

## Request for Proposals 2024-2025

### ***First Food Mini-Grants to Improve Breastfeeding Rates***

**Overview:** The Pennsylvania Chapter, American Academy of Pediatrics' First Food program recognizes it is critical to partner with local, private, and public groups across the Commonwealth to promote breastfeeding which ensures the healthiest start for babies. Supporting mothers and babies is a collaborative effort that requires community support at all levels in order to break down societal, ecological, and environmental barriers to breastfeeding. First Food is committed to partnerships and collaborative efforts to increase the number of organizations throughout Pennsylvania that establish policies and programs to support breastfeeding. Studies prove breastfeeding for at least the first six months of a baby's life improves brain development and decrease the likelihood of childhood illnesses. However, a mother's decision to breastfeed is heavily influenced by factors such as family, community, income, workplace and public spaces. Additionally, people of color and other marginalized populations are disproportionately affected by these barriers to breastfeeding. By investing in systemic and physical changes that promote breastfeeding, First Food helps improve health outcomes for mothers and babies.

**Purpose:** First Food initiative seeks to solicit applications from community-based groups and organizations that support or desire to support breastfeeding and parent child health. Through funding from the Pennsylvania Department of Health, First Food will award grant funding to projects designed to **impact and increase initiation and duration rates of breastfeeding at the local and county level through community outreach and other services.**

#### I. APPLICANT ELIGIBILITY

1. Applicant must be a community-based group or organization. Eligible organizations include government funded programs, community health programs, universities, schools, and other community-based organizations (e.g. community health centers, shelters).
2. Applicants must be a non-profit (501c status required).
3. Applicant must be located and/or providing services in one of the 5 regions in Pennsylvania (see map).
4. Applicants may only apply **once** per mini-grant cycle.
5. Hospitals and hospital systems are not eligible unless applying with a community based group or organization.

#### II. PROJECT ELIGIBILITY

1. The target population must be women of color and and/or other marginalized populations, such as LGBTQ+ individuals, mothers 24 years of age or younger, or low-income individuals/women.
2. The project must identify the demographics of the target population.
3. The project must identify current barriers attributing to low breastfeeding rates.
4. The project must seek to improve rates of breastfeeding initiation and duration.
5. The project must include a community outreach component.
6. The project must include an evaluation of client satisfaction with services provided. When possible, baseline and continuation breastfeeding rates should be shared.

#### III. GRANT AWARD FUNDING

1. A minimum of 10 mini-grants will be awarded.
2. The total amount available for these grants is \$75,000.
3. The maximum amount for any single grant awarded will be \$7,500.
4. Proposals are due on or before 11:59PM on July 26, 2024.
5. Awardees will be notified no later than September 30, 2024.
6. Grantees may start their projects September 30, 2024.
7. All project activities and spend-down for grantees must be completed by June 30, 2025. If any unspent funds remain after June 30, 2025, they must be returned to PA AAP.
8. Data collection and final reports will be due to First Food by July 18, 2025.
9. Grantees are required to attend one(1) kick off meeting, one(1) update meeting, and one(1) wrap up meeting with PA AAP.
10. Grant funds may be used to cover expenses for the following:
  - Personnel or temp support
  - Professional development training or certification of project staff
  - Refreshments, transportation, client incentives, or supplies for support groups/lactation services
  - Purchase of equipment directly related to project objectives
  - Promotional or outreach materials for project
  - Other reasonable expenses directly related to project
  - Organizational indirect costs
11. All grants are subject to the availability of state funds.

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#### IV. EVALUATION OF PROPOSALS

1. All proposals will be reviewed and evaluated by a panel of public health experts approved by the PA Department of Health.
2. Evaluation criteria will include whether the proposal:
  - Identifies barriers to improving breastfeeding initiation and or duration rates
  - States at least two (2) clear measurable project objectives aimed at increasing breastfeeding initiation and duration rates
  - Describes applicant ability to conduct proposed project
  - Provides clear description of all aspects of proposed project and activities
  - Assesses the success/impact of the proposed project
  - Outlines a feasible work plan and timeline to meet the objectives
  - Includes a budget that is reasonable for the work plan (\$7,500 cap including any indirects)
  - Provides an acceptable overall appearance, free of errors
  - Aligns with WHO International Code, AAP Breastfeeding Guidelines, PA DOH
  - Demonstrates original, innovative, and creative thinking

#### V. SUBMISSION DEADLINE

**Proposals are due on or before 11:59PM on July 26, 2024.**

#### VI. PROPOSAL SUBMISSION

1. Applicants must submit the following proposal elements in PDF format:
  - Cover Sheet (1 page, 11pt font)
    - ❑ Proposal title
    - ❑ Applicant agency
    - ❑ Name and title of contact person at agency
    - ❑ Phone, fax, email address, and street address of agency
  - Project Narrative (maximum 3 pages, 11pt font, PDF format)
    - ❑ Description of the applicant
    - ❑ Region(s) to be served (see map)
    - ❑ Description of the target population (demographic)
    - ❑ Statement of need for the project, including current barriers to improving breastfeeding rates
    - ❑ Brief description of the specific project for which funding is being requested
    - ❑ Work plan table with at least two measurable objectives and timeline of activities
    - ❑ Evaluation criteria for determining the success/impact of the project with breastfeeding initiation and duration rates provided when possible
    - ❑ Brief explanation of budget
  - Budget (1 page, 11pt font, PDF format)
2. Completed applications must be submitted electronically. Email your completed proposal materials in PDF format to Devon Gilinger at [dgilinger@paaap.org](mailto:dgilinger@paaap.org). Please be sure the subject line of your email reads "First Food Mini-Grant Application" followed by your organization name. **After submitting your application by email, applicants must also complete a submission form which can be found here: <https://www.surveymonkey.com/r/FFMG24-25>.** Failure to complete the submission form may result in your application not being reviewed.
3. Notice of Award letters will be sent on or before September 30, 2024.

**For further information, please contact Devon Gilinger at [dgilinger@paaap.org](mailto:dgilinger@paaap.org)**