

STATE OF HAWAII  
**NOTICE OF AND REQUEST FOR  
 RESTRICTIVE PURCHASE OF SERVICE**  
 PURSUANT TO §103F-403, HRS

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STATE PROCUREMENT OFFICE  
 STATE OF HAWAII

To: Chief Procurement Officer

From: DOH/FHSD/Women, Infants and Children (WIC) Services Branch  
*Department/Division/Branch or Office*

Pursuant to §103F-403, HRS, and Chapter 3-144, HAR, the department head has made a determination that an adequate basis for a restrictive purchase of services exists and requests approval to make a restrictive purchase for the following:

1.	Title and description of health and human service(s):	Breastfeeding peer counselor (BFPC) services to WIC participants in West Hawaii. BFPC services require peer counselors to have personal breastfeeding experience and be formally trained with the United States Department of Agriculture's (USDA) "Loving Support through Peer Counseling" model. This model of peer counseling includes encouraging pregnant WIC mothers to breastfeed, explaining ways to prevent common breastfeeding problems, and to provide support and encouragement in order to increase breastfeeding initiation, duration and exclusivity rates among WIC participants. Costs are to include providing all labor, materials, equipment, supplies and supervision required to train, being available to respond to calls from WIC mothers outside of normal work hours, documenting participation in the BFPC program, establishing partnership with local hospitals, private clinics, and providing mother-to-mother support and serving as a role model for breastfeeding success. This peer counseling service shall be provided only to WIC participants in West Hawaii.		
2.	Provider Name and Address:	Family Support Services of West Hawaii 75-127 Lunapule Road, Suite 11 Kailua-Kona, Hawaii 96740		
3.	Total Contract Funds:	\$80,000		
	Contract Funds per Year (if applicable):	\$40,000		
4.	RH No. of Previous Request for this Service (if applicable)	N/A		
5.	Term of Contract:	Start: June 1, 2012	End: May 30,	2014
	If the contract term is longer than 1 year, provide justification for the extended term: The USDA and the WIC Services Branch are the sole providers for training in the "Loving Support through Peer Counseling" model and neither are planning additional trainings to the Big Island in the near future because limited resources are available to conduct training and future training will be held in the geographic area of Oahu, where the greatest concentration of WIC participants are located.			

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6. Describe the circumstances justifying a restrictive purchase:

At this time, the only agency in West Hawaii that has staff trained in the "Loving Support through Peer Counseling" model is Family Support Services of West Hawaii. One of the national goals for USDA WIC is to improve the current breastfeeding initiation, duration and exclusivity rates among WIC participants. To assist in obtaining this goal, the USDA offers grants to WIC agencies that would like to offer complementary breastfeeding support to participants in the form of BFPC services that utilize the "Loving Support through Peer Counseling" model. The USDA's requirement for the use of this funding limits the BFPC counseling to be provided to WIC participants only by a WIC BFPC who reflects the population served who has also received this training.

7. Describe the efforts and results in determining that this is the sole provider who can render services. Include approximate dates:

Guidelines in using grant funds are specific in that WIC participants who receive BFPC services are done so using the "Loving Support through Peer Counseling" model. Hawaii State Department of Health's WIC Services Branch is the designated State Agency for BFPC and is the designated trainer for the state. Hawaii WIC keeps track of individuals who have been trained in the state and therefore is aware of all potential service providers.

8. List state agency personnel, by position title, who will be involved in the approval process and administration of the contract:

Public Health Administrative Officer: Andrea Takemoto  
Public Health Administrative Officer: Susan Kanour

9. Direct questions to (name & position): Andrea Takemoto, Public Health Administrative Officer

Phone number: 586-8190

e-mail address: andrea.takemoto@doh.hawaii.gov

**I certify that the information provided above is to the best of my knowledge true and correct.**

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Department Head Signature

3/19/12  
Date

Loretta J. Fuddy, A.C.S.W., M.P.H.  
Typed Name

**NOTICE**

Pursuant to §103F-403, Hawaii Revised Statutes and Chapter 3-144, Hawaii Administrative Rules, the aforementioned purchasing agency has submitted a request to the chief procurement officer for a restrictive purchase of service for health and human services, and if approved, intends to purchase the service without issuing a request for proposals.

Any person may file a written protest under the procedures established under Chapter 3-148, Hawaii Administrative Rules, located on the web at [www.spo.hawaii.gov](http://www.spo.hawaii.gov), click *Statutes and Rules* and *Procurement of Health and Human Services*. Protests shall be hand delivered or postmarked by United States Postal Service within seven (7) days after the date this notice is first published on the internet. If hand delivered it must be submitted by 4:30 PM, Hawaii Standard Time, within seven days after day this notice is first published. Protests must be submitted to the following procurement officer **and** head of the purchasing agency:

**Procurement Officer for this Procurement**  
Andrea Takemoto  
Public Health Administrative Officer  
WIC Services Branch  
235 South Beretania Street, Suite 701  
Honolulu, Hawaii 96813

**Head of Purchasing Agency**  
Loretta J. Fuddy, A.C.S.W., M.P.H.  
Director of Health  
Hawaii State Department of Health  
1250 Punchbowl Street  
Honolulu, Hawaii 96813

Protest forms and instructions are on the web at: [www.spo.hawaii.gov](http://www.spo.hawaii.gov), click *Health and Human Services, Chapter 103F...* and *Forms for Private Providers*. Questions should be directed to the contact person noted in item 9 of the request.

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**FOR CHIEF PROCUREMENT OFFICER USE ONLY**

Chief Procurement Officer's Comments:

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This award is required to be posted on the Awards Reporting System.

APPROVED     DISAPPROVED     NO ACTION

  
Chief Procurement Officer Signature

3/30/2012  
Date

Please ensure adherence to applicable administrative requirements.