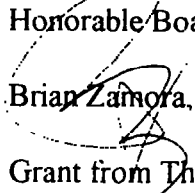


COUNTY OF SAN MATEO  
Departmental Correspondence

Date: January 14, 2002  
Hearing Date: January 29, 2002

TO: Honorable Board of Supervisors  
FROM:  Brian Zamora, Director, Public Health and Environmental Protection  
SUBJECT: Grant from The Children and Families First Commission to Promote Breastfeeding

RECOMMENDATION

1. Adopt a resolution authorizing the President of the Board of Supervisors to execute an agreement with the Children and Families First Commission to expand services provided by the WIC Breastfeeding Care Center.

Background

The WIC program is targeted to low-income pregnant and breastfeeding women, infants, and children up to five years of age, determined by a health professional to be at "nutritional risk".

From September 1993 through July 1994, only 28% of the San Mateo WIC clients initiated breastfeeding; 11.6% of which continued for five or more months. Since that time, the San Mateo County WIC program, in collaboration with other interested San Mateo County health care providers, has worked to increase the breastfeeding initiation and duration rate of participants. In 1995, WIC formed the Breastfeeding Care Center (BCC) with discretionary funds from the California WIC Branch. The WIC BCC took the lead in collaborative efforts of the San Mateo County health care providers to increase the breastfeeding initiation and duration rate.

The November 2000 WIC report indicated that 73% of San Mateo WIC babies aged four weeks or younger were breastfed and 41% of babies aged six months were still breastfed. However, less than 12% of WIC babies were exclusively breastfed. Enhancing and expanding existing Breastfeeding Care Center resources and services is needed to promote and support breastfeeding among WIC clients to meet the project goal.

Discussion

One of the goals of the Children and Families First Commission (CFFC) is for all children to have

good health. An objective related to this goal is to increase the percent of new mothers who breastfeed. There are many physical benefits associated with children who are breastfed, including promoting attachment between mother and infant. Earlier this year, the WIC program submitted a grant application to CFFC and subsequently, a grant in the amount of \$738,120 was awarded to promote breastfeeding in San Mateo County.

The funding provided by the CFFC will enhance the current breastfeeding support services provided by the county to WIC mothers. It will support program planning, as well as oversight of and direction to support staff. Intensive breastfeeding education and support to WIC mothers will be available at all six WIC sites.

Outcome Objectives

The following outcome objectives related to this project will be measured in 2001-2002:

Performance Measures	Nov. 2000 Actual	2001-02 Objectives
Increase the percent of WIC clients who initiate breastfeeding	73%	75%
Increase the percent of exclusively breastfed babies	12%	20%
Increase the percent of WIC mothers who are still breastfeeding their babies at six months	41%	50%

Term and Fiscal Impact

The term of the contract will be July 1, 2001 to June 30, 2002. It is renewable yearly until June 30, 2004. The total funding from the grant is \$738,120 over a three-year period, \$272,369 for FY 2001-02; \$245,132 for FY 2002-03, and \$220,619 for FY 2003-04. This grant covers the costs of additional staff time, operating costs, capital expenditures, and some indirect costs. \$272,369 in expenditures and revenue were included in the FY 2001-02 budget. There is no new net county cost.

RECOMMENDED

  
HEALTH SERVICES DEPARTMENT

RESOLUTION NO. \_\_\_\_\_

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

\* \* \* \* \*

RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT WITH CHILDREN  
AND FAMILIES FIRST COMMISSION TO PROMOTE BREASTFEEDING

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that:

WHEREAS, there has been presented to this Board of Supervisors for its consideration and acceptance an agreement, reference to which is hereby made for further particulars, whereby Children and Families First Commission shall expand services provided by the WIC Breastfeeding Care Center; and

WHEREAS, this Board has been presented with a form of the Agreement and has examined and approved it as to both form and content and desires to enter into the Agreement:

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board hereby authorizes the President of this Board of Supervisors to execute said Agreement with Children and Families First Commission for and on behalf of the County of San Mateo, and the Clerk of this Board shall attest the President's signature thereto.

**AGREEMENT BETWEEN  
SAN MATEO COUNTY CHILDREN & FAMILIES FIRST COMMISSION  
AND  
SAN MATEO COUNTY HEALTH SERVICES AGENCY, DIVISION OF PUBLIC HEALTH  
(WIC PROGRAM)**

**THIS AGREEMENT** is entered into this 1<sup>st</sup> day of July, 2001, by and between the San Mateo County Children & Families First Commission, hereinafter called "Commission," and San Mateo County Health Services Agency, Division of Public Health (WIC Program), hereinafter called "Contractor."

