



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

DAVE ROBERTS
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: September 13, 2016

XX

TO: Board of Supervisors

SUBJECT: SINGLE SOURCE CONTRACT FOR LACTATION SUPPORTIVE ENVIRONMENTS IN CHILDCARE FACILITIES (DISTRICTS: ALL)

Overview

First 5 San Diego was awarded an Improve and Maximize Programs so All Children Thrive (IMPACT) grant by First 5 California. One component of this grant is to support and promote breastfeeding-friendly childcare facilities. On April 4, 2016 (3), the First 5 Commission of San Diego approved its Fiscal Year (FY) 2016-17 Operating Budget. This included authorization for the First 5 San Diego Executive Director to extend the Memorandum of Understanding with the Health and Human Services Agency (HHSA), Public Health Services Division in an amount up to \$300,000 per year for four years starting in FY 2016-17 in order to implement breastfeeding-friendly policies in 95 childcare facilities. The total funding amount for the grant term of September 30, 2016 through June 30, 2020 is one million two hundred thousand dollars (\$1,200,000). If this proposal is approved, one million dollars (\$1,000,000) will be allocated to the new Lactation Supportive Environments in Childcare Facilities (LSECF) contract and the remaining \$200,000 will be allocated to personnel costs for the County staff assigned to the grant.

The University of California San Diego-Center for Community Health (UCSD-CCH) has been the County's contractor for the Lactation Supportive Environments (LSE) project since 2012. UCSD-CCH has developed educational materials, sample policies, and training programs and provided technical assistance regarding policy implementation for worksites, including childcare providers. Continuing to contract with UCSD-CCH for this work will enhance efficiencies by utilizing existing expertise, materials, and training programs with specialized knowledge that UCSD-CCH has developed through experience and research in the area of increasing breastfeeding in workplaces and childcare facilities.

UCSD-CCH will provide the following services: 1) develop model lactation supportive worksite policies and infant feeding policies specifically for childcare facilities; 2) develop and provide tailored technical assistance to both center-based and family home-based childcare facilities; and 3) collaborate with the YMCA resource and referral program to implement a breastfeeding-friendly designation that highlights childcare facilities that have established lactation supportive environments. UCSD-CCH will also conduct outreach and awareness efforts for childcare

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providers. This will focus on how the nutritional benefits and duration of breastfeeding have a lifelong impact on children’s growth and development, significantly impact their risk for infections and chronic diseases such as diabetes, asthma and obesity, and strong lactation policies in childcare facilities support women in choosing to continue to breastfeed and extend the length of time that they provide their babies breast milk.

UCSD-CCH has been successful at accomplishing contracted objectives and deliverables for the LSE project. HHSA is supportive of continuing Lactation Supportive Environments in Childcare Facilities (LSECF) project, and is therefore requesting Board approval for a Single Source contract with UCSD-CCH.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

1. In accordance with Board Policy A-87, Competitive Procurement, approve and authorize the Director, Department of Purchasing and Contracting, to enter into negotiations with the Regents of the University of California, University of California San Diego-Center for Community Health and, subject to successful negotiations and determination of fair and reasonable pricing, award a Single Source contract to UCSD-CCH for Lactation Supportive Environments in Childcare Facilities services for the initial term of September 30, 2016 through June 30, 2017, with up to three option years through June 30, 2020, and up to an additional six months, if necessary, to amend the contract as needed to reflect changes to services and funding, subject to the approval of the Director, Health and Human Services Agency. Waive the advertising requirement of Board Policy A-87.

Fiscal Impact

Funds for this request are included in the Fiscal Year 2016-18 Adopted Operational Plan in the Health and Human Services Agency. If approved, this request will result in costs and revenue of \$300,000 annually in FY 2016-17, FY 2017-18, FY 2018-19, and FY 2019-20 for total costs and revenue of \$1,200,000. The funding source is First 5 Proposition 10 funds. There will be no change in net General Fund cost and no additional staff years.

Business Impact Statement

N/A

Advisory Board Statement

This item will be presented as an informational item to the Health Services Advisory Board on September 15, 2016.

Background

Breast milk is a critical first food for newborns. The nutritional benefits and duration of breastfeeding have a lifelong impact. Early infant feeding practices can affect later growth and development in children and significantly reduce their risk for infections and chronic diseases

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such as diabetes, asthma, and obesity. Improved lactation policies in community healthcare centers, childcare, businesses, and schools increase the number of women who choose to breastfeed and assist women to extend the length of time that they provide their babies breast milk. Working mothers, particularly those in low-income occupations, have lower rates of breastfeeding and do not breastfeed as long as non-working mothers or those in higher income occupations. Most women wean their babies before their first month of returning to work, yet the American Academy of Pediatrics recommends breast milk for at least the first twelve months of age and exclusive breast milk for the first six months of age. Childcare facilities that support new mothers in continuing to provide their babies with breast milk are essential, and policies supportive of breastfeeding and lactation accommodations can greatly increase the duration that babies are receiving breast milk.

