

Wisconsin Chronic Disease Prevention Program
Grant Funding Opportunity

Advancing Breastfeeding Continuity of Care for Communities Most at Risk of Not Breastfeeding

I. IMPORTANT DATES

February 24, 2025	Grant Funding Opportunity released
March 28, 2025	Application Materials due by 11:59 p.m.
April 9, 2025	Notification of Awards (estimated)
Estimated start June 1, 2025 – September 29, 2025	First Period of Performance (for current non-SPAN funded applicants)
September 30, 2025 - September 29, 2026	Second Period of Performance (for all applicants)

II. FUNDING OPPORTUNITY OVERVIEW

INTRODUCTION

The Wisconsin Department of Health Services (DHS) Chronic Disease Prevention Program (CDPP) is a recipient of the State Physical Activity and Nutrition Program (SPAN) cooperative agreement from the Centers for Disease Control and Prevention (CDC). To implement the strategies of this cooperative agreement, CDPP partners with a variety of organizations across the state, offering funding, technical assistance, and connections to peer support.

CDPP is issuing this Grant Funding Opportunity (GFO) to provide interested applicants with information on preparing and applying for the *Advancing Breastfeeding Continuity of Care for Communities Most at Risk of Not Breastfeeding* grant to improve lactation support in Wisconsin communities.

BACKGROUND

Breastfeeding is a public health imperative and has a major impact on population health outcomes. Breastfeeding and human milk are the normative standards for infant feeding and nutrition due to short- and long-term benefits for both children and those lactating. Breastfeeding also has an economic impact, with low breastfeeding rates costing the U.S. millions of dollars in higher healthcare costs and lost worker productivity. Policy, system, and environmental barriers to breastfeeding affect all families, but have a disproportionate impact on some communities. As a result, there are families in Wisconsin who are more at risk of not breastfeeding. Black/African

American (63%) and Lao/Hmong (51%) breastfeeding initiation rates are significantly lower than the Wisconsin average (82%)¹. Racial/ethnic disparities in breastfeeding rates persist when considering duration and exclusivity². According to community assessments conducted across Wisconsin, there is a lack of lactation support providers from different racial, ethnic, and cultural backgrounds and limited access to providers who speak multiple languages. There is a demonstrated need to improve lactation support and continuity of care for families experiencing the most challenges.

PURPOSE

DHS CDPP is seeking applicants (e.g., non-profit, local or Tribal health agency, membership entity, coalition) to partner with under the *Advancing Breastfeeding Continuity of Care for Communities Most at Risk of Not Breastfeeding* grant. The CDC SPAN cooperative agreement includes [6 strategy areas](#): food service guidelines, fruit and vegetable voucher programs, produce prescription programs, community design for physical activity, continuity of care in breastfeeding, and quality early care and education environments. **This GFO will focus on continuity of care in breastfeeding.** Funding opportunities for the other CDC SPAN strategies will be announced separately, as applicable.

This GFO also revolves around supporting local health agencies, community-based organizations, or other organizations who serve priority populations throughout Wisconsin. **Priority populations** are those who have systematically experienced greater obstacles to health due to social, demographic, environmental, and other factors or characteristics. Under this GFO, **the priority population are those most at risk of not breastfeeding**, such as Black/African American, Hmong, Indigenous, and/or Spanish-speaking families in Wisconsin.

SCOPE OF WORK:

Eligible applicants may apply for the maximum funding amounts outlined below. CDC SPAN Year 2 of the cooperative agreement ends on September 29, 2025. Because of this, there are two periods of performance for this opportunity:

Period of Performance 1: June 1, 2025 - September 29, 2025

Period of Performance 2: September 30, 2025 - September 29, 2026

Applicants who are currently funded (have contracts for Sept 30, 2024 - Sept 29, 2025) under the CDC SPAN cooperative agreement are **ONLY** eligible for Period 2 (Sept 30, 2025 - Sept 29, 2026) of funding. Applicants who are **NOT** currently funded under the CDC SPAN cooperative agreement are eligible for and **MUST** apply for both periods of performance. These applicants will need to submit a work plan and budget for both periods of performance. See the application section for more details.

Period of Performance	Non-SPAN Funded Applicants	SPAN-Funded Applicants
June 1, 2025 - Sept 29, 2025	\$2,000 - \$10,000	Not eligible
Sept 30, 2025 - Sept 29, 2026	\$5,000 - \$18,000	Up to \$12,000
Total funds awarded	Up to \$20,000	Up to \$12,000

Below is a list of outcomes and performance measures provided and required by CDC as part of the CDC SPAN cooperative agreement.