**W I T N E S S E T H :**

**WHEREAS**, pursuant to Health & Safety Code Section 130100 et seq., Commission may contract with independent contractors for the furnishing of such services to or for the Commission; and

**WHEREAS**, the Exhibit A, Project Services and Exhibit B, Payments, are attached hereto and incorporated by reference herein;

**WHEREFORE**, the Commission and Contractor agree as follows:

1. **Services to be Performed**

In consideration of the payments hereinafter set forth in Exhibit B, attached hereto and incorporated by reference herein, Contractor under the general direction of the Executive Director of the Commission, or his/her authorized representative, with respect to the product or result of Contractor's services, shall perform services as described in Exhibit A, attached hereto and incorporated by reference herein, which includes: conducting breastfeeding classes to WIC clients; purchasing and providing incentive items for nursing mothers; establishing and staffing a toll-free breastfeeding help line; making phone calls to pregnant WIC clients; providing in-service training for healthcare providers; conducting breastfeeding outreach and media activities; and purchasing and providing loans of electric breast pumps to working mothers. Contractor shall ensure compliance with all state, federal and local laws or rules applicable to performance of the work required under this contract.

Exhibits A and B and their attachments reflect the scope of work and budget for the first year of the contract, July 01, 2001 to June 30, 2002. It is understood and agreed that Contractor will submit an updated scope of work and budget for each succeeding year by June 01, 2002 and 2003, respectively and receive written approval from the Executive Director, after consultation with the Chair of the Commission, prior to commencing the second and third year provided, however, that there shall be no change in the maximum amount payable under this Agreement. It is anticipated that the scope of work and budget will be amended, with written approval of the Executive Director, upon review of the Contractor's prior year's progress reports.

2. **Contract Term**

The term of this Agreement shall be from July 01, 2001 to June 30, 2004, subject to the termination provisions noted in paragraph 8, and subject further to the agreement provided for in paragraphs 3.C and 12, that there are reports due followed by evaluation and final payment which occur after June 30, 2004. Contractor further agrees that the requirements of this Agreement pertaining to retention of records in paragraph 9, and title in paragraph 10, shall survive the termination of this Agreement.

3. **Payments**

A. **Maximum Amount**. In full consideration of Contractor's performance of the services described in Exhibit A, the amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed SEVEN HUNDRED AND THIRTY EIGHT THOUSAND, ONE HUNDRED AND TWENTY DOLLARS (\$738,120) for the term as follows: Year 1 - \$272,369 (July 2001 – June 2002), Year 2 - \$245,132 (July 2002 – June 2003), and Year 3 - \$220,619 (July 2003 – June 2004).

- B. **Rate of Payment.** The rate of payment shall be as specified in Exhibit B. Each payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director, on behalf of the Commission.
- C. **Time Limit for Submitting.** Contractor shall submit semi-annual progress reports within 30 days of completion of the 6<sup>th</sup> and 12<sup>th</sup> month of each funded year under this Agreement for services to the Commission for payment in accordance with the provisions of Exhibit B. The first report, therefore, shall be due January 31, 2002. Guidelines for progress reports will be provided by the Commission staff and shall include a descriptive narrative, tracking of the approved timeline and work plan, and a detailed financial accounting of all grant funds spent in comparison with the approved budget. The Commission must approve any substantial changes to the approved work plan and/or timeline. The Commission staff will provide guidelines for such changes.
- D. **Availability of Funds.** Payment for all services provided pursuant to this Agreement is contingent upon the availability of funds under Proposition 10. In the event such funds are not provided or not available to the San Mateo County Children & Families First Commission, the Commission shall not be liable for any payment whatsoever; including, but not limited to, payments that are based on Commission funds. The Commission may terminate the agreement for unavailability of State funds. In this event, the Commission shall, through its Executive Director, inform Contractor of such unavailability as soon as it is known, and to the extent legally possible pay all outstanding amounts due.
- E. **Supplantation.** Funds pursuant to this Agreement are provided pursuant to Proposition 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Contractor shall not use funds under this Agreement to supplant existing resources or services.

#### 4. **Relationship of Parties**

Contractor agrees and understands that the work/services performed under this Agreement are performed as an Independent Contractor to the Commission and this contract does not confer any rights, privileges, powers or advantages of the Commission or County employees upon Contractor.

