

Zimbra

norma.longoria@wic.co.hidalgo.tx.us

Re: New funding opportunity: WIC Lactation Resource and Training Centers Expansion

From : Julie Stagg (DSHS) <Julie.Stagg@dshs.state.tx.us> Tue, Dec 30, 2014 02:15 PM
Subject : Re: New funding opportunity: WIC Lactation Resource and Training Centers Expansion
To : Norma Longoria <norma.longoria@wic.co.hidalgo.tx.us>, esther carrizales <esther.carrizales@wic.co.hidalgo.tx.us>
Cc : Tracy Erickson (DSHS) <Tracy.Erickson@dshs.state.tx.us>

Please note that this is an 18.5 month contract, and not 17.5 month as mistakenly described below. I miscounted ;-)

From: Stagg,Julie (DSHS)
Sent: Monday, December 22, 2014 8:58 AM
To: Norma Longoria; esther.carrizales@wic.co.hidalgo.tx.us
Cc: Erickson,Tracy (DSHS)
Subject: RE: New funding opportunity: WIC Lactation Resource and Training Centers Expansion

Dear all,

Please find attached the DRAFT statement of work (this still needs to go through internal review and is subject to revision), the work plan template, the cost reimbursement budget, and budget instructions. The maximum funding that is available to you for this opportunity is \$195,000 over 17.5 month contract term (\$130,000 per 12 month period). To help with development of your work plan to set realistic targets, this represents a 47% increase over your current budget through WIC for the Lactation Care Center.

A couple of notes about the goals and objectives in the work plan:

- You should have 3 to 6 goals (one for each service component to be implemented under this Contract). Each goal should have 2-4 objectives that describe the necessary components that will be addressed during the project period toward accomplishing each goal, with a performance measure developed for each objective.
- Note that, for each goal, there should be a performance measure that reflects the reach (e.g. numbers served) of each goal.
- When writing your objectives, please note that it is expected that a written strategic plan will be developed as an activity related to this service component: "mobilize and engage key community partners in locally-appropriate planning activities to promote a shared vision for leveraging resources and to strategically assess, plan, develop,

integrate, and improve coordinated systems of care for lactation support.”

Please let me know if you have any questions. We had talked about having this due on January 12th, and I know that may not be feasible since I have taken longer than intended to get this to you. It's important that we have a final, approved work plan completed by COB January 19th, so please submit the work plan and budget to me no later than **5:00 PM on January 16th** and contact me as you are working on this with any questions that you may have so that we are both comfortable that only minor revisions may be needed before approval.

Thank you,
Julie

Julie Stagg, MSN, RN, IBCLC, RLC
State Women's and Perinatal Health Nurse Consultant
State Breastfeeding Coordinator
Office of Title V and Family Health
Division for Family and Community Health Services
Texas Department of State Health Services
PO Box 149347, MC 1922
Austin, Texas 78714-9347
(512) 776-6917
Fax: (512) 458-7658

--Mothers and babies form an inseparable biological and social unit, and... the health and nutrition of one cannot be divorced from the health and nutrition of the other. **Global Strategy for Infant and Young Child Feeding**

From: Stagg,Julie (DSHS)
Sent: Wednesday, December 17, 2014 1:07 PM
To: 'Norma Longoria'
Subject: FW: New funding opportunity: WIC Lactation Resource and Training Centers Expansion

Good afternoon. As we discussed last week, information about the new opportunity that is offered through DSHS Family Health funding is outlined below. A **draft** scope of work and work plan template will follow later this week.

- Contract Title: WIC Lactation Resource and Training Centers Expansion
- Contract Type: Interagency agreement
- Source of Funding: State General Revenue, Office of Title V and Family Health, Division for Family and Community Health Services, DSHS
- ~~\$180,000-\$240,000 over 17.5 month contract term (\$120,000 — \$160,000 per year)~~ \$195,000 over 17.5 month contract term (\$130,000 per year)
- Contract term: February 15, 2015- August 31, 2016 (option to renew annually thereafter)

Funds are available to implement expanded population-based lactation promotion and support activities through the McAllen Lactation Care Center (administered by Hidalgo County HHS WIC Program). The funding will be used to support accomplishment of the following strategies:

- Expand current lactation support services (e.g. education, counseling, referral) provided to WIC participants at the Lactation Care Center to also include provision of these services to non-WIC participants.
- Develop and implement activities to facilitate systems of referral and counter-referral between WIC, public health partners, payers, and health, health care, and community service providers. Mobilize and engage key community partners in locally-appropriate planning activities to promote a shared vision for leveraging resources and to strategically assess, plan, develop, integrate, and improve systems of care for lactation support.
- Expand outreach, training, and education programs to increase the competencies and skills of maternity service direct care staff, clinicians (e.g. midwives, obstetricians, family physicians, nurse practitioners, and pediatricians), and/or other health professionals who care for women and children to improve the quality of breastfeeding support consistent with the WHO/UNICEF Ten Steps to Successful Breastfeeding and increase continuity of care from pregnancy through the four weeks postpartum and beyond.

Additional activities that may be implemented under this funding opportunity:

- Expand promotion, education and provision of anticipatory guidance on key maternal, infant, and early childhood health topics including, but not limited to, safe sleep, injury prevention, early childhood development and care, infant risk identification and mitigation, appropriate introduction of complementary foods (e.g. avoidance of solids in bottles, delaying introduction of complementary foods to 6 months), importance of medical home, etc.
- Increase access to Peer Counselor mother-to-mother support, including in hospital and community settings.
- Provide enabling services (e.g. round trip taxi vouchers or other transportation services; child care; extended hours; mobile clinics; language services; etc.) to address identified barriers and to increase access to family centered, culturally relevant, timely care.

As we discussed, further guidance will be provided later this week. Please let me know if there are any questions or additional information that may be needed in the interim.

Sincerely,

Julie Stagg, MSN, RN, IBCLC, RLC
State Women's and Perinatal Health Nurse Consultant
State Breastfeeding Coordinator
Office of Title V and Family Health
Division for Family and Community Health Services
Texas Department of State Health Services
PO Box 149347, MC 1922
Austin, Texas 78714-9347
(512) 776-6917
Fax: (512) 458-7658