

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department/Family and Community Health DivisionContact Person & Phone No: Sarah DeSmidt (Program Manager) x6732, Rosamaria Martinez (FCH Director) x6629

Category of Request

 New Grant Grant ContinuationPrevious Council File No. 250914 Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: 2026 WIC Breastfeeding Peer Counselor Program GrantGrantor Agency: US Department of Agriculture through the State of Wisconsin Division of Health and Family ServicesGrant Application Date: N/A continuingAnticipated Award Date: January 1, 2026

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. 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 Supervisor position for program support, oversight and evaluation.
4. Results Measurement/Progress Report (Applies only to Programs):
This program has been funded to support approximately 1,316 pregnant and postpartum participants annually. 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, 2026 – September 30, 2026 with the option to renew annually.
6. Provide a list of Subgrantees:
7. If Possible, complete Grant Budget Form and attach to back.