

**FIRST 5 LA
BEST START LA BABY-FRIENDLY HOSPITAL
REQUEST FOR PROPOSALS (RFP)**

FREQUENTLY ASKED QUESTIONS

1. Our hospital representatives were unable to attend the December 7, 2009 information session. Is attendance at that meeting required to be eligible to apply for the RFP?

It was not mandatory to attend the December 7, 2009 information session in order to apply for the BSLA Baby-Friendly Hospital Project RFP. Questions asked and answered at the information session will be posted on the RFP webpage as Frequently Asked Questions (FAQ). Please check the website periodically for the most up-to-date FAQ.

2. Can the nursery be used for healthy infants because of “overflow” at the hospital?

A Baby-Friendly designation can only be achieved if the hospitals practice rooming-in for mothers and their babies and not separate couplets by placing the infants in the nursery. If the hospital is experiencing “overflow” and cannot comply with the non-use of the nursery for healthy infants, the hospital may submit a proposal for this RFP at the time of the next funding cycle, expected in the summer of 2010.

3. What evaluation is the hospital responsible for?

The First 5 LA Baby-Friendly Hospital Project evaluation staff will create and provide hospitals selected for funding with variables for data collections. The hospital will collect data which will be shared with First 5 LA periodically for evaluation purposes.

4. Are hospitals collecting data from a “sample” of births?

No, the data will be recorded from all births at the hospital.

5. Section VI.B.3 of the RFP requests the number of live births per year in the service area of the hospital. Do you also want the number of live births at the hospital? What data source can be helpful to the hospitals?

Yes. Please provide the number of live births per year in the hospital’s service area as well as the number of live births at the hospital. A helpful data source is: www.healthycity.org. Also, please check with your local health department for the latest data.

6. Are the Neonatal Intensive Care Unit (NICU) staff included in the funding?
- Yes. Training of the NICU staff is included in the Baby-Friendly Hospital Project.
7. Is the goal of the project “**exclusive**” breastfeeding or “any” or “partial” breastfeeding?
- The goal of the Baby-Friendly Hospital Project is to improve hospital’s **exclusive** breastfeeding rate to achieve the Baby-Friendly designation.
8. If a hospital is interested in marketing of and/or conducting outreach to outside breastfeeding clinics, are those costs funded by Baby-Friendly Project?
- No. Hospitals are welcome to match First 5 LA’s funding to conduct any marketing or outreach to breastfeeding support groups or clinics.
9. There is the issue of mothers who may not have received any breastfeeding information prenatally before delivery at the hospital.
- The Baby-Friendly Hospital Project addresses this issue directly, understanding that the hospital is often the only resource for breastfeeding support and education for many women. In becoming Baby-Friendly, the hospital will provide care that strongly promotes and supports breastfeeding mothers from the moment the baby is born.
10. Does First 5 LA have data regarding infants returning to the hospital with health conditions resulting from poor feeding?
- No, First 5 LA does not maintain nor disseminate that data.
11. What if a selected hospital does not receive the Baby-Friendly Hospital designation after going through the application process?
- Hospitals selected for funding by the First 5 LA Best Start LA Baby-Friendly Hospital Project are required, by contract, to achieve the Baby-Friendly Hospital designation within 2-3 years. Hospitals selected for the Best Start LA Baby-Friendly Hospital Project will have demonstrated a level of readiness and have provided a clear plan to achieve the designation. In addition, the hospital leadership will have submitted a letter of commitment. Baby-Friendly USA assesses each hospital for designation and works closely with hospitals from the beginning of the application process until designation. Support from Baby-Friendly USA is available once a letter of intent is submitted.

12. Can selected hospitals foster or form telephone breastfeeding support?

Yes. Hospitals may foster or create different methods or models of breastfeeding support.

13. Can you clarify the formal approval requirement for the executed Written Commitment to Maintain the Baby-Friendly Hospital Designation (Appendix G)? Our Board of Directors will not convene between now and the deadline for submission. What other document will suffice? Our CEO will sign the Written Commitment Form.

