



G-SPAN 2026

Breastfeeding

Funding Opportunity



Breastfeeding

G-SPAN ECE funds must be used for one of the 3 following strategies:

1. **Continuity of Care Breastfeeding Blueprint Strategy 2.7:** Develop social marketing campaigns in collaboration with community members and coalitions to normalize human milk feeding.

Focus: BF Coalition, Employers & Healthcare Settings

- Coalitions or organizations championing breastfeeding best practices will implement G-SPAN's breastfeeding social marketing campaign
 - Use G-SPAN's [*Breastfeeding is a Team Effort*](#) messaging to implement a social marketing campaign in your geographic area in collaboration with community members and coalitions to normalize human milk feeding. *Breastfeeding is a Team Effort* messages and images will be provided free of charge to Coalitions participating in the G-SPAN initiative.
 - Breastfeeding Social Marketing Campaigns should:
 - Create and/or display culturally responsive chest/breastfeeding images, ideally with pictures of real families from the community, and,
 - Disseminate *Breastfeeding is a Team Effort* educational messages in health care, worksite, and/or community settings (parks, libraries, shopping centers, stores, etc.).

G-SPAN ECE funds must be used for one of the 3 following strategies:

- 2. Continuity of Care Breastfeeding Blueprint Strategies 3.1:** Use evidence-based information to co-create educational workshops and materials focused on employers/worksites focused on breastfeeding policy adoption.

Focus: BF Coalitions, Worksites/employers

- Engage health systems, employers, public health, and social service organizations in educational sessions* providing evidence-based information to achieve breastfeeding policy adoption and encourage continuity of care across systems serving mothers/families.
- * *Education session content is available from G-SPAN and its partners.*
 - Support worksites/employers to adopt a new breastfeeding policy or update an existing policy to support employees' breastfeeding.

G-SPAN ECE funds must be used for one of the 3 following strategies:

3. **Continuity of Care Breastfeeding Blueprint Strategy 7.4: Breastfeeding Coalition partnership development for action planning**

Focus: BF Coalitions, Public Health/WIC, Health Systems, Social Services

- Connect breastfeeding coalitions to countywide health initiatives, usually led by Local Health Departments (LHDs) and Community Based Organizations (CBOs) to:
 - better understand overall community experience,
 - identify leveraging opportunities,
 - disseminate lactation support resources and messages, and
 - engage with other health and non-health specialties, such as community organizers, social services, emergency preparedness, housing and transportation, community designers, etc.
- Coalition will implement a local or regional breastfeeding action plan to support adoption of at least one policy, system, and/or environmental change strategy by a health system, employment setting, or community space.

Breastfeeding Quick Access & Fast Facts

- [Access the Breastfeeding RFP here](#)
- [Access the Breastfeeding application here](#)
- **Applications are due by 11:59 PM ET on Friday May 1, 2026.**
- **Max request: \$2,499**
- **Funding Period:** Up to 1 year depending on the community's needs.
- Need support writing and/or submitting your application? Contact G-SPAN at gspanatghpc@gsu.edu by Friday, April 24, 2026.



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