Strategies and Activities	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Implement state level policies and activities that achieve continuity of care for breastfeeding families.	Increased access to programs that provide continuity of care for breastfeeding families.	Increased breastfeeding.	Improved health behaviors and outcomes (e.g., increased healthier food consumption, increased percentage of individuals meeting physical activity guidelines, decreased obesity). Reduced health disparities in chronic conditions (e.g., hypertension, heart disease, type 2 diabetes, and obesity).

Performance Measures:
Number of sites that are implementing policies or activities for breastfeeding continuity of care.
Number of people potentially impacted by sites that are implementing policies or activities for breastfeeding continuity of care.

This GFO will prioritize applicants and activities that seek to increase the performance measures and outcomes listed above. Work must focus on supporting **families most at risk of not breastfeeding**, with a particular focus on supporting Black/African American, Hmong, Indigenous, and/or Spanish-speaking families.

Outlined below is the scope of work to be implemented:

- Exploration
 - Identify and enhance connections to priority populations in your community.
 - Review and/or conduct community assessment activities.
 - Identify potential sites for intervention.
- Planning
 - Develop an implementation plan, based on community-identified needs and solutions.
 - Identify policies and activities to implement or improve in sites.
 - Engage with priority populations throughout the work.
- Implementation
 - Execute implementation plan.
 - Track progress and challenges encountered.
 - Develop plans to overcome challenges with support from the project team and CDPP.
 - Engage with priority populations throughout the work.
- Evaluation and Sustainability (ongoing)
 - Communicate and work closely with CDPP.
 - Collect and report CDC-required and evaluation-related deliverables, including but not limited to performance measures.
 - Utilize communication strategies to share about grant work and successes to the public, partners, and decision makers, as relevant.
 - Develop a written sustainability plan to continue building on successes and addressing challenges.
 - Identify financial support resources to sustain the work.

Potential activities could include:

- Implement a local care coordination system that covers the perinatal period and could include referral systems and hand-off protocols
- Create community environments that proactively promote, protect, and support breastfeeding
- Create or enhance a dedicated lactation space
- Implement a lactation support policy
- Provide lactation education or offer scholarships for lactation training to anyone who provides services to families
- Establish community-clinical linkages through relationship-building, leading to memorandums of understanding or other agreements outlining seamless transitions of care for families

Resources:

- [Strategy Overview: Continuity of Care in Breastfeeding](#)
- [The Continuity of Care in Breastfeeding Support Blueprint](#)

III. ELIGIBILITY

APPLICANT QUALIFICATIONS

Eligible applicants include, but are not limited to, Wisconsin-based non-profit organizations, local or Tribal health agencies, membership or professional associations, health care clinics, academic institutions, and coalitions.

Applicants must have the following qualifications:

- Have an ability to reach and work with members of priority populations
- Have staff capacity or the ability to hire staff to manage the project
- Have the financial capacity to oversee and manage the project
- Have expertise or experience in supporting breastfeeding families or breastfeeding continuity of care initiatives

IV. FUNDING INFORMATION

FUNDING AVAILABILITY

Eligible applicants may apply for the maximum funding amounts outlined below:

Period of Performance	Non-SPAN Funded Applicants	SPAN-Funded Applicants
June 1, 2025 - Sept 29, 2025	\$2,000 - \$10,000	Not eligible
Sept 30, 2025 - Sept 29, 2026	\$5,000 - \$18,000	Up to \$12,000
Total funds awarded	Up to \$20,000	Up to \$12,000

Funding Disclaimer: Please note there are two periods of performance for this opportunity - Period 1: April 1, 2025 - September 29, 2025 and Period 2: September 30, 2025 - September 29, 2026. Applicants who are currently funded (have contracts for Sept 30, 2024 - Sept 29, 2025) under the CDC SPAN cooperative agreement are **ONLY** eligible for Period 2 (September 30, 2025 - September 29, 2026) of funding. Applicants who are **NOT** currently funding under the CDC SPAN cooperative agreement, are eligible for and **MUST** apply for both periods of performance. Applicants will need to submit a work plan and budget for both periods of performance. See the application section for more details.

