



DEC 21 P4:18

STATE PROCUREMENT OFFICE
NOTICE & REQUEST FOR SOLE SOURCE

PROCUREMENT OFFICE
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
2. FROM: Terri Byers/ Dept. of Health/ Healthy Hawaii Initiative
Department/Division/Agency

Pursuant to HRS §103D-306 and HAR Chapter 3-122, Subchapter 9, the Department requests sole source approval to purchase the following:

3. Description of goods, services, or construction:
Registration fee for Baby Friendly Hospital designation.
To be designated as Baby Friendly, hospitals must register with Baby Friendly USA, complete all requirements, and demonstrate, during an on-site assessment, that they have correctly integrated all 10 Steps To Successful Breastfeeding into their practice for healthy newborns. It is a four phase process of which the last three phases involve registration fees of between \$1200-\$2000 each. Baby Friendly USA provides a model tool kit, technical assistance, and an on-site assessment to determine hospital compliance.
The Baby Friendly Hospital Initiative (BFHI) is a global program sponsored by WHO and UNICEF to encourage and recognize hospitals that offer an optimal level of care for infant feeding. The BFHI assists hospitals in providing mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding, and gives recognition to hospitals that have done so.

Table with 2 columns: Vendor Name, Address, Price, Term of Contract, Prior Sole Source Ref No.

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities:
Baby Friendly USA is the national authority for the BFHI in the United States and is the only entity that can authorize designation. Accordingly, the program is promoted by the US Department of Health and Human Services.
To be designated as Baby Friendly, birthing facilities must register with Baby Friendly USA, complete all requirements, and demonstrate, during an on-site assessment, that they have correctly integrated all 10 Steps To Successful Breastfeeding into their practice for healthy newborns. It is a four phase process of which the last three phases involve registration fees of between \$1200-\$2000 each.
To encourage and support birthing facilities in their efforts to improve maternity care, we are requesting a restrictive purchase of service, to allow us to pay the registration fees for Hawaii birthing hospitals interested in participating. Payment would be made directly to Baby Friendly USA. With eleven eligible birthing facilities statewide, we are proposing a budget not to exceed \$30,000.
The Department of Health secured a two year ARRA-funded grant aimed at increasing the number of women who are exclusively breastfeeding while in the hospital through discharge. Strengthening maternity care practices is one evidence-based intervention being promoted by the federal government to combat childhood obesity. Under terms of the grant, we are working with Hawaii's maternity hospitals to encourage the adoption of maternity care practices that support breastfeeding like those included in the Baby Friendly Hospital Initiative (BFHI).

9. Essential features. How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work:

Breastfeeding provides significant advantages for infants, mothers, families, and society, including health, nutritional, immunologic, developmental, psychological, social, economic, and environmental benefits. Birth facility policies and practices significantly impact whether a woman chooses to start breastfeeding and how long she continues to breastfeed. Breastfeeding must be appropriately viewed as a public health issue and public health programs and policies should include attention to breastfeeding protection, education, promotion, and support.

The BFHI is a critical component of any evidence-based breast feeding intervention. As the national authority for the initiative in the US, Baby Friendly USA has staff available to provide technical support, assistance for increasing community awareness of the initiative, a model tool kit to help hospitals work toward implementation, and an on-site assessment to determine hospital compliance.

11. Alternate source. The following other possible sources for the good, service, or construction were investigated but do not meet our needs because:

We have had discussions with federal officials from the Centers for Disease Control and Prevention who validated that Baby Friendly USA is the only entity authorized to extend the designation in the United States. Additionally, we have undertaken extensive internet research and have not been able to identify any other organizations who provide comparable, or even similar, products and services.

12. Direct any inquiries to:

Department: Department of Health
 Contact Name/Title: Terri Byers/ Early Childhood Coordinator

13 Phone Number:

586-5445

Fax Number:

Expenditure may be processed with a purchase order/pCard: Yes No
 If no, a contract must be executed and funds certified.

Agency shall ensure adherence to applicable administrative and statutory requirements, including HAR Chapter 3-122, Subchapter 15, Cost or Pricing Data, if required.

14. *I certify that the information provided above is to the best of my knowledge, true, correct and that the goods, services, or construction are available through only one source.*

DEC 16 2010

Department Head Signature



Date

Reserved for CPO Use Only

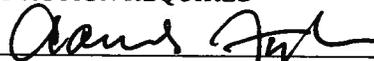
15 Date Notice Posted: 12/22/10

Submit written objections to this notice to issue a sole source contract within seven calendar days or as otherwise allowed from the above posted date to: Chief Procurement Officer
 State Procurement Office
 P.O. Box 119
 Honolulu, Hawaii 96810-0119

16. Chief Procurement Officer's comments:

The contact person, Ms. Terri Byers, does not have the applicable written delegated procurement authority or training. In conversation between Ms. Byers and SPO staff, she has been informed of the above and reminded that she cannot participate in any procurement activities until she has received both written delegated procurement authority and has completed the appropriate mandatory procurement training requirements for the applicable procurement method, pursuant to Procurement Delegation No. 2010-01 and Procurement Circular No. 2010-05 as appropriate have been met. Approval is conditioned on the above and is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply. This award is required to be posted on the Awards Reporting System.

17. APPROVED DISAPPROVED NO ACTION REQUIRED



Chief Procurement Officer

3/10/2011
Date