

Indiana State Department of Health EPIC Breastfeeding Training Vendor Request

Educating Physicians in their Communities (EPIC) is a train-the-trainer model of breastfeeding education that gives providers the content and knowledge needed to train many additional colleagues and staff within their practices and communities.

The Indiana State Department of Health (ISDH) is interested in bringing EPIC to the Hoosier State to educate pediatric, family and OB providers and their staff to empower them to initiate sustainable change for their patients and families around best breastfeeding practices.

Scope of Work

ISDH requests bids from vendors to conduct 2 separate, consecutive EPIC training series in Indiana beginning 10/1/15, ending by 6/30/16 with final report due by 9/30/16, and to deliver each training series in the following format:

- An initial EPIC training webinar conducted by a physician, with Continuing Medical Education (CME) credits for program participants
- Three follow-up coaching calls / webinars:
 1. Two of these coaching opportunities should provide coaching and follow-up directly related to the EPIC curriculum
 2. The final follow-up coaching should focus on application of quality improvement methods to incorporate into practice systems **prenatal breastfeeding education** (Step 3 of the WHO Ten Steps to Successful Breastfeeding Education)
- Webinar / conference call costs included for at least 50 participants per training series for a total of at least **100 participants**

Additionally, the vendor should:

- Conduct follow-up evaluation survey(s) with training participants and compile data on the number of providers that have gone on to train over a set period of time
- Provide ISDH with marketing materials (i.e., web copy) to target a broad provider audience: IHA, Indiana chapters of the AAP, AAFP, ACOG, and private practice groups across Indiana

The **program curriculum** should be organized around three components: attitude, skills and knowledge.

Program objectives:

- Educate providers and their staff on breastfeeding
- Discuss why providers play a critical role in a woman's decision to breastfeed
- Teach evidence-based standards on how to encourage, support and promote breastfeeding
- Review how to access lactation support services in the community
- Provide free resources for patient education

At the conclusion of the program, training participants will be able to:

- Discuss the importance of breastfeeding, including the link to between breastfeeding and infant and maternal mortality and morbidity
- Discuss national recommendations and policies on breastfeeding
- Identify strategies & resources for physician offices that support breastfeeding
- Identify community breastfeeding resources for patient referrals

Maximum contract award: \$50,000 for the program detailed above (two training cycles for a total of 100 providers trained)

Deadline for bid submission is June 30, 2015 at 4:00pm EST

Please email bids to crunge@isdh.in.gov

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