This is a scored GFO application survey. Submission does not guarantee funding within this opportunity. This allows DHS to assess capacity of interested parties to conduct the work outlined in the scope of work. DHS reserves the right not to award funding to any applicant, DHS reserves the right to award more than one applicant, and DHS may award additional funding if more funding becomes available. DHS also reserves the right to award grants for less than an applicant's proposed amount. Should additional funding become available at any point during the grant period, DHS reserves the right to use the results of this application to increase funding to the selected applicant(s) or fund additional applicants that submitted an application but were not selected.

Moreover, DHS reserves the right to negotiate with the successful applicant(s) separate cost reimbursement for additional work that is related to other state or federal Initiatives.

Funding for this budget period and for subsequent years or budget periods may be awarded based on performance and availability of funding.

USE OF FUNDING

Funding may be used for staff time, including planning, preparation and implementation time, fringe benefits, travel related to the project, data collection, analysis and reporting activities, and other project related costs. Funding **cannot** be used to purchase food for programs, construction, or equipment over \$5,000.

Funded applicants will be required to use Grant Enrollment, Application and Reporting System (GEARS). Funded applicants will report costs incurred on expenditure reporting forms and submit the forms to the GEARS Unit monthly. Additional expenditure information will also be submitted to Chronic Disease Prevention Program staff. Awarded grantee(s) will need a STAR Supplier identification number and GEARS Agency number.

The applicant for this award will need to agree to direct deposit payments and agree to the terms in the DHS grant agreement. A draft copy of a grant agreement can be provided upon request.

DHS uses a cost-based reimbursement model that limits reimbursement to actual allowable incurred costs. If funding is awarded, expenses can be submitted for reimbursement only after they have been incurred.

Recommended indirect rate, if applicable, should be $\leq 15\%$.

Allowable Costs and Activities (not inclusive list)

Grant recipients will be required to comply with the Department of Health Services Allowable Cost Policy Manual: <https://www.dhs.wisconsin.gov/business/allow-cost-manual.htm>

Staff time to coordinate and implement the project
Meeting expenses related to the project (meeting room, AV equipment, travel, speakers, etc.)
Public health evaluation
Office supplies, postage, copying, etc. related to the project
Consultant and contract services needed to implement the project
Supplies/equipment to support breastfeeding that have a total value under \$5,000

Unallowable Costs and Activities

Direct or indirect lobbying activities
Food for programs (for example, food for taste testing activities or fruit and vegetable incentive programs)
Clinical care such as health screening, patient care, personal health services, medications, patient rehabilitation, and other costs associated with treatment and direct care
Costs or activities not directly related to the overall project description and scope of work
Research
Construction
Capital expenditures and capital equipment. Capital equipment costs are defined as all costs associated with the acquisition of assets having a value in excess of \$5,000, and a useful life in excess of one year.
Projects outside of Wisconsin

UNIQUE ENTITY IDENTIFIER (UEI)

Applicants must have, or obtain prior to grant agreement execution, an UEI and must not be disbarred, suspended, or ineligible. The UEI is a 12-character alphanumeric ID that is issued through [SAM.gov](https://sam.gov). You can go to SAM.gov and [search](#) to see if your organization already has a UEI. If it does not have one, you can request one by following the prompts at SAM.gov. It is free and usually takes a day or two to receive the number. Please note that you do not have to go through the full registration process, which takes longer. If you do need to obtain an UEI, please review [Before You Get Started](#) for more information. The video [Get a Unique Entity ID - YouTube](#) is also helpful. If additional help is needed, visit the Federal Service Desk at [FSD.gov](https://fsd.gov).

V. APPLICATION REQUIREMENTS

APPLICATION SUBMISSION

- **Complete the grant application by 11:59 p.m. on March 28, 2025.**
- [Access the grant application via Alchemer here](#). Only applications submitted through this link will be considered.
- **Work Plan:** Develop activities to plan, implement, and sustain this project. See Application Question #9 for work plan template and further details.
- **Budget and Justification:** Provide a detailed outline of how the funds will be used per budget category. See Application Question #10 for budget template and further details.
- If the applicant does not provide the information necessary to meet the Application Requirements, DHS reserves the right to remove the application from further consideration.

APPLICATION TIPS

- Depending on your experience and interest, the time it takes to complete the application will vary. Therefore, we recommend you work "offline" until you are ready to complete the application in Alchemer in full. You may use the Application Questions section below to work "offline" and prepare your application.
- Use the navigation buttons at the bottom of the page instead of your internet browser's navigation.
- You will not be able to navigate to any previous responses once "Submit" is selected on the last page.
- Complete this application in one sitting. You will not be able to return to your earlier responses.
- You must complete all required questions to submit your application and be considered for this funding opportunity. Required questions are indicated by a red asterisk (*).
- Any question with a maximum number of allowed words is indicated after the question in brackets as well as under the text box field where applicable.

APPLICATION QUESTIONS

These are the application questions you will complete in [Alchemer](#). You may use this section to work "offline" and prepare before submitting your application in full using Alchemer.

1. Name of the lead organization applying
2. Contact information for who will serve as the primary point of contact for communication regarding this application.

- First Name
- Last Name
- Title
- Street Address
- City
- State
- ZIP Code
- Email
- Phone

3. Organization website (if applicable)
4. Are you a current SPAN funding recipient for September 30, 2024 - September 29, 2025?
5. **Organization background, past and relevant current work:** Please share a brief description of your organization's past and current activities, practices, and connections to the breastfeeding continuity of care strategy. Share how your organization is ready to implement this work. Describe how your organization is dedicated to continuity of care in breastfeeding, be that through your organization's mission, vision, or strategic plan (Maximum word count: 1000).
6. **Project description:** Give a brief high-level description of the project, sharing how you'll approach the scope of work and key activities (Maximum word count: 500).
7. **Priority populations and key partnerships:** Please share which priority populations you will reach with this GFO and what data you used to identify these groups. Include planned efforts to engage these groups and current connections to key organizations who represent the populations they serve and/or to community members directly (Maximum word count: 500).
8. **Community assessment:** Describe any community assessment activities relevant to this strategy or maternal and child health (e.g., survey, community conversations, focus groups) your organization has been involved with recently and/or plans to complete through this GFO. Explain how the project will be based on community-identified needs and solutions (Maximum word count: 250).

9. **Work Plan:** Describe the major steps/activities needed to complete your project, who is responsible for the step, and the timeline for each step/activity. Complete the work plan template for either Period 1+2 (non-SPAN funded applicants) June 1, 2025 - September 29, 2026 or just Period 2 (SPAN funded applicants) September 30, 2025 - September 29, 2026. [Click here to automatically download the Work Plan Template in its ready-to-use .docx format.](#) Please check your internet browser's or computer's downloads. You will attach your completed work plan template in Alchemer. Follow the file naming convention: Applicant name_Work Plan_SPAN BF.

10. **Budget and Justification:** Complete the budget template for either Period 1+2 (non-SPAN funded applicants) June 1, 2025 - September 29, 2026 or just Period 2 (SPAN funded applicants) September 30, 2025 - September 29, 2026. In the budget template, you will find a tab for each period of performance. See the funding table above for the funding amounts for each period. [Click here to automatically download the Budget Template in its ready-to-use .xlsx format.](#) Please check your internet browser's or computer's downloads. Follow the file naming convention: Applicant name_Budget_SPAN BF.

11. (Not graded) What other comments or questions would you like to share with the Chronic Disease Prevention Program? (Maximum word count: 250)

QUESTIONS

If you have any questions, please e-mail the CDPP team at DHSChronicDiseasePrevention@dhs.wisconsin.gov. Include “SPAN Breastfeeding GFO” in the subject line.

VI. APPLICATION SCORING

Applications are reviewed by an evaluation committee and scored against defined criteria.

Application Section Scoring	Maximum Points
A. Organization background, past and current relevant work	30
B. Project Description	10
C. Priority Populations and Key Partnerships	20
D. Community Assessment	10
E. Work Plan	20
F. Budget and Justification	10
Total Points	100

VII. NOTICE OF AWARD

The Chronic Disease Prevention Program anticipates the date of notification of awards will be April 9, 2025 or shortly after this date. For applicants who are awarded, there are two periods of performance: Period 1: June 1, 2025 - September 29, 2025 and Period 2: September 30, 2025 - September 29, 2026.

Depending on available funding and acceptable performance, additional years of funding may be awarded to extend grant activities. Applicants not chosen for funding will be notified accordingly.

VII. POST AWARD MONITORING AND REPORTING

DHS CDPP staff will monitor progress and provide technical assistance during the grant period. Monthly check-in meetings will be required during the grant period to assist CDPP in reporting detailed progress to CDC. Applicants are also required to evaluate activities and participate, contribute, and inform the DHS CDPP annual evaluation and performance measurement plan. To assist in meeting these requirements, award recipients will need to monitor and report barriers, facilitators, and lessons learned.

