



STATE PROCUREMENT OFFICE
NOTICE & REQUEST FOR SOLE SOURCE

12 APR 16 10:57

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: Tobacco Settlement Project
Name of Requesting Department

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

1. Describe the goods, services, or construction to be procured.
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 of the "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 the World Health Organization (WHO) and the United Nations Children's Fund (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/Contractor/Service Provider Name, Amount of Request, Term of contract, Prior SPO-001, Sole Source (SS) No.

6. Describe in detail the following:
a. The unique features, characteristics, or capabilities of the goods, service or construction. (see attachment)
b. How the unique features, characteristics or capabilities of the goods, service or construction are essential for the department to accomplish its work.
Breastfeeding provides significant advantages for infants, mothers, families, and society, including health, nutritional, immunologic, developmental, psychologic, 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 breastfeeding intervention. As the national authority for the initiative in the US, Baby-Friendly USA has staff available to provide technical support and assistance for increasing community awareness of the initiative, a model toolkit to help hospitals work toward implementation, and an on-site assessment to determine hospital compliance.

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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 registrations fees for Hawaii birthing hospitals interested in participating. Payment will be made directly to Baby-Friendly USA. 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. This funding has been extended through one more year. 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, specifically those included in the Baby-Friendly Hospital Initiative (BFHI).

7. Describe the efforts and results in determining that this is the only vendor/contractor/service provider who can provide the goods, services or construction.

We researched the international organizations WHO and UNICEF to determine what entities can designate hospitals as being Baby-Friendly in the United States and found that Baby-Friendly USA is the only one. We also 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.

8. Alternate source. Describe the other possible sources for the goods, services, or construction that were investigated but did not meet the department's needs.

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.

9. Identify the primary individual(s) who is knowledgeable about this request, who will conduct and manage this process, and has 1) appropriate written delegated procurement authority; 2) completed mandatory training; and 3) who SPO may contact for follow up inquiry, if any.

(Type over "example" and delete cells not used.)

Name of Department Personnel	Division/Agency	Phone Number	E-mail Address
Heidi Hansen Smith	TSP/HHI	586-4495	heidi.hansen-smith@doh.hawaii.gov
Lola Irvin	TSP/HHI	586-4481	lola.irvin@doh.hawaii.gov

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

**All requirements/approvals and internal controls for this expenditure is the responsibility of the department.
I certify that the information provided is to the best of my knowledge, true and correct.**



Department Head Signature



Date

For Chief Procurement Officer Use Only

Date Notice Posted: 4/17/12

Submit written objection to this notice to issue a sole source contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Approval is granted based on the department's representation that to be designated as Baby-Friendly, hospitals must be registered with Baby Friendly USA and completes all the requirements. This approval is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply (i.e. vendor is required to be compliant on the Hawaii Compliance Express) and award is required to be posted on the Awards Reporting System.

If there are any questions, please contact Kevin Takaesu at 586-0568, or kevin.s.takaesu@hawaii.gov.

Approved

Disapproved

No Action Required

Kevin S. Takaesu 5/18/2012
Chief Procurement Officer Signature Date