#### 5. **Non-Discrimination**

Contractor shall comply with the non-discrimination requirements described below:

- A. **Non-Discrimination - General.** No person shall, on the grounds of age (over 40), ancestry, creed, color, disability, marital status, medical conditions, national origin, political or religious affiliation, race, sex, sexual orientation or any non-job-related criteria be excluded from participation in, be denied the benefits, or be subjected to discrimination under this Agreement.
- B. **Non-Discrimination - Employment.** Contractor shall ensure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations, for all employees under this Agreement. Contractor's equal employment opportunity policies shall be made available to the Commission upon request.

Violation of the non-discrimination provisions of this Agreement shall be considered a breach of this Agreement and subject the Contractor to penalties, to be determined by the Executive Director after consultation with the Chair of the Commission, including but not limited to:

i) termination of this Agreement; ii) disqualification of the Contractor from bidding on or being awarded a Commission or County of San Mateo contract for a period of up to 3 years; iii) liquidated damages of \$2,500 per violation; iv) imposition of other appropriate contractual and civil remedies and sanctions, as determined by the Executive Director, on behalf of the Commission.

To effectuate the provisions of this paragraph, the Executive Director shall have the authority to: i) examine Contractor's employment records with respect to compliance with this paragraph; ii) set off all or any portion of the amount described in this paragraph against amounts due to Contractor under the Contract or any other Contract between Contractor and the Commission or the County of San Mateo. Contractor shall report to the Executive Director the filing by any person in any court of any complaint of discrimination or the filing by any person of any and all charges with the Equal Employment Opportunity Commission, the Fair Employment and Housing Commission or any other entity charged with the investigation of allegations within 30 days of such filing, provided that within such 30 days such entity has not notified Contractor that such charges are dismissed or otherwise unfounded. Such

notification shall include the name of the complainant, a copy of such complaint and a description of the circumstance. Contractor shall provide the Commission with a copy of its response to the Complaint when filed.

6. **Child Abuse Prevention and Reporting.**

Contractor agrees to ensure that all known or suspected instances of child abuse or neglect are reported to a child protective agency as defined in Penal Code Section 11165.9. This responsibility shall include:

- A. A requirement that all employees, consultants, or agents performing services under this contract who are required by Penal Code Section 11166(a), to report child abuse or neglect, sign a statement that he or she knows of the reporting requirement and will comply with it.
- B. Establishing procedures to ensure reporting even when employees, consultants, or agents who are not required to report child abuse under Penal Code 11166(a), gain knowledge of, or reasonably suspect that a child has been a victim of abuse or neglect.
- C. Contractor agrees that its employees, subcontractors, assignees, volunteers, and any other persons who provide services under this contract and who will have supervisory or disciplinary power over a minor or any person under his or her care (Penal 11105.3) will be fingerprinted in order to determine whether they have a criminal history which would compromise the safety of children with whom Contractor's employees, subcontractors, assignees or volunteers have contact. All fingerprinting services will be at Commission's sole discretion and Contractor's sole expense.

7. **Assignments and Subcontracts**

- A. Without the written consent of the Executive Director of the Commission or his/her designee, this Agreement is not assignable in whole or in part. Any assignment by Contractor without the written consent of the Executive Director of the Commission or his/her designee violates this Agreement and shall automatically terminate this Agreement.
- B. All assignees, subcontractors, or consultants approved in writing by the Executive Director of the Commission or his/her designee shall be subject to the same terms and conditions applicable to Contractor under this Agreement, and Contractor shall be liable for the assignee's, subcontractor's or consultant's acts and/or omissions.

8. **Termination of Agreement**

The Executive Director, after consultation with the Chair of the Commission, may at any time from execution of Agreement, terminate this Agreement, in whole or in part, for the convenience of the Commission, by giving written notice specifying the effective date and scope of such termination. Termination shall be effective on a date not less than thirty days from notice. In the event of termination, all finished or unfinished documents, data, studies, maps, photographs, reports, and materials (hereafter referred to as materials) prepared by Contractor under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission. In the event of termination, Contractor shall be paid for all work satisfactorily performed until termination, except where the contracting department determines the quality or quantity of the work performed is unacceptable. Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed to the work/services required by the Agreement.

9. **Records**

- A. Contractor agrees to provide to the Commission, to any Federal or State department having monitoring or reviewing authority, to Commission's authorized representatives and/or their appropriate audit agencies upon reasonable notice, access to and the right to examine and audit all records and documents necessary to determine compliance with relevant Federal, State, and local statutes, rules and regulations, and this Agreement, and to evaluate the quality, appropriateness and timeliness of services performed.
- B. Contractor shall maintain and preserve all records relating to this Agreement in its possession of any third party performing work related to this Agreement for a period of four (4) years from the termination date of this Agreement, or until audit findings are resolved, whichever is greater.
- C. All data produced or compiled by Contractor shall be considered confidential unless it can be obtained as

public record and shall not be shared with a third party without the prior written consent of the Commission. All data produced, compiled, and obtained in connection with the performance of this contract shall not be disclosed without the prior consent of the Commission.

