December 1, 2010

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 L.A. 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 in the goals of ensuring that children maintain healthy childhood weight and are safe from child abuse and neglect.

Please submit your proposals and all required documents using First 5 LA’s online application, as well as submitting one (1) original and signed copy of the application cover letter, First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms to:

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N. Alameda Street Suite 300
Los Angeles, CA 90012
Attention: First 5 LA Baby-Friendly Hospitals RFP

Proposals and all documents must be received by 5:00 p.m. on January 21, 2011. Mailed, faxed or email submissions will not be accepted. For additional information or further questions, please e-mail 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
Chief Executive Officer

A public entity.

EVM:II