices, and services, at the community level, specifically focused on peer and professional lactation support to breastfeeding mothers in predominantly African American communities. The project will also help communities develop and maintain public health partnerships critical to building community support for breastfeeding. NACCHO, in partnership with CDC, will support community-level efforts to improve breastfeeding initiation and duration among African American and underserved women. The project will use a coordinated and comprehensive approach to engage local, state, and national partners, breastfeeding coalitions, and federal agencies to achieve the goals of the project and enhance community-level efforts to support lactating mothers.

Multnomah County Health Department Maternal and Child Health program will use funds to support training of current, existing Women, Infants, and Children (WIC) staff in culturally specific lactation care, counseling skills, case management, and will support activities to support the systematic connection of breastfeeding mothers to relevant resources within their communities, including connecting African American women to Healthy Families programming through the WIC Breastfeeding Peer Counseling program.

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

This is a onetime funding opportunity.

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

None.

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

None.

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## Grant Application/Notice of Intent

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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 National Association of County and City Health Officials is the funding agency.

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

Organizations and providers will be required to demonstrate that the population in proposed plans are at least 50% African American or underserved.

Grantees will be funded to support the breastfeeding needs of mothers through peer and professional lactation support activities. Grantees will be expected to complete the following activities over the course of the project period:

- Attend one (1) regional grantee meeting, with other selected grantees (location and dates to be determined).
- Develop and refine an 18-month work plan to provide lactation support for African American and underserved women.
- Participate in project assessment to determine training and technical assistance needs of the organization and staff.
- Participate in monthly conference calls, project related webinars, and other activities to support Breastfeeding Project activities and capacity-building in the local organization.
- Implement peer or professional lactation support activities, as defined in the project work plan.
- Collect individual participant data to facilitate understanding of program activity reach. Report aggregate data related to services provided, including but not limited to: number of women served, by race and age; number of women reached, by race and age; and number of referrals or connections to local resources.
- Participate in project-related evaluation activities, including pre-post assessments, focus groups, and other identified evaluation activities.

The goals of this funding are:

1: Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and services in predominantly African American communities.

2: Increase local, state and national partnerships and awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services.

The long term goal of this project is to increase breastfeeding initiation, duration, and exclusivity among African American and underserved populations in the US. This project is intended to increase access to and opportunities for peer and professional lactation support in predominantly African American communities, as well as address the needs of the underserved.

- **Explain grant funding detail – is this a one time only or long term commitment?**  
This is one-time funding opportunity.
- **What are the estimated filing timelines?**  
The grant application is due October 10, 2014.
- **If a grant, what period does the grant cover?**  
The grant covers an 18 month period from December, 2014 to May, 2016.
- **When the grant expires, what are funding plans?**  
When the grant expires the project will be complete.
- **Is 100% of the central and departmental indirect recovered? If not, please explain why.**  
Yes, all indirect costs are covered by this project.

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### **Required Signatures**

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**Elected Official  
or Department/  
Agency Director:**

Wendy Lear on behalf of Joanne Fuller/s/

**Date:** 9/24/2014

**Budget Analyst:**

Christian Elkin /s/

**Date:** 9/25/2014

*Note: Please submit electronically. We are no longer using actual signatures. Insert names of your approvers followed by /s/. Please insert date approved*