**10. Title**

All products and concepts, however recorded, prepared or generated by the Contractor in the performance of this Agreement shall be the exclusive property of the San Mateo County Children & Families First Commission. The term "product" as used in the Agreement shall include, but will not be limited to, documentation, findings, design, report, form, evaluation, method of analysis, system, software developed, design documents and concepts related to the work under this Agreement. This Agreement shall preclude Contractor from using or marketing products developed or originated for the Commission hereunder unless and until the parties execute a marketing agreement. All products, inventions, discoveries and improvements developed in the performance of this Agreement while using Commission facilities, including hardware and software shall be the property of the Commission. It shall be presumed that any product, invention, discovery or improvement was developed using Commission facilities unless Contractor is able to show by documented proof that such invention, discovery or improvement was developed solely with Contractor's facilities. If such product, invention, discovery or improvement shall be determined to be the property of Contractor, Commission shall be granted a nonexclusive, irrevocable, royalty free license to use said invention, discovery or improvement.

**11. Compliance with Applicable Laws**

All services to be performed by Contractor pursuant to this Agreement shall be performed in accordance with all applicable Federal, State, County and Municipal laws, ordinances, regulations, including but not limited to appropriate licensure, certification regulations, confidentiality requirements and applicable quality assurance regulations.

**12. Program Monitoring and Evaluation**

Contractor shall track achievement of program objectives and the process and outcome measures for this project as they are described in the scope of work, as amended pursuant to this Agreement. Contractor shall cooperate with any Evaluator hired by the Commission to aid in the evaluation process. Contractor shall collect client level data for each funded year and shall participate in a countywide and statewide evaluation of the effectiveness of Proposition 10 efforts, whether it occurs during or after the term of this contract. Contractor shall submit reports as requested by the Executive Director or the Evaluator, and comply with reports as required in the Program Handbook, which include the following:

1. A semi-annual and year-end progress report of each funded year.
2. An evaluation plan within 90 days of the effective date of this contract, thereby being due October 1, 2001 or as agreed upon by the Executive Director, after consultation with the Chair of the Commission.
3. A year-end evaluation report of each funded year.

**13. Alteration of Agreement**

This Agreement is entire and contains all the terms and conditions agreed upon by the parties. No alteration or variation shall be valid unless made in writing and signed by the parties hereto, or as permitted by the terms of this Agreement, and no oral understanding or agreement shall be binding on the parties hereto.

**14. Notice**

A. Any notice, request, demand or other communication required or permitted hereunder shall be deemed to be properly given when deposited in the United States mail, postage prepaid, addressed:

- 1) In the case of Commission, to:  
Kris Perry, Executive Director  
Children and Families First Commission  
264 Harbor Blvd., Bldg. A  
Belmont, CA 94002  
Phone: (650) 802-5090

2) In the case of Contractor, to:  
Yuchi Yang, Coordinator  
WIC Program  
225 W. 37<sup>th</sup> Avenue  
San Mateo, CA 94403  
(650) 573-2954

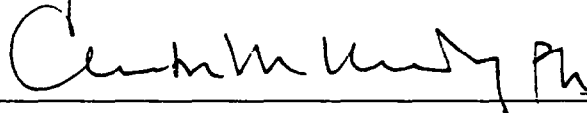
**B. Controlling Law**

The validity of this Agreement and of its terms or provisions, as well as the rights and duties of the parties hereunder, the interpretation and performance of this Agreement shall be governed by the laws of the State of California.

**IN WITNESS WHEREOF**, the parties hereto, by their duly authorized representatives, have affixed their hands.

COUNTY OF SAN MATEO

CHILDREN & FAMILIES FIRST COMMISSION



\_\_\_\_\_  
*President, Board of Supervisors*

\_\_\_\_\_  
*Chair, Children & Families First Commission*

7-17-2007

\_\_\_\_\_  
*Dated*

\_\_\_\_\_  
*Dated*

19540

\_\_\_\_\_  
*Budget Unit*



## EXHIBIT A

### PROJECT SERVICES

Pursuant to the Agreement for Services between The San Mateo County Children & Families First Commission and San Mateo County Health Services Agency, Division of Public Health (WIC Program) entered onto on July 01, 2001, Contractor shall provide the following services as described in Attachment A, attached hereto and incorporated by reference herein, over the term of this contract from July 01, 2001 to June 30, 2004.

