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

FREQUENTLY ASKED QUESTIONS

1. Our hospital representatives were unable to attend the December 13, 2010 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 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. 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.

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

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

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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 Baby-Friendly Hospital Project are required, by contract, to achieve the Baby-Friendly Hospital designation within 2-3 years. Hospitals selected for the 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.

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

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

12. 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.

13. 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.

14. 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.

15. 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.

16. 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 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.

17. 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.
18. 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.

19. 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.

20. 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.

21. 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.

22. 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.

23. 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.

24. 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.

25. The hospital's parent company takes care of the financials and there is not a separate set of current audited financials for the individual hospitals in the system. Therefore, should we assume that the audited financials for the system are necessary?

Yes, audited financials for the system are necessary. It is also required that the hospital's portion of the audited financials be highlighted and set apart.

26. The hospital is part of a health system. Do you need the system's articles of incorporation or is it not applicable in that case?

Yes, please provide the system's article of incorporation as well as documentation that the hospital operates as the same corporate entity.

27. The RFP indicates that the hospital will commit to work with the Commission’s evaluation team on selecting the appropriate performance measures and providing data and other information required. Section 11 of the Budget Form indicates evaluation contracted services. Will the hospital be contracting with evaluators?

The evaluation will be performed by First 5 LA and its evaluator(s), not by the individual hospitals. The hospitals will cooperate with First 5 LA evaluators and will not need to retain any evaluators of their own. The hospital will not have a budget line item for an evaluator.

28. Since the evaluation is by First 5 LA and not a hospital item, what is expected for Section 11 "Evaluation Contracted Services"?

First 5 LA's budget template is just a template and tries to be inclusive of most categories projects may need in completing their budgets. It does not mean every project will have the same line items; which in this case “evaluation contracted services” does not apply to the applicant hospitals.

29. The American Academy of Pediatrics recommends that pacifiers may help reduce the risk of SIDS. Hospitals are concerned that there may be a liability if there is a policy against them. We did not see a position on it at the Baby-Friendly USA website. Is there a position on this?

The American Academy of Pediatrics recommends that “for breastfed infants, pacifiers should be introduced after breastfeeding has been well established.”

The following is taken from the American Academy of Pediatrics Policy Statement on the use of Pacifiers:
…Until evidence dictates otherwise, the task force recommends use of a pacifier throughout the first year of life according to the following procedures:

- The pacifier should be used when placing the infant down for sleep and not be reinserted once the infant falls asleep. If the infant refuses the pacifier, he or she should not be forced to take it.
- Pacifiers should not be coated in any sweet solution.
- Pacifiers should be cleaned often and replaced regularly.
- For breastfed infants, delay pacifier introduction until 1 month of age to ensure that breastfeeding is firmly established.


30. Can the Organizational chart be a part of the Appendix?

The proposal and required documents are to be uploaded electronically. You will be able to upload the Organizational Chart as a separate item from the proposal narrative.

31. Can we add a list of collaborating clinics as an appendix item?

You may add a list of collaborating clinics with relevant items (i.e., Organizational Chart, etc.)

32. How many copies of the proposal need to be delivered?

The proposal packet must be submitted electronically. No copies need to be delivered. Only original signature pages, indicated in the RFP, are to be submitted after the proposal has been submitted electronically. Original signature pages may be sent via U.S. Mail or other courier service.

33. Appendices E, F and G of the RFP are in PDF format. Is it permissible to handwrite in the info? Or should I retype the forms and then fill in the blanks?

Yes, Appendices E, F and G are to be completed by hand as their primary purpose is to obtain signatures. These documents are to be uploaded electronically and the originals sent by U.S. Mail or other courier service.

34. Should Appendix G be accompanied by a letter on the hospital's letterhead and state formal approval of our Board of Directors (signed by our CEO) demonstrating the Hospital's commitment or buy-in for the Baby-Friendly Hospital Initiative?
Appendix G is entirely separate and apart from the CEO or Board Approval demonstrating the hospital’s buy-in of the Baby-Friendly Hospital Project. Appendix G is a commitment by the hospital to maintain the Baby-Friendly designation once it’s been achieved. Both Appendix G and the letter from the hospital CEO are required documents.

