



**Request for Proposal  
Washington County Department of Public Health and Environment  
Statewide Health Improvement Partnership (SHIP) Grant  
Breastfeeding Consultant  
October 30, 2017**

*Organizational Overview*

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Washington County is located on the eastern edge of the Twin Cities Metropolitan area and has an estimated population of 251,015. The county seat is located in Stillwater, Minnesota, along the scenic St. Croix River, with service centers in Forest Lake and Cottage Grove, to cover the growing northern and southern sectors of the county. The continued expansion of the Twin Cities metropolitan area has caused a spread of highly developed urban areas in Washington County in the cities of Woodbury, Cottage Grove and Oakdale. The communities of Stillwater, Bayport, St. Paul Park, Newport and Forest Lake each developed economic bases that have supported a local work force. While much of Washington County has retained its rural atmosphere, today it is considered a “suburban” county. However, the county continues to maintain its diverse image, both rural and suburban. Each area of Washington County possesses a distinct set of landscapes and resources.

The Washington County Department of Public Health and Environment (PHE) has grown tremendously with the county and now includes about 86 full time equivalent positions. The employees of the Department strive to protect, promote and improve our community’s health, environment, safety and well-being by providing a variety of public health and environmental health services. The Department strives to be a leader and innovator, working in partnership with our communities to achieve optimal health status for Washington County residents.

In an effort to carry out this mission, PHE is seeking a qualified consultant to assist with breastfeeding support strategies for hospitals, clinics and the Washington County Breastfeeding Coalition as part of the Statewide Health Improvement Partnership (SHIP) grant from December 2017 through October 31, 2018.

*Project Description*

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The purpose of SHIP is to improve the health of all Minnesotans and thereby decrease health care costs through increased physical activity, healthier eating, and less use and exposure to commercial tobacco products. SHIP succeeds by encouraging and supporting healthy living and addressing health disparities through community engagement, local decision-making and sustainable, evidence-based strategies.

SHIP centers on sustainable, population-focused, evidence-based changes to the policies, systems and environments that exist in schools, communities, the workplace and health care systems. These changes make it easier for people to incorporate healthy behaviors into their daily lives. Because health behaviors are affected by a wide variety of factors beyond individual motivation and knowledge, the environment in which people live, work, learn and seek health care can either support or hinder their ability to adopt healthy behaviors. SHIP strategies are designed to be sustainable after funding has ended and affect a broad segment of the population. SHIP makes a marked departure from traditional, individual-based public health prevention programs, because behavior changes that result from programmatic efforts can be difficult to sustain beyond the life of the program.

SHIP was developed in response to the 2007 Minnesota State Legislature's request to create a plan for statewide health improvement to address the burden of chronic diseases and the rising cost of health care in the state. SHIP is an expanded version of the federally-funded Steps to a Healthier Minnesota model that took place in four communities in the state. After being presented to numerous legislative committees and the Governor's Health Care Transformation Task Force in the fall of 2007, SHIP was included in legislation calling for overall health reform in Minnesota. This historic health reform bill was passed by the 2008 Minnesota State Legislature and signed into law by Governor Pawlenty in May 2008. The Minnesota Department of Health (MDH) administers the funds and grant activities.

Washington County participated in SHIP funding from 2009-2011 fulfilling the grant requirements for seven evidenced based strategies. From 2012-2013 when funding was reduced for SHIP, community partners and PHE maintained several of the original grant activities including the Washington County Breastfeeding Coalition and supports to hospitals and clinics around breastfeeding best practices. From 2013-2017 SHIP funds were fully reinstated and Washington County participated in all grant activities working with the following sectors: schools, workplaces, communities and health care. A required Community Leadership Team (CLT) representing various organizations and sectors of the county has been established to provide valuable input for the grant work plans. The local efforts are under the name "Living Healthy in Washington County." [www.livinghealthywc.org](http://www.livinghealthywc.org)

Living Healthy in Washington County (LHWC) has been approved by the Minnesota Department of Health (MDH) to work on the following interventions from 2017 to 2018:

### **School Setting: Healthy Eating and Active Living**

- Work toward policies and practices that create opportunities for physical activity throughout the school day and increase access and availability of healthy foods.
- Employee wellness activities to encourage healthy lifestyle behaviors such as adequate physical activity, healthy eating, reduced tobacco use and exposure and support for breastfeeding moms.

**Workplace Setting: Employee Wellness**

Support the implementation of comprehensive employee wellness initiatives that encourage healthy lifestyle behaviors such as adequate physical activity, healthy eating, reduced tobacco use and exposure and support for breastfeeding moms.

**Health Care Setting:**

Partner with hospitals, clinics and health care providers to provide resources and training for breastfeeding support, workplace wellness, tobacco cessation and falls prevention in targeted populations.

**Community Setting: Tobacco Free Living**

Decrease tobacco use and exposure through cessation resources, environmental policy, and practices within multi-unit housing locations.

**Community Setting: Healthy Eating**

Work in a variety of community settings to increase access to fruits and vegetables and decrease access to foods high in sodium, added sugar and saturated fat.

**Community Setting: Active Living**

Develop partnerships for improving access to physical activity for all ages and abilities.

**Community Setting: Child Care**

Assess licensed child care centers and pre-schools to determine readiness for policies and practices to improve healthy eating, physical activity and support for breastfeeding moms.

***Scope of Service:***

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**Status:**

LHWC and partner organization's progress toward comprehensive breastfeeding support throughout the continuum of care include:

- Ongoing promotion of Baby Friendly Hospital initiatives, standards for breastfeeding practice, and lactation consultant trainings;
- Maintaining the Washington County Breastfeeding Coalition established in 2010;
- Providing breastfeeding support and expertise to health care partners, businesses, child care providers, and organizations working on becoming Breastfeeding Friendly;
- Supporting a portable nursing mother's tent at Washington County community events;
- Communication with new and existing clinic contacts regarding the Coalition's updated clinic toolkit;
- Pursuing a breastfeeding community support group network;
- Conducting a Milk Mob training for lactation professionals; and
- Presentations at regional and state conferences.

Provider systems serving or located in Washington County include Allina, Fairview Health, and Health Partners/Lakeview Health.

A SHIP contracted consultant will help support and expand breastfeeding efforts under the new funding cycle.

**Scope and Deliverables for Breastfeeding Support:**

Part of the SHIP Health Care strategy is to support the expansion of baby-friendly practices in hospitals and clinics. Collaboration between health care providers, local public health agencies, and community-based organizations is essential to improve population health in order to address chronic disease conditions, obesity and tobacco use. A growing body of research suggests that breastfeeding has a significant impact on reducing overweight/obesity from infancy to adulthood. Breastfeeding promotes optimal brain development, antibodies for protection from infections and allergies in infants. Moms also benefit, with a lower risk of breast and ovarian cancer, and a cost and time savings since there is no need to buy and mix formula. For this reason, Baby-Friendly Hospital Initiative is an identified SHIP activity.

Breastfeeding Coalition members and stakeholders will continue to advance breastfeeding support in the community setting through collaboration with Workplace and Child Care SHIP strategies.

In order to support the SHIP goals and the implementation of breastfeeding strategies, final agreed upon Deliverables may include:

1. Work with SHIP staff and Washington County Breastfeeding Coalition to develop and implement an annual county wide work plan and timeline.
2. Support the Washington County Breastfeeding Coalition bi-monthly in-person meetings, and complete agendas, minutes and record keeping.
3. Follow up with medical clinics where the Breastfeeding Toolkit has been placed to assess needs, utilization, and offer additional support and resources.
4. Develop recruitment strategies for hospital, clinical partners and other community providers to join the Breastfeeding Coalition.
5. Initiate contact with obstetric and pediatric clinics in Washington County not yet using the Breastfeeding Toolkit or resources.
6. Assist with assessment of hospital and clinic practices around breastfeeding support.
7. Communicate and promote community breastfeeding support groups in Washington County.
8. Work with businesses to apply for Breastfeeding Friendly Workplace designations to meet the Minnesota Breastfeeding Coalition goal.
9. Plan, organize and oversee appropriate breastfeeding support curriculums and trainings.
10. Assist interested providers and facilities with breastfeeding policy review and associated revisions.
11. Assist Breastfeeding Coalition with developing policies and procedures for checking out and using the breastfeeding tent; and provide support at community events where support is needed.
12. Assist with tracking and evaluation reports for PHE and MDH.
13. Comply with MDH and Washington County agreement for product approval and communication guidelines.
14. All materials developed with SHIP grant funding will remain the property of Washington County.

The time set aside for this consulting position will be 270 hours over the course of approximately 10 months. The SHIP budget is \$10,800 for consulting time and travel. Additional funds will be available for training and materials to implement the county wide work plans at the discretion of PHE.

### *Timeline:*

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#### **November-December 2017**

Post RFP for Breastfeeding Consultant

Contract with selected consultant

Orientate to SHIP through meeting coalition members and Washington County SHIP staff

Review previous breastfeeding support activities and clinic toolkit

#### **January-March 2018**

Set up meetings with hospitals and clinics to assess interest/needs for breastfeeding support

Establish work plan time line for activities

Develop breastfeeding tent policy and procedures

Participate in two Washington County Breastfeeding Coalition meetings

#### **April-June 2018**

Participate in one Washington County Breastfeeding Coalition meeting

Assess and determine training needs and develop plans for county wide training

Begin implementation of breastfeeding tent policies and procedures for requests from community events

#### **July-October 2018**

Participate in one to two Washington County Breastfeeding Coalition meetings

Implement plans for county wide training

Develop county fair schedule and logistics

Develop guidelines for sustaining breastfeeding support efforts

Evaluate work plan activities with Breastfeeding Coalition

Assist with SHIP work plan review and next steps for 2018-2019

### *Qualifications:*

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- Independent consultant;
- Documented work experience in nursing, nutrition, lactation counseling;
- The ability to work well with a team as well as independently with minimal supervision;
- Enjoys meeting with a variety of people, flexible and organized;
- Listens to the needs of a group or an organization;
- Effective speaking and written communication skills. Has experience facilitating effective meetings and trainings;
- Works independently from a home computer ;
- Has knowledge or experience with the health care provider system in Washington County or the East Metro area; and

- Practices advanced business skills to include accounting; timely invoicing for reimbursements; completing reporting and evaluation forms; and presentations to stakeholders

Bachelor's degree in nursing, nutrition, community health or related health field is desired. Background and work experience in breastfeeding support in a hospital or clinic setting and advanced breastfeeding training or International Board Certified Lactation Consultant (IBCLC) certification desired but not required.

Must have reliable transportation to attend meetings and conduct grant business. Individuals operating a motor vehicle for county business must possess a valid driver's license and proof of insurance.

Selected consultant will also provide a current certificate of liability insurance as part of the final agreement with Washington County.

### *Proposal Requirements:*

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Proposals are limited to six pages or less (single spaced, 12 point font) excluding the cover letter and should include the following:

- Cover letter to include interest in the position, a brief background in the areas of consulting and community organizing
- One page resume
- A plan and itemized budget to complete the deliverables (including hourly or task pricing and estimated hours)
- List of three professional references

Follow up interview to be determined.

The County reserves the right to select the most qualified applicant within the limits of the grant budget. A contract agreement will be established with Washington County upon the selection of the appropriate candidate.

Additional conditions in the final agreement with Washington County will include responsibilities from the Minnesota Department of Health SHIP 4 Agreement with Washington County and the following county contract sections:

### Data Privacy

All data collected, created, received, maintained, or disseminated for any purpose by the activities of the contractor, because of this agreement shall be governed by the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13 (Act), as amended and the Rules implementing the Act now in force or as amended. The contractor is subject to the requirements of the Act and Rules and must comply with those requirements as if it is a governmental entity. The remedies contained in section 13.08 of the Act shall apply to the contractor.

## Indemnification

The Contractor agrees it will defend, indemnify and hold harmless the County, its officers and employees against any and all liability, loss, costs, damages, and expenses which the County, its officers, or employees may hereafter sustain, incur, or be required to pay arising out of the negligent or willful acts or omissions of the Contractor in the performance of this agreement.

## Insurance

The Contractor agrees that in order to protect itself, as well as the County, under the indemnity provisions set forth above, it will at all times during the term of this Agreement, keep in force the following insurance protection in the limits specified:

1. Commercial General Liability/Professional Liability with contractual liability coverage in the amount of the County's tort liability limits set forth in Minnesota Statute 466.04 and as amended from time to time.
2. Automobile coverage in the amount of the County's tort liability limits set forth in Minnesota Statute 466.04 and as amended from time to time.
3. Worker's Compensation in statutory amount (if applicable).

Prior to the effective date of this Agreement, the Contractor will furnish the County with a current and valid proof of insurance certificate indicating insurance coverage in the amounts required by this agreement. This certificate of insurance shall be on file with the County throughout the term of the agreement. As a condition subsequent to this agreement, Contractor shall insure that the certificate of insurance provided to the County will at all times be current. The parties agree that failure by the Contractor to maintain a current certificate of insurance with the County shall be a substantial breach of the contract and payments on the contract shall be withheld by the County until a certificate of insurance showing current insurance coverage in amounts required by the contract is provided to the County.

Any policy obtained and maintained under this clause shall provide that it shall not be cancelled, materially changed, or not renewed without thirty days' notice thereof to the County.

## Independent Contractor

It will be agreed that nothing within the contract is intended or should be construed in any manner as creating or establishing the relationship of co-partners between the parties or as constituting the Contractor as the agent, representative, or employee of the County or the Department of Public Health & Environment for any purpose or in any manner whatsoever. The Contractor is to be and shall remain an independent Contractor with respect to all services performed under this agreement.

The Contractor will secure, at its own expense, all personnel required in performing services under

the agreement. Any and all personnel of the Contractor or other persons, while engaged in the performance of any work or services required by the Contractor under this agreement shall have no contractual relationship with the County or Department of Public Health & Environment and shall not be considered employees of the County Department of Public Health & Environment.

#### Audits, Reports, Records and Monitoring Procedures

Pursuant to Minn. Stat. section 16C.05 subd. 5, the Contractor will:

1. Maintain records which reflect all revenues, costs incurred and services provided in the performance of this Agreement.
2. Agree that the County, the State Auditor, or legislative authority, or any of their duly authorized representatives at any time during normal business hours, and as often as they may deem reasonably necessary, shall have access to and the right to examine, audit, excerpt, and transcribe any books, documents, papers, records, etc., and accounting procedures and practices and involve transactions relating to this agreement. The Contractor agrees to maintain these records for a period of six (6) years from the date of the termination of this agreement.

#### Materials and Work Performance

All reports, memoranda, referrals, and correspondence generated by the Contractor in fulfilling this Agreement become the property of the County. The Contractor shall prepare and maintain all records required by the County to substantiate the amount and types of services rendered and for other purposes. The County shall inform the Contractor of the need for and nature of all such records.

#### Nondiscrimination

The Contractor agrees to comply with the nondiscrimination provision set forth in Minnesota Statute 181.59. The Contractor's failure to comply with section 181.59 may result in cancellation or termination of the agreement, and all money due or to become due under the contract may be forfeited for a second or any subsequent violation of the terms or conditions of this contract.

#### Subcontracting and Assignment

The contractor shall not enter into any subcontract for performance of any services contemplated under this agreement nor novate or assign any interest in the agreement without the prior written approval of the county. Any assignment or novation may be made subject to such conditions and provisions as the county may impose. If the contractor subcontracts the obligations under this agreement, the contractor shall be responsible for the performance of all obligations by the subcontractors.

#### Merger and Modification

It is understood and agreed that the entire Agreement between the parties is contained here and that this agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter. All items referred to in this Agreement are incorporated or attached and are

deemed to be part of this Agreement. Any material alterations, variations, modifications, or waivers of provisions of this Agreement shall be valid only when they have been reduced to writing as an amendment and signed by the parties.

### Severability

Every section, provision or part of this Agreement is declared severable from every other section, provision or part thereof to the extent that if any sections, provision or part of this Agreement shall be held invalid by a court of competent jurisdiction, it shall not invalidate any other section, provision or part thereof.

### Possession of Firearms on County Premises

Unless specifically required by the terms of this contract or the person it is subject to an exception provided by 18 USC§ 926B or 926BC (LEOSA) no provider of services pursuant to this contract or subcontractors shall carry or possess a firearm on county premises or while acting on behalf of Washington County pursuant to the terms of this agreement. Violation of this provision is grounds for immediate suspension or termination of this contract.

**Proposals are due by 4 pm on Thursday, November 30, 2017. Please send proposals electronically to:**

Jean Streetar, M.S., CHES

Public Health Program Manager

[jean.streetar@co.washington.mn.us](mailto:jean.streetar@co.washington.mn.us)

Washington County Department of Public Health and Environment

651-430-6786

*Equal Employment Opportunity/Affirmative Action*

Additional Resources: Minnesota Department of Health/SHIP website

<http://www.health.state.mn.us/divs/oshii/bf/>