UCSD-CCH is the County's current contractor for the Lactation Supportive Environments (LSE) project. UCSD-CCH has provided LSE services since 2012. The main goal of this continuing effort is to increase the number of childcare facilities serving infants throughout San Diego County that develop, adopt, and implement workplace breastfeeding/lactation policies and programs.

Specific objectives of the LSECF project include:

- Increasing the number of childcare facilities that implement breastfeeding-friendly policies;
- Increasing the number of childcare facilities that are trained on lactation supportive environments procedures; and
- Increasing the number of childcare facilities that are designated by the local resource and referral agency as breastfeeding-friendly.

First 5 San Diego's agreement with Public Health Services for the next four-year grant term requires having a contractor to provide lactation supportive environment services for childcare facilities. HHS requests Board approval for a Single Source contract with UCSD-CCH to continue LSECF services for the next contract term (September 30, 2016 through June 30, 2020).

UCSD-CCH qualifies for a Single Source contract to continue LSECF services based on the following sections of Board Policy A-87, Competitive Procurement:

- Section 1D-3: The procurement is for services from a provider with unique knowledge, skill, or ability not available from other sources, and

With over four years of experience providing these services as the County's LSE contractor, UCSD-CCH is uniquely positioned to be the sole contractor for LSECF services. UCSD-CCH's program knowledge, expertise, and experience in the breastfeeding policy and training field and community partnerships, as well as expectations in the contract scope of work confirm UCSD-CCH as the best option for success of the contract. No other organization has the requisite knowledge, expertise, experience, established partnerships, and overall capacity to implement LSECF services without significant and potentially irrevocable disruption of the project and of the project's success.

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UCSD-CCH’s Accomplishments as the County’s Lactation Supportive Environment Contractor

- Schools: fourteen school districts were recruited, trained, and received technical assistance with a reach of over 25,500 employees; thirteen adopted and implemented a lactation supportive environment policy.
- Schools: UCSD-CCH staff worked with the California School Board Association (CSBA) to develop a model policy for all school districts which CSBA adopted and provided to all school districts in California. CSBA reported that as of January 2015, of their 458 member school districts, 219 have adopted the model policy.
- Worksites: small to large employers from varying industries including: higher education, cities/governments, hospitality, retail, healthcare, non-profit, engineering, technology, and most recently childcare facilities. A total of 45 worksites were recruited, reaching over 104,000 employees. Of these 45 worksites, 37 have adopted or improved lactation policies as well as added departmental human resource systems changes.
- Community Healthcare Centers (CHCs): implemented a nine-step baby-friendly CHC model with six CHCs. Staff developed model CHC lactation supportive environment polices. All CHCs are currently assessing their progress in implementing all nine steps; four of the CHCs have adopted policies; two have pending policies.

HHSA has determined the contract price of \$250,000 annually (\$1,000,000 for the four-year grant term) is fair and reasonable based on cost comparisons with similar breastfeeding friendly environment projects of several other California counties.

Linkage to the County of San Diego Strategic Plan

This action will support the Healthy Families Initiative of the County’s Fiscal Year 2016-2021 Strategic Plan, as well as the *Live Well San Diego* vision, by providing services to establish lactation supportive environments for infants and families.

Respectfully submitted,

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HELEN N. ROBBINS-MEYER
Chief Administrative Officer

ATTACHMENT(S)
N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

February 29, 2012 (05), approved the acceptance of Community Transformation Grant (CTG) funds; July 13, 2010 (10), received and approved the County’s Health Strategy Agenda: Building Better Health, authorized County staff to seek and apply for grants that would further the County’s Health Strategy Agenda: Building Better Health, and directed the Chief Administrative Officer to develop individual plans for *Safe and Thriving* communities.

BOARD POLICIES APPLICABLE:

A-87- Competitive Procurement

BOARD POLICY STATEMENTS:

In accordance with Board Policy A-87, Single Source authority is requested to negotiate an agreement with UCSD-CCH.

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

Current contract: 544567

ORIGINATING DEPARTMENT: Health and Human Services Agency

OTHER CONCURRENCES(S): Department of Purchasing and Contracting

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