

Board of Health for Madison and Dane County
Resolution #2018 –17

Authorization to enter into a noncompetitive contract with Mamava, Inc. for a freestanding lactation pod and authorization of the corresponding budget transfer to support this purchase

Public Health-Madison and Dane County (PHMDC) is committed to increasing equity in breastfeeding in Dane County, and supporting pregnant women and families in their choice to breastfeed. In an effort to better connect the community and PHMDC clients with breastfeeding resources, PHMDC applied for and received funding from the Wisconsin Department of Health Services (DHS) 2018 Maternal and Child Health (MCH) block grant. This grant allows PHMDC to explore more nuanced approaches to providing coordinated breastfeeding services and support within our diverse communities.

In mid-2018, PHMDC conducted an evaluation of the area surrounding PHMDC’s Atrium office to understand the landscape of lactation spaces for community members and employees of nearby businesses. The assessment found that the South Park Street area where the Atrium is located is a First Food Desert—that is, there were minimal designated spaces available for pumping.

To address this issue, PHMDC plans to purchase a Mamava pod—a contained, private space for breastfeeding and pumping. Mamava, Inc. is the only vendor offering this type of product.

Due to delays in recruiting and hiring for the MCH Specialist position to be funded by the breastfeeding grant, there are funds available in the personnel and fringe benefit line items in the MCH breastfeeding budget to purchase the Mamava pod.

The transfer of funding within the MCH block grant will address the following grant objective:

- Support workplaces to become breastfeeding friendly

NOW THEREFORE BE IT RESOLVED that the Board of Health for Madison and Dane County, on behalf of Public Health-Madison and Dane County, authorizes the transfer of the amounts of the Wisconsin Department of Health Services 2018 Maternal and Child Health block grant as outlined, and authorizes the Director of Public Health-Madison and Dane County to enter into a noncompetitive contract with Mamava Inc., for the purpose of addressing the First Food Desert of the 2300 South Park Street business district and promoting breastfeeding-friendly workplaces.

Account strings:

32101-51110-0000 Permanent Salaries	(\$16,400)
32309-53155-0000 Program Supplies	\$16,400

Drafted by: Katarina Grande
Introduced: August 15, 2018
Action: