

**Technical Assistance to New York City Hospitals to Achieve
“Baby-Friendly” Designation to Promote Breastfeeding
Request for Proposals (RFP)**

**Issued by Public Health Solutions on behalf of the
New York City Department of Health and Mental Hygiene**
Issue Date: December 4, 2015

Contract Award

Joslyn Levy & Associates, LLC

Background and Purpose of RFP: The objective of the Division of Family and Child Health at the New York City Department of Health and Mental Hygiene (DOHMH) is to create programs, policies, services and environments that promote the safety and well-being of all New York City residents. As such, the division’s Bureau of Maternal, Infant and Reproductive Health’s (BMIRH) focus includes improving the health of mothers and infants and supports the World Health Organization (WHO) and United Nations Children’s Fund (UNICEF) sponsored global Baby-Friendly Hospital initiative (BFHI) and its fundamental principles: *The Ten Steps to Successful Breastfeeding and the International Code of Marketing of Breast-milk Substitutes*.

The “Baby-Friendly” RFP directly supports this focus and the awarded contractor, named above, is tasked with activities that include:

- Increasing the number of “Baby-Friendly” *designated* hospitals in NYC
- Expanding and coordinating NYC BHC activities for 8 to 12 maternity facilities to achieve WHO/UNICEF Baby-Friendly designation
- Improving the health of mothers and infants by promoting system-level changes and evidence-based practices in maternity facilities that provide an optimal level of care for infant feeding and mother/baby bonding
- Increasing the rates of breastfeeding exclusivity and duration in NYC