

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department/Maternal and Child Health**

Contact Person & Phone No: **Natalie Alcaraz, WIC Program Manager, x6507**

Category of Request

- New Grant**
- Grant Continuation**
- Change in Previously Approved Grant**

Previous Council File No. 201329

Previous Council File No.

Project/Program Title: 2021 WIC Breastfeeding Peer Counselor Program Grant

Grantor Agency: US Department of Agriculture through the State of Wisconsin Division of Health and Family Services

Grant Application Date: August 2019

Anticipated Award Date: January 2021

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

The purpose of this grant is to provide peer support to women and families related to breastfeeding education and/or support. This grant supports participants currently enrolled in the WIC program. Support will be provided either via telephone or in-person at one of our three Milwaukee Health Department WIC sites (Southside Health Center, Northwest Health Center, and Keenan Health Center). Initial contact will be initiated during pregnancy and support will continue through the postpartum breastfeeding period. This grant has unique flexibility for peers to have participant contact not only during the regular workweek, but also at night and on weekends; and the option to meet families in the hospital or their homes.

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

This program relates to the Health Department mission and vision of promoting the health of women, children, and families. Specifically, this program provides breastfeeding support to low income families. Breastfeeding has been shown to be the optimal first food for infants but unfortunately many families lack the support they need to initiate breastfeeding or meet their breastfeeding goals. Having peer support has been shown to increase breastfeeding initiation and duration rates as women and families are able to build rapport with a peer counselor and receive personalized education on how best to support their needs.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

This program will mostly be funded through the grant, with supplemental funding from the general WIC grant as needed. There will be no direct City costs. This grant is intended to support 3-4 breastfeeding peer counselors in addition to a small portion of funding to be allocated to the WIC Health Project Coordinator position for program support, oversight and evaluation.

4. Results Measurement/Progress Report (Applies only to Programs):

This program has been funded to support approximately 804 pregnant and postpartum participants annually. There are no measures to report currently for this program since it is in its first year, however, the program is anticipated to help improve the current breastfeeding rates of the Milwaukee Health Department WIC program. There are quarterly reports in place to help monitor program progress related to breastfeeding initiation/duration, breastfeeding rates by race/ethnicity, and reasons for breastfeeding termination. Quality and performance of the work of the breastfeeding peers will also be monitored annually, or more frequently during onboarding or as needed.

5. Grant Period, Timetable and Program Phase-out Plan:

The grant period is from Jan 1, 2021 – Dec 31, 2021 with the option to renew annually.

6. Provide a List of Subgrantees:

7. If Possible, Complete Grant Budget Form and Attach.