



Champions For Our Children

June 18, 2009

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Dear Prospective Consultant:

First 5 LA is issuing this Request for Qualifications (RFQ) to qualified consultants or organizations interested in working with First 5 LA staff and Commission to assist in implementing the Best Start LA (BSLA) Baby-Friendly Hospital Project.

The purpose of Best Start LA is to optimize the social, emotional, cognitive, language, physical and motor development of our youngest children within the context of the multiple environments that affect their development: (1) Pregnancy; (2) Nurturing Relationships; (3) Family; (4) Early Care and Education; (5) Early Intervention and (6) Neighborhoods and Communities. The BSLA Baby-Friendly Hospital Project will enhance and support a continuum of care to improve initiation and duration of breastfeeding by improving breastfeeding policies and procedures in birthing hospitals.

In response to this RFQ, applicants must complete and submit their proposal and all required documents online to First 5 LA. Mailed, faxed or email submissions will not be accepted. Proposals must be received by 5:00 p.m. on July 30, 2009. For additional information or further questions, please send an e-mail to: Lucy Lin, Program Officer, at [babyfriendly@first5la.org](mailto:babyfriendly@first5la.org).

Thank you for your continued commitment to children and families and your support of the vision and mission of First 5 LA.

Sincerely,

  
Evelyn V. Martinez  
Executive Director

A public entity.