



Champions For Our Children

November 19, 2009

COMMISSIONERS

Los Angeles County Supervisor
Don Knabe
Chair

Marvin J. Southard, D.S.W.
Vice Chair

Nancy Au
Jane Boeckmann

Jonathan E. Fielding, M.D., M.P.H.

Neal Kaufman, M.D., M.P.H.

Evangelina R. Stockwell, Ed.D.

Corina Villaraigosa

Carolyn R. Wilder

EX OFFICIO MEMBERS

Duane Dennis

Jacquelyn McCroskey, D.S.W.

Deanne Tilton

Harriette F. Williams, Ed.D.

EXECUTIVE DIRECTOR

Evelyn V. Martinez

750 N. Alameda Street
Suite 300
Los Angeles, CA 90012
ph: 213.482.5902
fax: 213.482.5903
www.first5la.org
contact@first5la.org

A public entity.

Dear Hospital Applicant:

First 5 LA is issuing this Request for Proposals (RFP) to eligible hospitals committed to seeking the Baby-Friendly Hospital designation from Baby-Friendly USA.

The goal of the First 5 LA Best Start LA (BSLA) Baby-Friendly Hospital Project is to increase the exclusive breastfeeding rate throughout Los Angeles County by supporting up to 20 selected hospitals in their efforts to attain the Baby-Friendly Hospital designation. The purpose of Best Start LA is to optimize the social, emotional, cognitive, language, physical and motor development of our youngest children within the context of the multiple environments that affect their development: (1) Pregnancy; (2) Nurturing Relationships; (3) Family; (4) Early Care and Education; (5) Early Intervention and (6) Neighborhoods and Communities.

The BSLA Baby-Friendly Hospital Project will enhance and support a continuum of care to improve initiation and duration of breastfeeding by improving breastfeeding policies and procedures in birthing hospitals to increase exclusive breastfeeding at discharge. This improvement in breastfeeding policies will also support BSLA's outcome of strengthened "attachment and bonding" between mother and child as it is aimed at increasing exclusive breastfeeding. These outcomes further support the goals outlined in the new Strategic Plan in the goals of ensuring that children maintain healthy childhood weight and are safe from child abuse and neglect.

In response to this RFP, applicants must complete and submit their proposal and all required documents online to First 5 LA.

Proposals must be received by 5:00 p.m. on January 12, 2010. Mailed, faxed or email submissions will not be accepted. For additional information or further questions, please send an e-mail to: Lucy Lin, Program Officer, at babyfriendly@first5la.org.

Thank you for your continued commitment to children and families and your support of the vision and mission of First 5 LA.

Sincerely,


Evelyn V. Martinez
Executive Director