



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: September 21, 2012
Board Meeting Date: October 23, 2012
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
Brian Zamora, Director, Family Health Services

Subject: Agreement with Healthy Horizons for the WIC Regional Breastfeeding Liaison Project

RECOMMENDATION:

Adopt a Resolution authorizing an agreement with Healthy Horizons for the WIC Regional Breastfeeding Liaison Project for the term of October 23, 2012 through September 30, 2014, in the amount of \$240,000.

BACKGROUND:

San Mateo County Women, Infants and Children (WIC) Program provides comprehensive breastfeeding support and education to low income mothers prenatally and after they have given birth. The breastfeeding rate for San Mateo County participants is among the best in the State. Approximately 85-86% of WIC mothers breastfeed.

In the past two years, the California Department of Public Health WIC Program has funded San Mateo County WIC as the fiscal sponsor of a three county region special project called the Regional Breastfeeding Liaison (RBL) project. The region includes City and County of San Francisco, San Mateo and Santa Clara County WIC Programs for the purpose of improving the connections between birthing hospitals and the WIC Programs. There are 19 birthing hospitals in the region: five in San Francisco, five in San Mateo and nine in Santa Clara.

Together with the WIC agencies in San Francisco and Santa Clara, the RBL project has worked with the hospitals to start developing and implementing policies that support mothers who want to breastfeed their babies. Staff have initiated and fostered strong relationships with hospital staff, participated in county-wide collaboratives to discuss policy implementation and provided hospital and WIC staff with appropriate training.

DISCUSSION:

For fiscal years 2012-13 and 2013-14, the WIC RBL allocation was increased to include more activities to help hospitals implement Baby Friendly, or breastfeeding, policies. Currently, there is only one hospital, San Francisco General, that has official designation as Baby Friendly in our three-county region. The goal is to have at least 50% in the combined region move towards Baby Friendly by implementing breastfeeding policies.

The contractor, Healthy Horizons, will continue providing educational teleconferences to healthcare professionals, and implement a breastfeeding educational campaign for obstetrics and pediatric offices which serve WIC participants. This will ensure the breastfeeding messages received by participants are consistent wherever they go in the healthcare system – hospitals, doctors offices and WIC Program sites. Healthy Horizons will develop a comprehensive website that will provide information on Baby Friendly policy development, offer education and training on related topics, provide talking points and data on the benefits of Baby Friendly status, and be a central resource for providers on breastfeeding topics as they relate to hospitals and healthcare providers. This website will be aimed at birthing hospitals and healthcare providers of our WIC participants.

Family Health Services also requests that your Board authorize the Chief of the Health System or designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

The agreement and Resolution have been reviewed and approved by County Counsel as to form. Contractor's insurance meets certification requirements.

Approval of this agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by continuing the work of the Regional Breastfeeding Liaisons to improve the health of WIC infants and their mothers and increase the breastfeeding rates of infants and children. This performance target of 87% will be maintained for the term of the Agreement.

PERFORMANCE MEASURE:

Measure	FY 2011-12 Actual	FY 2012-13 Projected
Percent of children who are breastfed	86%	87%

FISCAL IMPACT:

The term of the agreement is October 23, 2012 through September 30, 2014. The total federal funds included in the agreement are \$240,000; \$120,000 for FY 2012-13 and \$120,000 for FY 2013-14. The revenue and expenditures related to this contract have

been included in the Family Health FY 2012-13 Adopted Budget and will be included in future budget requests. There is no Net County Cost for this 2-year contract.