35. Our assumptions are that ER payroll taxes are considered indirect costs and this combined with health insurance shouldn’t exceed the 10% personnel costs.

Please refer to page 3 of the Instructions for Budget Form under Section 12 & 13:

Section 12 & 13: Other Expenses & Indirect Costs
• OTHER EXPENSES - Include other expenses associated with this program not listed in other categories. (Provide a general description of all other expenses.)
• INDIRECT COSTS - Include overhead and administrative cost associated with this project. Indirect Costs CANNOT exceed 10% of total personnel cost, excluding fringe benefits.

Payroll taxes and health insurance are not indirect costs. In addition, payroll taxes and health insurance are fringe benefits, not part of the personnel costs.

36. If a hospital foundation is applying on behalf of a hospital (which is part of a larger parent network of other hospitals), do you want the audited financials for the foundation or the parent group? Likewise, do you want the Tax Exemption letter for the Hospital Foundation or for the parent group?

Please submit the audited financials and the tax exemption letter for the hospital foundation. Thank you.

37. Will First 5 LA funding cover the costs of new staff such as Lactation Counselor?

Please refer to page 5 of the RFP:

This RFP to hospitals is offering funding for 1) training of staff and 2) operational support to hospitals that are willing, ready and able to embrace and implement policy changes recommended by Baby-Friendly USA. Staff anticipates that operational costs may include the following areas:

- Staff time to attending training
- Assessment fees payable to Baby-Friendly USA
Some administrative costs (i.e., data collection and recording staff and project coordinator on part-time basis only unless special need is demonstrated)

38. Who are the Consultants PAC?LAC?

Perinatal Advisory Council: Leadership, Advocacy & Consultation (PAC/LAC) is a consultant to First 5 LA. PAC/LAC is a non-profit maternal and child health organization that strives to improve pregnancy and birth outcomes by working with the professionals and systems that care for pregnant women and their families.

39. Will First 5 LA appoint educator consultants to contract hospitals to provide the breastfeeding training to the nurses? Or, should the hospital find educators on its own?

No, First 5 LA will not appoint or recommend educators to the hospitals. Hospitals will retain the appropriate educator/trainer based upon requirements of Baby-Friendly USA.

40. Will First 5 LA provide staff training on Baby-Friendly Hospital practices under this RFP?

No. Selected hospitals will need to use the funding for all appropriate staff trainings. First 5 LA will not provide trainings. Hospitals are encouraged to contact Baby Friendly USA and previously awarded Baby-Friendly Hospital Project hospitals for more information and guidance on staff training options.

41. Is an applicant required to have only a part-time project coordinator? May an applicant propose a full-time staff who can serve as both project coordinator and lactation coach?

First 5 LA will take various factors into consideration including the number of births per year at the birthing hospital. Determination and allowances for full time position will be based on the hospital's relative need. In the proposal, applicants proposing a full time staff will also need to address sustainability of Baby-Friendly work, practices and policies upon completion of program funding. Regardless of the staffing structure proposed, all applicants are subject to the $473,000 maximum for the entire project.

42. When will the site visits take place?

First 5 LA staff will conduct site visits starting February 14, 2011 to March 4, 2011. Candidates selected for site visits will be contacted with information on the scheduled date and time.
43. When will the contract be negotiated?

Contract negotiations will begin the week of March 21, 2011. At this time the Scope of Work, Budget and Budget Narrative will be discussed and finalized. Contracts and work are scheduled to begin July 1, 2011.

44. What are the contract reporting requirements?

After contract execution, grantees will be required to submit quarterly progress reports and monthly invoices. Within the first few months after contract execution First 5 LA Research and Evaluation staff will also conduct key informant interviews with project staff to collect baseline data on current hospital practices and every year after to collect information on adoption of new policies and procedures that lead to improved health outcomes.

In addition, grantees will be required to collect and report various data elements once Baby Friendly practices are established (mothers’ demographics, breastfeeding within first hour of birth, breastfeeding education and supports provided, etc.)