Applicants are also required to complete and/or disseminate data collection tools as needed to assist in quality improvement efforts as well as reporting on evaluation and performance measures. For example, participating in an informal interview to better understand workflow processes or completing a survey created by DHS CDPP to collect end-of-year performance measures:

- Number of sites that are implementing policies or activities for breastfeeding continuity of care.
- Number of people potentially impacted by sites that are implementing policies or activities for breastfeeding continuity of care.

IX. GLOSSARY

Award: Financial assistance that provides support or stimulation to accomplish a public purpose. Awards include grants and other agreements (e.g., cooperative agreements) in the form of money, or property in lieu of money, by the federal government to an eligible applicant.

Budget Period or Budget Year: The duration of each individual funding period within the period of performance.

Continuity of Care: Consistent, collaborative, and seamless delivery of high-quality services. In lactation, these services begin in pregnancy and continue until families are no longer breastfeeding. Continuity of care results in transitions that are coordinated and fully supportive of families throughout their breastfeeding journey.

Contracts: An award instrument used to acquire (by purchase, lease, or barter) property or services for the direct benefit or use of the Federal Government.

Cooperative Agreement: A financial assistance award with the same kind of interagency relationship as a grant except that it provides for substantial involvement by the federal agency funding the award. Substantial involvement means that the recipient can expect federal programmatic collaboration or participation in carrying out the effort under the award.

Evaluation (program evaluation): The systematic collection of information about the activities, characteristics, and outcomes of programs (which may include interventions, policies, and specific projects) to make judgments about that program, improve program effectiveness, and/or inform decisions about future program development.

Evaluation Plan: A written document describing the overall approach that will be used to guide an evaluation, including why the evaluation is being conducted, how the findings will likely be used, and the design and data collection sources and methods. The plan specifies what will be done, how it will be done, who will do it, and when it will be done. The evaluation plan is used to describe how DHS CDPP and/or CDC will determine whether activities are implemented appropriately, and outcomes are achieved.

Grant: A legal instrument used by the federal government to transfer anything of value to a recipient for public support or stimulation authorized by statute. Financial assistance may be money or property. The definition does not include a federal procurement subject to the Federal Acquisition Regulation; technical assistance (which provides services instead of money); or assistance in the form of revenue sharing, loans, loan guarantees, interest subsidies, insurance, or direct payments of any kind to a person or persons. The main difference between a grant and a cooperative agreement is that in a grant there is no anticipated substantial programmatic involvement by the federal government under the award.

Health Disparities: Differences in health outcomes and their determinants among segments of the population as defined by social, demographic, environmental, or geographic category.

Logic Model: A visual representation showing the sequence of related events connecting the activities of a program with the programs' desired outcomes and results.

Outcome: The results of program operations or activities; the effects triggered by the program. For example, increased knowledge, changed attitudes or beliefs, reduced tobacco use, reduced morbidity, and mortality.

Performance Measurement: The ongoing monitoring and reporting of program accomplishments, particularly progress toward pre-established goals, typically conducted by program or agency management. Performance measurement may address the type or level of program activities conducted (process), the direct products and services delivered by a program (outputs), or the results of those products and services (outcomes). A “program” may be any activity, project, function, or policy that has an identifiable purpose or set of objectives.

Period of Performance: The time frame during which a grantee or recipient is expected to complete a project and use approved funds

Priority populations: Those who have systematically experienced greater obstacles to health due to social, demographic, environmental, and other factors or characteristics.

Technical Assistance: Advice, assistance, or training pertaining to program development, implementation, maintenance, or evaluation that is provided by the funding agency.

Work Plan: The summary of performance outcomes, strategies and activities, personnel and/or partners who will complete the activities, and the timeline for completion. The work plan will outline the details of all necessary activities that will be supported through the approved budget.

X. CITATIONS & RESOURCES

CITATIONS

1. Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <http://dhs.wisconsin.gov/wish/>, Birth Counts Module, accessed 7/11/2024
2. Wisconsin Department of health Services Wisconsin Pregnancy Risk Assessment Monitoring System 2021

RESOURCES

- State Physical Activity and Nutrition Program CDC: <https://www.cdc.gov/span/php/about/>
- [Strategy Overview: Continuity of Care in Breastfeeding](#)
- [The Continuity of Care in Breastfeeding Support Blueprint](#)