May 14, 2012

Dear Prospective Applicant:

First 5 LA is issuing with Request for Qualifications (RFQ) to qualified consultants or organizations interested in working with First 5 LA staff and Commission to assist in evaluating the Baby-Friendly Hospital (BFH) Project.

The BFH Evaluation will be a point-in-time evaluation of the achievements and challenges F5LA-funded hospitals have experienced. It will consist of interviews with maternity department staff at twelve hospitals, five focus groups with former patients and a quantitative analysis of hospital data to track changes in practices.

The final report will help the First 5 LA Commission understand the hospitals’ progress toward becoming Baby-Friendly, enable the hospitals, especially the ones earlier in the process, to learn about each other’s experiences and solutions, and contribute to the body of Baby-Friendly Hospital literature.

In response to this RFQ, applicants must complete and submit their application and all required documents online to First 5 LA. Mailed, faxed or email submissions will not be accepted. Proposals must be received by 5:00 p.m. on May 29, 2012. For additional information or further questions, please send an email to Holly Campbell, Research Analyst, at hcampbell@first5la.org.

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

Sincerely,

Craig A. Steele
Interim Chief Executive Officer

A public entity.