Attachment A reflects the scope of work for the first year of the contract, July 01, 2001 to June 30, 2002. It is understood and agreed that Contractor will submit an updated scope of work for each succeeding year by June 01, 2002 and 2003, respectively and receive written approval from the Executive Director, after consultation with the Chair of the Commission, prior to commencing the second and third year provided, however, that there shall be no change in the maximum amount payable under this Agreement. It is anticipated that the scope of work will be amended, with written approval of the Executive Director, upon review of the Contractor's prior year's progress reports.

Contractor will use service delivery improvement and systems change strategies to:

1. Increase the number of pregnant women who initiate and sustain breastfeeding through education that consists of:
  - a) Conducting breastfeeding classes in Spanish and English to 3,000 WIC clients and 1,500 non-WIC clients
  - b) Purchasing and providing incentive items for class attendees
  - c) Conducting outreach (distribute flyers, attend health fairs, place ads, reminder calls) about breastfeeding classes.
2. Increase the number of pregnant women who initiate and sustain breastfeeding by providing Breastfeeding Care Center (BCC) support services that consist of:
  - a) Establishing and staffing a toll-free breastfeeding help line
  - b) Purchasing and providing incentive items for nursing mothers
  - c) Making phone calls to all pregnant WIC clients within 2 weeks prior to their due date.
3. Increase the number of pregnant women who initiate and sustain breastfeeding through community outreach activities that consist of:
  - a) Providing breastfeeding in-service training for health care providers
  - b) Conducting breastfeeding outreach activities (ads on SamTrans lines and in media)
  - c) Participating in community fairs.
4. Increase the number of pregnant women who initiate and sustain breastfeeding through loans of electric breast pumps to working or full-time student mothers who are exclusively breastfeeding.
  - a) Providing breast pumps to moms
  - b) Educating mothers on how to maintain milk supply while separated from baby.

**EXHIBIT B**

**PAYMENTS**

Pursuant to the Agreement for Services between The San Mateo County Children & Families First Commission and San Mateo County Health Services Agency, Division of Public Health (WIC Program) entered onto on July 01, 2001, the Commission shall pay, as described in Attachment B, attached hereto and incorporated by reference herein, to the San Mateo County Public Health Division (WIC Program) for services rendered, over the term of this contract from July 01, 2001 to June 30, 2004.

Attachment B reflects the budget for the first year of the contract, July 01, 2001 to June 30, 2002. It is understood and agreed that Contractor will submit an updated budget for each succeeding year by June 01, 2002 and 2003, respectively and receive written approval from the Executive Director, after consultation with the Chair of the Commission, prior to commencing the second and third year provided, however, that there shall be no change in the maximum amount payable under this Agreement. It is anticipated that the budget will be amended, with written approval of the Executive Director, upon review of the prior year's progress reports. It is also understood that contractor may earn money from funds received under this contract. Any monies earned from investments or otherwise shall be expended on services provided under this contract. Provision for expenditure of this money shall be included in the budgets for years two and three.

1. The Commission shall pay Contractor based on a 50/40/10 formula whereby 50% of the Maximum Amount of the annual award shall be released to the Contractor upon approval and execution of the contract. After a review of the Contractor's Semi-Annual Progress Report, 40% of the Maximum Amount of the annual award shall be released. The remaining 10% shall be released after a review of the Contractor's Annual Progress Report (see schedule below).

Guidelines for the progress reports will be provided by the Commission staff and shall include a descriptive narrative, tracking of the approved timeline and work plan (scope of work), and a detailed financial accounting of all grant funds spent in comparison with the approved budget.

2. Payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director, on behalf of the Children & Families First Commission.
3. The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed \$738,120 for the contract term, July 01, 2001 to June 30, 2004.
4. Payment is contingent upon satisfactory performance, appropriate grant management, and timely reporting.
5. Contractor shall expend funds received, in accordance with the budget as described in Attachment B, attached hereto and incorporated by reference herein, or as approved later by the Executive Director, on behalf of the Commission.

Year 1	Year 2	Year 3
<b>Maximum Amount:</b>	<b>Maximum Amount:</b>	<b>Maximum Amount:</b>
<b>\$272,369</b>	<b>\$245,132</b>	<b>\$220,619</b>
<b>Funding: 50/40/10</b>		
Year 1	Year 2	Year 3
50% - \$136,185	50% - \$122,566	50% - \$110,310
40% - \$108,948	40% - \$98,053	40% - \$88,248
10% - \$27,236	10% - \$24,513	10% - \$22,061

**Children & Families First Commission of San Mateo County  
Scope of Work Chart for Implementation Grants (Year One)**

**Lead Agency Name:** San Mateo County Health Services Agency, Division of Public Health (WIC Program)

**Measurable Objective:** Increase the number of pregnant women who initiate and sustain breastfeeding through education.