An authorized agent (i.e., CEO) may approve and execute the Written Commitment to Maintain the Baby-Friendly Hospital Designation for the RFP proposal. Documents supporting such authorization are required by Appendix E, Contractor Signature Authorization Form.

14. Is there a chance that the RFP covers salaries? We are looking to add lactation instructors (in addition to implementing the remainder of the proposal requirements). Is this allowable under this RFP?

The core funding of the Baby-Friendly Hospital Project goes to the hospital's cost of training staff, the staff's time during training and operational support. Any funding being sought through this proposal must be consistent with steps in attaining the Baby-Friendly designation.

15. If a hospital is a for-profit entity operating in an unincorporated area of Los Angeles County and does not have a business license, what form of documentation will suffice? Tax ID forms?

A Tax ID number will suffice.

16. Is the 12 pages limit double or single space? Does the page limit apply to Appendices and other required documents?

The page limit of 12 pages is for the proposal narrative and can be single spaced. No, the page limit for the proposal narrative does not apply to the appendices and other required documents. Please see the Guidelines section of page 13 of the RFP.

17. Our hospital has already completed the 16 hour training from Birth & Beyond California for most of our staff. Are we still eligible for the full funding amount?

First 5 LA will fund training and operational support for hospitals to attain the Baby-Friendly Hospital designation. Please contact Baby-Friendly USA to determine the remaining training needs of your hospital. Maximum funding from the First 5 LA Best Start LA Baby-Friendly Hospital Project for each hospital is **up to** \$473,000 and funding awards will vary depending

upon each hospital's needs. Hospitals proposal must include a detailed line item budget supporting its proposal amount.

- 18.** If our hospital submits its application in January but is not selected, may we submit another application for the next round of funding? Can we submit the same proposal material for the next round?

If your hospital is not selected for this round of funding, the hospital may submit a proposal for the next funding cycle. However, the proposal for the next cycle must be current and directly responsive to the RFP released in that current cycle.

- 19.** Under Section V, Eligibility and Qualifications, it indicates that the hospital should have a "policy of nursery closure in place". What does this mean?

Hospitals should have a policy in place which mandates the closure of the nursery for use by healthy newborns of mothers without special needs.

- 20.** In Appendix C, Budget Form, is the "project personnel" on page 2 considered everyone providing service, including nurses, or just the organizing team?

Project personnel are persons with roles in implementing the project, such as the project coordinator and data collector. Nurses and physicians will be trained through this project but they are not part of the implementation personnel.

- 21.** In Appendix C, Budget Form, there is a column on page 2 for full time or part time, but some may be per diem. How do you want per diem staff addressed?

First 5 LA expects that any project personnel are employed by the hospital on a part or full time basis. If this question is referring to nurses or physicians on per diem basis, it is not applicable. Please see answer to question 20 above.

- 22.** Regarding the replacement staffing, do you need the name of the replacement nurses?

First 5 LA is funding for staff nurses' time to attend training. Replacement staffing does not affect nor is funded by this Project.

- 23.** Is replacement staff is considered a training expense rather than personnel.

Again, First 5 LA is funding for staff nurses' time to attend training. Replacement staffing does not affect nor is funded by this Project. Cost of staff nurses' time to attend training shall be included in the budget as "training" costs and not as "personnel" costs.

- 24.** Can the budget narrative be addressed by adding a column to explain each line item? Or does it need to be separate?

The Budget Narrative shall be a separate document containing a narrative explanation of the budget line items.

- 25.** Is there a model application that our hospital can use in completing the proposal?

No, First 5 LA has not received nor selected any proposals for the Baby-Friendly Hospital and, therefore, has no “model” application. In addition, First 5 LA does not expect there to be a “model” application because proposals are not expected to be the same. It is important that the hospital is responsive to the requests in the RFP and provides details regarding its needs and plans as requested in the RFP.

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