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 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. In the First 5 LA FY 2009-2015 Strategic Plan, the Commission established four specific outcomes that it seeks for young children in Los Angeles County. These outcomes are defined in the Plan as four long-term goals of ensuring that children are born healthy, maintain a healthy weight, are safe from abuse and neglect, and are ready for kindergarten.

The Baby-Friendly Hospital Project will enhance and support a continuum of care to improve initiation and duration of breastfeeding by improving breastfeeding policies in birthing hospitals to increase exclusive breastfeeding at discharge. This improvement in breastfeeding policies will strengthen attachment and bonding between mother and child as it is aimed at increasing exclusive breastfeeding. These outcomes further support the goals outlined in First 5 LA’s Strategic Plan by ensuring that children maintain a 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 May 24, 2012. Mail, fax 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 in Los Angeles County and for your support of the vision and mission of First 5 LA.

Sincerely,

Craig Steele
Interim Chief Executive Officer

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