<b>Total Unduplicated clients served under this objective:</b>			
Children 0-5: <input type="checkbox"/>	Families of 0-5s: <input checked="" type="checkbox"/> 1500 WIC	Providers of 0-5s: <input type="checkbox"/>	Other: <input type="checkbox"/>
Describe:	Describe: <u>Pregnant women</u>	Describe:	Describe:
<b>Major activities and timelines</b>	<b>Staff or agency responsible</b>	<b>Documentation/ Process Measures:</b>	<b>Expected measurable outcomes/results:</b>
<ol style="list-style-type: none"> <li>Revise/update 60-minute breastfeeding class curriculum. (1<sup>st</sup> Quarter)</li> <li>Conduct breastfeeding classes in English and Spanish 50 classes each quarter (1<sup>st</sup> – 4<sup>th</sup> quarter).</li> <li>Provide incentive item (i.e. nursing pads) for attending class.</li> <li>Conduct outreach about breastfeeding classes. Develop flyer to distribute to offices. (1<sup>st</sup> Quarter) Attend health fairs. (ongoing) Place ads in selected media. (2<sup>nd</sup> Quarter) Reminder calls before scheduled classes. (ongoing)</li> </ol>	Project coordinator and Project community workers	<p><b>60-minute class offered to 1500 WIC clients and 500 non-WIC clients</b></p> <p><b>Keep attendance logs of all classes</b></p> <p><b>Give incentive item (i.e. nursing pads) to all attendees.</b></p>	<p><b>Offer 200 BF classes in 5 sites.</b></p> <p>60% of attendees will show increased knowledge of breastfeeding by measuring a sample (10%) of classes through a post test.</p> <p>60% of attendees will show improved attitude toward breastfeeding by measuring a sample (10 %) of classes through a post test.</p> <p><b>Long term goals:</b></p> <p><b>75% of WIC clients will initiate breastfeeding</b></p> <p><b>50% will breastfeed at least 6 months</b></p>

**Children & Families First Commission of San Mateo County  
Scope of Work Chart for Implementation Grants (Year One)**

**Lead Agency Name:** San Mateo County Health Services Agency, Division of Public Health (WIC Program)

**Measurable Objective:** Increase the number of pregnant women who initiate and sustain breastfeeding by providing BCC support services.

<b>Total Unduplicated clients served under this objective:</b>			
Children 0-5: <input type="checkbox"/>	Families of 0-5s: 1500	Providers of 0-5s: <input type="checkbox"/>	Other: <input type="checkbox"/>
Describe: _____	Describe: <u>Parents/primary caregivers</u>	Describe: _____	Describe: _____
<b>Major activities and timelines</b>	<b>Staff or agency responsible</b>	<b>Documentation/ Process Measures:</b>	<b>Expected measurable outcomes/results:</b>
<ol style="list-style-type: none"> <li>1. Establish a direct toll free breastfeeding helpline. To be answered by community worker and callers 5 Days/week (business hours ) voice mail (after hours) Questions answered and referrals given. (ongoing)</li> <li>2. Select &amp; purchase incentive items (e.g. nursing pads, picture frames, water bottles, insulated lunch bags, books, mirrors) (1st Quarter and ongoing)</li> <li>3. Provide incentive items to nursing mothers prenatally and at enrollment, 3-4 months, 6 months, 9 months, and 12 months postpartum. (ongoing)</li> <li>4. Phone calls made to all pregnant WIC clients within 2 weeks prior to their due date and thereafter as needed.               <ul style="list-style-type: none"> <li>- Call to answer any questions they might have and to encourage early initiation of breastfeeding.</li> <li>- Remind them to call helpline if any questions following delivery about breastfeeding.</li> <li>- Encourage early enrollment of baby in WIC.</li> </ul>               All (ongoing)             </li> </ol>	<p>Project Coordinator and</p> <p>Project Community Workers</p>	<p><b>Phone log</b></p> <p><b>Conduct 400 Infant Feeding Survey annually.</b></p>	<p><b>Expected to receive 60 calls per month to total 720 calls in a year.</b></p> <p><b>90% of those surveyed will have found the BCC support services to be helpful.</b></p> <p><b>Long term goals:</b></p> <p><b>75% of WIC clients will initiate breastfeeding</b></p> <p><b>50% will breastfeed at least 6 months</b></p>

**Children & Families First Commission of San Mateo County  
Scope of Work Chart for Implementation Grants (Year One)**

**Lead Agency Name:** San Mateo County Health Services Agency, Division of Public Health (WIC Program)

**Measurable Objective:** Increase the number of pregnant women who initiate and sustain breastfeeding through community outreach activities.

**Total Unduplicated clients served under this objective:**

Children 0-5:  Families of 0-5s:  1500 Providers of 0-5s:  25 Other:  1,000 per year

Describe: Describe: Mothers & family members Describe: Physicians, public health nurses, registered dietitians & community workers Describe: General population

Major activities and timelines	Staff or agency responsible	Documentation/ Process Measures:	Expected measurable outcomes/results:
<p>1. Breastfeeding inservices will be available for health care providers depending on individual needs.</p> <ul style="list-style-type: none"> <li>- Provide office inservices for healthcare provider offices. (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Q)</li> <li>- Develop Breastfeeding Resource Guide. (1st Q) Sponsor UCLA Lactation Educator Program in San Mateo County. (2nd Q)</li> </ul> <p>2. Conduct breastfeeding outreach activities including media.</p> <ul style="list-style-type: none"> <li>- Arrange to have bus signs placed on selected SamTrans lines. (1st Q)</li> <li>- Place notices of free breastfeeding classes in appropriate media. (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Q)</li> </ul> <p>3. Participate in community fairs and outreach activities. (20 fairs/activities) (ongoing)</p>	<p>Proj Coord and Project Comm Workers</p>	<p><b>Log of attendees at inservices</b></p> <p><b>Distribution list of Resource Guide and log of those who receive Guide</b></p> <p><b>List of participants attending the UCLA CLE Course</b></p> <p><b>Log of contacts at fairs</b></p>	<p><b>60% of healthcare providers will show an increased knowledge or attitude about breastfeeding through posttests.</b></p> <p><b>25 healthcare workers will receive 30-45 minute inservice on breastfeeding.</b></p> <p><b>Bus signs will be placed in the first year in all SamTrans lines.</b></p> <p><b>Long term goals:</b></p> <p><b>75% of WIC clients will initiate breastfeeding</b></p> <p><b>50% will breastfeed at least 6 months</b></p>

**Children & Families First Commission of San Mateo County  
Scope of Work Chart for Implementation Grants (Year One)**

**Lead Agency Name:** San Mateo County Health Services Agency, Division of Public Health (WIC Program)

**Measurable Objective:** Increase the number of pregnant women who initiate and sustain breastfeeding through loans of electric breast pumps to working or fulltime students mothers who are exclusively breastfeeding.

**Total Unduplicated clients served under this objective:**

Children 0-5: <input type="checkbox"/>	Families of 0-5s: <input checked="" type="checkbox"/> 150	Providers of 0-5s: <input type="checkbox"/>	Other: <input type="checkbox"/> 1,000 per year
Describe:	Describe: <u>Nursing mothers</u>	Describe:	Describe: Employers, legislators, & general population

Major activities and timelines	Staff or agency responsible	Documentation/ Process Measures:	Expected measurable outcomes/results:
<p>1. Provide free electric breast pump loan program to exclusively breastfeeding moms returning to work or school. (ongoing)</p> <ul style="list-style-type: none"> <li>- WIC clients who are returning to work will be oriented to how to use an electric pump.</li> <li>- Personal pump kit will be given to each mom for her own use.</li> <li>- Phone follow up to the mom will be conducted to monitor use and to ensure she remains a WIC client.</li> </ul> <p>2. Mothers will be educated on how to maintain milk supply while separated from baby. (ongoing)</p> <ul style="list-style-type: none"> <li>- Individualized instruction on:                             <ul style="list-style-type: none"> <li>♦ pumping and storage of breast milk</li> <li>♦ pumping frequency while at work</li> <li>♦ needs of working/nursing mother at work</li> </ul> </li> </ul>	<p>Proj. Coord and Project Comm workers</p>	<p><b>Loan contract</b></p>	<p><b>50 breast pumps will be loaned to working mothers or fulltime students at any one time.</b></p> <p><b>Long term goals:</b></p> <p><b>75% of WIC clients will initiate breastfeeding</b></p> <p><b>50% will breastfeed at least 6 months</b></p> <p><b>20% of WIC infants under 12 months of age will be exclusively breastfed based on available data from WIC monthly reports</b></p>

**BUDGET NARRATIVE (WIC)****I. PERSONNEL**

## Amount Requested

1. Breastfeeding Care Coordinator: (1 FTE)

Year 1

Year 2

Year 3

Budget amount includes funding for a Community Program Specialist III 0.5 FTE for July, August, and Sep 2001 and 1.0 FTE from Oct 2001 to end of three years. Responsibilities include: 1) Coordinating all breastfeeding activities, 2) Overseeing activities of the Community Workers II, 3) Promoting breastfeeding to health providers, women and family members, 4) Providing high risk counseling, 5) Serving as chair of the Collaborative, 6) Providing breastfeeding training to Community Workers 7) Providing reports to the Commission.

\$52,652

\$65,228

\$68,488

2. Community Workers II: (2FTE)

\$77,626

\$81,494

\$85,569

Budget amount includes funding for 4 half-time Community Workers II. Responsibilities include: 1) Providing individual counseling and group classes on the benefits and techniques of breastfeeding, 2) Answering breastfeeding helpline, 3) Conducting outreach and breastfeeding promotion to health care providers and target communities, 4) Entering client information into database, 5) Assisting with revisions to Breastfeeding Guides, education materials, and assessment tools, 6) Coordinating Electric Breast Pump Loan Program, 7) Maintaining an up to date Resource list.

3. Benefits: (31%)

\$40,386

\$45,483

\$47,758

Benefits are calculated at 31% and include FICA, unemployment insurance, health benefits, state disability insurance, worker's compensation and retirement benefits.

4. Subtotal Personnel

\$170,664

\$192,205

\$201,815

**II. OPERATING EXPENSES**

	Year 1	Year 2	Year 3
<b>1. Rent &amp; Utilities:</b> Estimated costs for rent includes expenses for counseling area, office, and storage area. Expenses for utilities are covered under indirect costs for all three years.	\$13,000	\$13,000	\$11,601
<b>2. Telephone Communications:</b>  Covered under indirect costs.	\$0	\$0	\$0
<b>3. Postage Mailing:</b> Most of this expense is covered under indirect costs, but since breastfeeding promotion requires a significant amount of bulk mailing, a nominal amount has been included in the budget to help cover these.	\$1,000	\$1,000	\$293
<b>4. Office Supplies &amp; Materials:</b>  Office supplies are covered under in kind support.	\$0	\$0	\$0
<b>5. Media:</b>  Estimated expenses include: \$5,000 for Internal Transit Displays on Samtrans and Caltrain, \$3,500 for other advertisements and the remaining funds for the costs of developing and printing educational materials and program posters.	\$12,500	\$5,233	\$0
<b>6. Travel:</b>  Mileage reimbursement for the Breastfeeding Care Coordinator and Community Workers at .345 cents per mile for three years.	\$1,000	\$1,000	\$856
<b>7. Training Conferences:</b>  Estimated costs include expenses for staff to attend Conferences to remain up to date on breastfeeding issues.	\$6,000	\$3,000	\$0
<b>8. Contractor</b> (hourly rate \$60-80/hour)  We would hire an evaluator to develop, test and rewrite an evaluation tool for evaluations needed for project.	\$9854	\$0	\$0



9. Other

Materials include <u>breastfeeding supplies</u> such as breast pads, lanolin, nipple shields, manual breast pumps, breast shells, and supplemental devises. Materials also include <u>breastfeeding incentives and promotional items</u> such as diaper bags, water bottles, magnets, stickers, safety plugs, and pens. This line item also includes funds for <u>educational materials</u> such as Breastfeeding Guides (to be developed & distributed to health care providers in year one), and other educational materials, which are culturally appropriate and address the issues of breastfeeding for the general population. Materials will be selected and purchased during year one and year two.	\$12,500	\$8,684	\$0
	\$15,000	\$6,000	\$0
	\$7,000	\$5,400	\$0

<b><u>Subtotal of Operating Expenses</u></b>	\$77,854	\$43,317	\$12,750
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<b>III. CAPITAL EXPENDITURE:</b>	\$5,800	\$0	\$0
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Five electric breast pumps (\$620 each) to be loaned to Exclusively Breastfeeding mothers returning to work. Digital infant weight Measurement scale (\$1,100) for breastfeeding assessment. A computer (\$1,000) and a printer (\$600) for inputting data, storing data and generating reports.

<b>IV. INDIRECT COSTS:</b>	\$18,051	\$9,610	\$6,054
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(6%) of Personnel Costs. Year one indirect costs calculated at 10%, Year two at 5%, Year 3 at 3%. Indirect costs cover: utilities, postage, telephone, travel and office Supplies.

<b><u>TOTAL PROGRAM COSTS</u></b>	\$272,369	\$245,132	\$220,619
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In Kind Support: Includes WIC staff support, administrative staff support, computer system support, custodial services, and donated educational materials such as pamphlets and videotapes.